

Abstract

The right of marketing communications is an important thing that could support conduct business, especially in the tourism business to be able to compete with her arch-rival, so that the thing can increase sustainable competitive advantage and able to satisfy the desire of visitors. Orchid Forest Cikole is one of the places of tourism new one, so it needs a different way to market it as such so that it creates a desire for the community to visit Orchid Forest Cikole.

In running marketing communications, researchers trying to understand about hotchpotch promotion in which have elements event as one way to marketing communications. Step in the event involving planning, implementation, and evaluation. This research in a qualitative study. The kind of research qualitative research is a case study. Data a case study obtained by interview, observation, and studied related documents on the topic of study.

The result of this research showed Orchid Forest Cikole having marketing communications by Orchid Forest Cikole is to reach introduce tourist attractions the eco-tourism, having key concepts sports tourism and education. tourism Orchid Forest Cikole put it through several so many marketing communications activities as inform things of orchid forest passing Instagram, then worked with an international music event Lalala Festival to Orchid Forest Cikole capable of being contrived music events single owned the Forestra. is different this is going to the Forestra routine will be held once every year for.

Keywords: marketing communications, event