

ABSTRACT

Nirwana Gardens Resort is one of Resort located in Bintan Island, Riau Islands Province. The guest in Nirwana Gardens Resort is dominated by foreign tourists, while the domestic tourists compensation is still relatively low. Advertising strategy conducted by Nirwana Gardens Resort can still be used on foreign tourists when the potential of domestic tourists is quite large compared with foreign tourists. Nirwana Gardens Resort has several sales offices both domestically and abroad, in the field of advertising Nirwana Gardens Resort concentrates its activities in sales offices in Singapore. The purpose of this research is to analyze the advertising strategy conducted by Nirwana Gardens Resort and the implementation of advertisement to the domestic tourists. The data collection was done by interviewing the sales and marketing staff of Nirwana Gardens Resort, and documentation study to obtain data from the interviews as well. In this study the author use descriptive qualitative research methods. From some data methods that have been done can be seen that Nirwana Gardens Resort only prioritize advertising strategy on electronic media. Nirwana Gardens Resort makes foreign tourists as the main market of Berlin more than one advertising for the domestic tourists, this is what causes the level of domestic visits is still relatively low compared with foreign tourists. The benefit of this research is to analyze the causes of the low level of domestic tourist visit in Nirwana Gardens Resort.

Keywords: Advertising, Domestic Tourist, Nirwana Gardens Resort