

ABSTRACT

The increase in the number of tourist visits is one result of increased public awareness about the existence of a tourist spot. This increased awareness is one of the results of marketing communication activities carried out by tourist attractions. This research discusses various marketing communication activities carried out by Srambang Park Ngawi. The purpose of this study was to determine tourism marketing communication activities carried out by Srambang Park Ngawi in an effort to increase public awareness. The method used in this research is descriptive qualitative by conducting in-depth interviews with five related informants to explain the marketing communication activities carried out by Srambang Park Ngawi, observation, and documentation. The analysis of marketing communication activities in this study uses the marketing communication mix theory from Morissan such as advertising, direct marketing, interactive marketing, sales marketing, public relations, and personal selling. From this research it can be concluded that Srambang Park Ngawi uses several marketing communication mixes to increase public awareness, including advertising through electronic media, print media, online media and outdoor media; direct marketing through ticket sales directly at the ticket window and through catalogs from related agencies; interactive marketing through the website of the relevant department; sales promotions through coupons and discounts; community relations through events; personal selling through giving the direct information for tourist and presentations from related agencies.

KEY WORDS: Tourism Marketing Communication, Marketing Communication Mix, and Brand Awareness.