

ABSTRACT

This research is about the strategy of marketing communication of Gembira Loka Zoo in order to achieve the visitors. Gembira Loka Zoo having goals to be a place for natural reservation, research, education, tourist resort, and an appreciation of nature. The aim of this research is to understand the strategy of marketing communication of Gembira Loka Zoo in order to achieve the visitor.

This research is using descriptive method. The subjects consist of marketing and developer of Gembira Loka Zoo, the employer, and some visitor chosen randomly. The data were collected by doing interview, observation, and documentation.

The strategy used by Gembira Loka Zoo in order to achieve visitor is by doing promotion, including promotion of selling, advertising, public relations, direct selling, and direct marketing.

The service in Gembira Loka Zoo has been fulfill the need and the expectation of the consumers, although there must be some points which could not satisfy the visitors, for example the management is less competent in giving information by inthernet.