

## **ABSTRACT**

*Tourism are the main support in improving the economy of the people in Magetan Regency apart from agricultural and trade sectors. One of the leading tours in Magetan Regency is Sarangan Lake. Sarangan Lake was chosen as the object of this research because this tourism is the main commodity of tourism object in Magetan Regency. This is evidenced by the activities carried out by the manager and the local government in providing supporting facilities for tourist. Although the local government has carried out various kinds of promotions, this tourist attraction is not widely known outside the provinces of East Java and Central Java. Therefore, the aim of study is to determine the effectiveness level of the Sarangan Lake Tourism Marketing Communication. This reaserch used descriptived quantitative method by distributing questionnaires. The result showed that the effectiveness of marketing communications carried out by the local government was still ineffective, this was evidenced by the result of hypothesis testing for variable X, the effectiveness of marketing communication which only had a value of 48,73%.*

*Keyword: Effectiveness of Marketing Communication*