

ABSTRACT

Marketing communication plays an important role in disseminating information about the company and what it wants to offer to the target market. The Gajah Mungkur Wonogiri Reservoir Recreation Park is planning a promotional strategy with the aim of informing the rides, facilities, promos that are given and worthy of being a place for a vacation. To promote this, all forms of sales, sales promotion, direct selling, personal selling, publication, packaging, events and sponsorships, advertising and customer service are used. The purpose of this study is to determine the promotion planning in the development of the Gajah Mungkur Reservoir Recreation Park to achieve the revenue target which is used to obtain a clear picture of the steps to develop effective promotional communication. In this study, the authors used a qualitative descriptive. Sources of data used in this study include primary and secondary. Data collection techniques through interviews, recording, and literature study. The development of data validity was carried out by triangulating sources or data. Data analysis using SWOT analysis. The results of this study show that the strategy in achieving the target of the Gajah Mungkur Recreation Park is to promote again divided into different segments or target audiences. WGM has also expanded its cooperation relationships with tourism entrepreneurs and tourism forums. Then in implementation, the marketing division combines the entire marketing mix used in an integrated manner in a promotion plan.

Keywords: Marketing Communication, Promotion, Gajah Mungkur Reservoir Recreation Park