

## **ABSTRAC**

*Marketing is one of the ways to increase selling products or services at the company. Marketing communication is one of the strategies to market/advertises the products or services. By doing a marketing communication, a company will be able to know what they need before do the marketing. Marketing communication often used in hospitality (tourism). Marketing communication also increases the awareness of an object for tourism destinations. Moreover, there is a lot of tourism object that do marketing to increase the visitors. Purpose of this study is to know how Marketing Communication in Increasing Awareness of Daya Tarik Wisata (DTW) in Jatiluwih. This study uses a descriptive qualitative method by conducting interviews with three interviewees to describe how Tourism Marketing Communication Activity in Increasing the Awareness of Jatiluwih. The results of this study can be concluded that Tourism Marketing Communication Activity in Increasing Awareness of Jatiluwih uses the Dwi Sapta IMC Model Strategy that consist of Discovery Circle, Intent Circle, and Strategy Circle*

*Keywords: Brand Awareness, Marketing Communication Strategy, Tourism, Deskriptif Kualitatif*