

The researcher conducts a research entitled "Marketing Communications Strategy Tembi Cultural House in Increasing Tourist Arrivals". Tembi Cultural House is a business based on local culture, along with the changing times and demands of the society who want the tranquility of the countryside far away from the hustle and bustle of urban areas, the Culture House Tembi grows and develops into a home stay that is based on local culture. This study aims to obtain data or information in order to know the marketing communications strategy of Tembi Cultural House in an effort to increase the number of customers.

This research is descriptive research, through a qualitative descriptive study is expected to gain a clearer picture of the marketing communications strategy that made Tembi Cultural House in the context of increasing the number of visitors. Data collection technique use observations, interviews, triangulations, and documentations. These research sites are in the Tembi Cultural House, Jl. Parangtritis KM 8,5 Kelurahan Timbulharjo, Kecamatan Sewon, Kabupaten Bantul Propinsi DIY. The researcher tries to see how the implementation of marketing strategy is about products, price, distribution, promotion mix up through advertising, personal selling, sales promotion, publicity and direct marketing.

Based on the research that has been done so in the selection of segmentation that is to all people without exception. A product in this case is in the form of tourism services and the price-profit sector Tembi Cultural House is unique because it is based on the Javanese philosophy. Tembi Cultural House distributes its products in collaboration with governments and tourism, in the application of marketing communication strategy, it was found that there are marketing

activities that were used by the Culture House Tembi which they called with *sales blitz* and *sales calls*, the other promotional activities are often carried out by Internet.

For the result, Tembi Cultural House has not been optimal in doing a strategy of promotion because they have not been backed by the Owner as the owner of Tembi Cultural House conduct marketing activities in the promotional mix in the form of advertising. It is expected to Tembi Cultural House to create a marketing communication strategy better in order to achieve their objectives. It is not only to preserve the local culture but to expand its business which is still rarely found in places other.