

ABSTRACT

In the current era of globalization, the tourism sector is one industry that is very influential on economic growth in a region. Purwakarta Regency focuses on improving facilities and infrastructure related to tourist destinations but lacks in terms of information media and information dissemination related to tourism in Purwakarta. With the internet as a new medium creating innovation in making it easy to access information. Purwakarta Regency also utilizes technological development by conducting digital marketing to collect data related to the increasing number of tourist destinations and promoting tourism in Purwakarta Regency, namely by making an Android mobile-based tour guide application named Sampurasun Purwakarta Tourism with the aim to provide convenience for the tourists get information about tourism. The Sampurasun Purwakarta application won an award as the top three national champions in Indonesia at the 2018 Indonesia Charm Awards (API) in the Most Popular Digital Tourism Promotion category. The purpose of this study was to determine the marketing communication strategy of the Disporaparbud Purwakarta Regency based on the message and media strategy used. This research uses descriptive qualitative method. The results of this study note that Purwakarta Regency Disporaparbud uses message strategies that are presented in thirteen feature content that contains informative messages on the Sampurasun application, while the media strategies used are online and offline media.

Keywords: *Marketing Communication Strategy, New Media of Sampurasun Purwakarta Application, Promotion Mix, Disporaparbud Purwakarta Regency.*