

ABSTRACT

Marketing communications is one of the important role in each company. Communication here can be obtained from the form of integrated marketing communications activities, one through an event. Today many companies use the event as a form of marketing communication strategy. Specifically it was the airline company which uses the travel fair event. One of them is the event Garuda Indonesia Travel Fair 2015 is the event's largest travel fair in Indonesia and is held annually by the airline Garuda Indonesia. This study aims to determine how the marketing communication strategy Garuda Indonesia Travel Fair 2015. This study used a qualitative research method with a descriptive case study approach. Where the case raised here is about the event Garuda Indonesia Travel Fair 2015. The data in this study were obtained through interviews, observation, and literature. The results of this study is that Garuda Indonesia is a form of marketing communication strategy is based on three models of integrated marketing communications, namely the discovery circle, intent circle, and the strategy circle.

Key words: Marketing communications strategy, travel fair event, discovery circle, intent circle, strategy circle