

ABSTRACT

BeeJay Bakau Resort tourism has experienced a decline in the number of visits since the pandemic until now, this requires efforts to increase visits by maximizing integrated marketing communication strategies. BJBR tourism has a unique tourism concept by collaborating mangrove ecotourism with marine tourism. The uniqueness it has becomes the value offered in the implementation of integrated marketing communications to increase visits. The purpose of this study is to determine the analysis of Instagram analytical data @beejaybakauresort and to determine the integrated marketing communication strategy of BJBR tourism in increasing visits. This study uses a qualitative research method. The results of the analytical data study show that the video reels content type is the most effective type of content to attract audience involvement on Instagram in the Instagram marketing communication @beejaybakauresort. BJBR tourism has implemented an integrated marketing communication strategy in increasing the number of visits. BJBR tourism determines a message strategy that focuses on the advantages of mangrove ecotourism and a media strategy through Instagram. This is supported by the implementation of a marketing mix that focuses on product management, price adjustments, location determination and integrated promotions. Implementation of BJBR promotion by collaborating promotional channels to achieve an integrated marketing communication strategy in increasing tourist visits.

Keywords: *Analytical Data, Instagram, Integrated Marketing Communication Strategy, Tourism Marketing Communication.*