

ABSTRACT

Indonesia is a country known for its diversity of cultures, traditions and nature. This diversity is a great potential for Indonesia and this has also been recognized by foreign countries, especially Indonesia's natural beauty is the main attraction for tourists to visit. Lamajang Pangalengan Village in Bandung Regency is one of the tourism villages located in the south of Bandung which has plentiful natural wealth potential, tourism products that are available are one of the factors that can attract tourists to visit. Despite all of that, the importance of promotion also contributes to the development of services, business, or the goods itself. Thus, as to increase tourist knowledge of the Lamajang Village. This study aims to find out how much the influence of Tourism Products and Integrated Marketing Communication on Visiting Decisions to tourists to Lamajang Pangalengan Village, Bandung Regency. This type of research is quantitative research with a causal descriptive research method. The research method used is non probability sampling with a type of purposive sampling. Data collection by distributing questionnaires to 100 respondents using the Bernoulli approach. Based on the descriptive analysis revealed that the value of Tourism Products was 79.00%, the value of Integrated Marketing Communication was 77.94%, and the Visiting Decision was 83.18% where the three variables were stated in the high category. The Influence of Tourism Products and Integrated Marketing Communication on Visiting Decisions of Lamajang Village tourists at 37,8% and 62.2% influenced by other variables not explained in the model proposed in this study.

Keywords: *Tourism Product, Integrated Marketing Communication, Decision Visiting*