

Komunikasi pemasaran terpadu merupakan proses pertukaran informasi yang dilakukan secara persuasif sehingga proses pemasaran tersebut menjadi efektif dan efisien. Penelitian ini dilakukan untuk memaparkan komunikasi pemasaran terpadu yang dilakukan oleh Jogja Village Inn Yogyakarta dalam rangka menarik minat wisatawan mancanegara.

Objek penelitian ini adalah komunikasi pemasaran terpadu. Teknik analisis data dalam penelitian ini adalah analisis deskriptif yang terdiri dari proses pengumpulan data, seleksi data, pengukapan data, serta membuat kesimpulan dan saran/rekomendasi yang terkait dengan komunikasi pemasaran terpadu Jogja Village Inn Yogyakarta dalam menarik minat wisatawan mancanegara.

Hasil dari penelitian ini mengindikasikan bahwa Jogja Village Inn telah melakukan komunikasi pemasaran terpadu dalam rangka menarik wisatawan mancanegara dengan 7 strategi utama elemen dalam pemasaran.

Kata Kunci: Komunikasi pemasaran terpadu, model Lasswell, komunikasi, *public relation, product, place, price, promotion, people, process, physical evidence*

## **ABSTRACT**

Integrated Marketing Communication (IMC) is an information exchange process which operates persuasive so the marketing process can be running effective and efficient. This research was did to describe the Integrated Marketing Communication (IMC) of Jogja Village Inn in order to attract the foreign tourists.

The object of this research is the Integrated Marketing Communication (IMC). Data analysis technique in this research is descriptive analysis of the phase that begins with data collection, data selection, data presentation, then making conclusion and recommendation were related to marketing communication strategy of Jogja Village Inn in order to attract the foreign tourists.

The result of this research indicate that Jogja Village Inn did Integrated Marketing Communication (IMC) to foreign tourists by doing a strategy in seven major elements of marketing.

**Keyword** : Integrated Marketing Communication (IMC), Lasswell model, communication, public relations, product, place, price, promotion, people, process, physical evidence