

ABSTRACT

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Museum Macan marketing communication strategy as a contemporary tourist destination.

(xi+80+7)

This research background begins with the success of the Museum Macan as the first contemporary tourist destination in Indonesia. According to the last review of researchers on July 17, Museum Macan with a span of 3 years after being inaugurated on November 7 2017 currently has 93.7 followers on its Instagram page and has been verified. besides that, the success of the Museum Macan is being included in the order of the worlds 100 the greatest places 2018 version of the time magazine. The research method used is descriptive qualitative. The data collection technique used was in-depth interviews with the head of communication Museum Macan. From the results of this study, it can be concluded that Museum Macan implements a marketing communication strategy with the 7p marketing mix concept. Then by using the CMC theory (computer mediated communication) it can be concluded that Museum Macan implements this theory in its promotional activities using social media, but there is collaboration and direct marketing strategies, namely collaborating with other companies or holding events which are considered equally important and social media is complementary to reach every audience. Then the results of this research Museum Macan carry out marketing strategies both directly and using conventional and digital media, both of which are considered to be very sustainable and cannot just choose one.

Bibliografy (2000-2019)

Keyword: Museum Macan, Marketing mix 7p, cmc theory (computer mediated communication)