

ABSTRACT

The growth of the tourism industry in Indonesia keeps increasing, in 2014-2015 tourists visiting reached 9.4 million. This figure shows an increase in the visits amounted to 7.2%. This makes tourism Indonesia growth exceeded the world's average, according to The 1st ASSOEM, many of the strategies used in achieving these targets. So also by Ciletuh Geopark is one of the tourist destinations in the province of West Java, which has been carrying out activities of Event Marketing Ciletuh Geopark Festival in 2017. So the goal of this research is perception knows the cultural and Tourism Office of West Java province and local communities regarding ciletuh Geopark Festival in 2017, and would like to know to know the growth of visits after the event marketing Ciletuh Geopark Festival in 2017.

This research used the qualitative approach with a descriptive method. The population of Indonesia Society visiting Ciletuh Geopark. Sample of visitors Ciletuh Geopark has ever been to Event Marketing Ciletuh Geopark Festival. Nonprobability sampling techniques used (purposive). Data collection techniques of observation, interviews, literature studies, analysis and documentation.

Based on the results of the descriptive analysis of the overall responses of respondents on all three dimensions of the event Marketing generates 86.23% it can be concluded that the third dimension of variable Event Marketing this in its application on Event Marketing Ciletuh Geopark Festival organized by 2017 tourism and Culture Java arat has been very well implemented. as well as data from tourists visit Ciletuh Geopark made directly by the author it can be concluded that after the holding of Ciletuh number of wisata 2017 Festival Geopark Ciletuh Geopark positively increase every year.

Keywords: Event Marketing