

ABSTRACT

In order to strengthen the attractions in Kulon Progo, Budparpora Department made a colossal ballet about Subali Sugriwa Ramayana story in housed on Goa Kiskendo Hall, which is the original story of Goa Kiskendo. This prompted the authors to examine the marketing communication strategy undertaken Budparpora Department in introducing the ballet Colossal Subali Sugriwa. This study aims to determine the stages of implementation ranging from planning to evaluation in the marketing communication activities. Social Marketing theory is used to describe the marketing communication activities, this theory gives providers a framework for designing, conducting, and evaluating the information campaign. The method used is descriptive qualitative, which focuses on marketing communications strategies in introducing Ballet Colossal Subali Sugriwa. Results from this study is the Budparpora Department using a mix of marketing communications including advertising, public relations, and direct marketing. Advertising using outdoor media such as billboards, banners, and leaflets; print media such as newspapers; electronic media such as television; and internet. Public relations by means of ballet information delivery through famtrip. Direct marketing is a way of delivering information of ballet through the website. Marketing communication activities conducted by the Budparpora Department not been done as a whole, of course, ballet marketing communication process does not operate effectively.