

## ABSTRACT

*Krebet tourism village is advanced tourism village in Bantul Regency. The icons of Krebet is the seed of wooden batik. Krebet Tourism Village is located in Sendangsari, Pajangan, Bantul. Problems of this research is about how marketing communications strategy Bantul department of tourism and the management of Krebet in order to increase the number of tourist visits, because last year 2016 and 2017 has experienced a fall in the number of tourist visits. The purpose of this research that is to know the communication strategy marketing and by factors in supporting inhibitors in it's implementation. Descriptive research was used in this study with a qualitative approach. This study carried out by interview, observation, and study documentation to collect the data. Data analysis techniques used with data collection, presentation of data and the last is conclusion. The validity of data undertaken triangulation sources and data techniques. Based on the research done obtained by the conclusion that in this case Krebet Tourism Village was using four component marketing mix strategy that is product, place, price, promotion. Krebet has product like natural tourism, education, culinary, craft, and lodgings. Krebet has the place which is comfort for tourist, the price for tourism set up by Krebet, for wooden batik by the individual who has the showroom. The activity of marketing such as advertising, sales promotion, event, and exhibition. But the activity of advertising at online media still not optimally, especially to used website, and now the websites was stopped and lack of expert to handle the website become a factor of inhibitors.*

*Key words : Marketing Communication Strategy, Tourist visits*