

ABSTRACT

Total visitor tourism in Banjarnegara district tends to be unstable and not in accordance with the targets set by the Department of Culture and Tourism Banjarnegara district. Fluctuations in the number of visitors these attractions automatic effect on local revenues, for the Department of Culture and Tourism Banjarnegara do strategies or efforts so that the number of visitors may be rising again and met local revenue. Thus the researchers conducted research on the Tourism Promotion Strategy Department of Culture and Tourism Banjarnegara district that aims to make researchers aware of the factors supporting and promotional activities. The method used in this research is descriptive method with qualitative data analysis techniques. Collecting data in this study was obtained from interviews and observations. From the results of this research is to use promotional strategies of Culture and Tourism Banjarnegara district is using a strategy of market analysis with the planning, implementation, and evaluation. Promotions that are used by both the promotion mix: advertising which is divided into a top-line advertising and below the line advertising, personal selling, public relations, direct marketing and sales promotion. Personal selling with a program of excursions, and travel funtrip dialogue is vigorous campaign conducted for the Department of Culture and Tourism Banjarnegara district wants to involve and increase community participation. Evaluated through strategic evaluation that did not work and evaluation of annual plans are updated each year in its medium (Medium Term Development Plan).

Keywords: Strategy, Tourism Promotion