ABSTRACT

ANGGI INDRIANI TAMI. Marketing Communication Strategy Analysis of Cilember Seven Waterfalls Cisarua Bogor Regency. Supervised by YATRI INDAH KUSUMASTUTI.

The government in this case Perhutani realized about business potential of nature tourism and establish natural tourism places (ecotourism). One of ecotourism places that they have is Cilember Seven Waterfalls. This research used quantitative approaches was supported by qualitative approach to determine how the manager/employee doing marketing communications activities and determined the relationship between the design of marketing communications activities messaging, variety of communication media messages, and frequency of delivery of messages to the effectiveness of marketing communications. Correlation test showed that variety of communication media messages had relation with the effectiveness of marketing communications. SWOT analysis calculations showed that the manager/employee should change their strategy in order to use the opportunities. Formulation of marketing communications strategy was created to find strategies that can be developed by ecotourism managers/employee.

Key words: ecotourism, marketing communication, SWOT analysis