

ABSTRACT

Yogyakarta Tourism Department is an governmental institution that manages the tourism aspect especially in Yogyakarta. Yogyakarta as a city which is rich of culture, especially Javanese culture, and other interesting resorts to visit by tourists. This research is aimed to know and describe integrated marketing communication strategy applied by Tourism Department and also to know about some supporting and obstructing factors in the marketing process. The research method used in this research is qualitative research using descriptive research, that is a research which is attempting to develop concepts and to collect facts. But this research is not aimed to test hypothesis (temporary opinion) based on specific theory. In this research, the data is obtained by doing interview, documentation, and literature study. Data collected is analyzed qualitatively and the presented in detail and systematical essay. Tourism Department of Yogyakarta Province in marketing its resorts has objective to make the best resorts in domestic and in the world. To make it running well Tourism Department of Yogyakarta applies effective and efficient marketing communication strategy. Integrated marketing communication is adjusted to the ability of Tourism Department of Yogyakarta in marketing the resorts. Integrated marketing communication strategy uses combination of marketing communication such as, advertising, sales promotion, direct selling, personal selling, and public relations. Promotion becomes one of the favorite marketing communication type of Tourism Department. Promotion is straight directing in which value product transformation to the power of selling happens. Customer-oriented promotion directs the customers to try a product that has not been tried before and provides good service so that it makes the customers interested to try and become tourists who visit Yogyakarta. Tourism Department of Yogyakarta also uses integrated marketing communication type in which all have their own strengths like advertisement in mass media widely and face to face selling that always serves customer to know better about resorts in Yogyakarta. Tourism Department of Yogyakarta applies integrated marketing communication strategy effectively and it can attract tourists to visit Yogyakarta.