

Abstract

Formerly, halal label we can find on food, beverages, cosmetics and drugs. However, as the development of the lifestyle of the developing community ranging from financial products such as insurance, Islamic banking, and non-alcoholic entertainment places and no sex, even today the tourism sector such as hotels and recreation places also labeled halal. The trend of sharia tourism also increased rapidly in various countries. One of Indonesia, which intensively develop and optimize the halal tourism sector. Abu Dhabi Arab re-organized World Halal Tourism Award (WHTA 2016). In WHTA 2016 competition then Indonesia won 12 categories represented by several Provinces in Indonesia one of West Sumatra. The purpose of this research is to know and analyze the strategy communication marketing of halal tourism by Tourism Office of West Sumatera Province and media strategy and message that is used to get "Three Best of Award" and make tourism minister and society believe that West Sumatera can represent Indonesia. This study uses Qualitative method of Descriptive. The results of this study note that the Department of Tourism of West Sumatera Province uses marketing communication mix such as Advertising, Publicity, Event and Endorser as marketing communication strategy, and media strategy and message.

Keywords: *Marketing Communication Strategy, Marketing Communication Mix, Halal Tourism, Tourism Office of West Sumatra.*