

ABSTRACT

Jelok Tourism Village is one of the independent tourist village located in the district of Gunungkidul. Among the self-contained tourist villages, tourist arrivals decreased Jelok. To deal with business competition with other tourist villages in need of a reliable strategy in the innovation and marketing. The purpose of this study was to identify and determine the effects of marketing communications strategy implemented by managers of the tourist village Jelok increase tourist visits. The study was conducted using qualitative descriptive research method with a descriptive outline the primary data from interviews and secondary data search of the observation and documentation to better understand the phenomena that occur in a thorough and deep understanding of marketing communications strategies on rural tourism in increasing traffic Jelok tourists. The results showed that the overall tourist village Jelok using elements of marketing communications. Although the implementation of marketing communications elements of the overall optimum has not been implemented due to various limitations, but the elements of marketing communications is to support each other and cooperate with each other because everything is interrelated and inseparable. In general, services and facilities available at the tourist village Jelok qualified enough to satisfy the tourists in the main capital, so that the optimization of the packaging of marketing communications strategy to increase tourist arrivals.

Key words : Marketing Communications, tourist visits.