

ABSTRACT

The marketing communication mix has an important role in the tourism industry, in promoting tourism aimed at increasing the number of visits. The marketing communication mix or promotion mix is a tool used to promote a product that is owned by a company. Companies do marketing to prospective consumers who have the possibility to purchase products, this success can be seen through increased purchases of products. The purpose of this study was to determine how the implementation of the Marketing Communication Mix or the tourism promotion mix of Tanjung Lesung during the Covid-19 pandemic. The theory used in this research is the promotion mix theory according to (Priansa, 2017). This study uses descriptive qualitative methods and uses a post-positivism paradigm approach as a reference in research. Data collection was carried out through interviews, observation and documentation. The results of this study indicate that Tanjung Lesung tourism uses the Marketing Communication Mix as a promotion reference. Tanjung Lesung Tourism carries out 6 Marketing Communication Mix activities according to (Priansa, 2017) which include advertising, personal marketing, public relations, sales promotion, direct marketing and word of mouth. Tanjung Lesung Tourism has not changed promotional activities from before the Covid-19 pandemic and during the Covid-19 pandemic.

Keywords: Marketing Communication Mix, Tourism, Marketing