

**MARKETING COMMUNICATION STRATEGY OF THE EVENT MISS SCUBA
INDONESIA BRANDING SUPPORT IN MARINE TOURISM IN INDONESIA**

Abstract

In this study, researcher will examine about election event related branding tourism ambassador in support of marine tourism in Indonesia, namely Miss Scuba Indonesia. This research aims to know how the marketing communication strategy of the implementation of the event Miss Scuba Indonesia in supporting and doing branding marine tourism in Indonesia. Because Indonesia is the largest archipelago in the world, then as an archipelago made Indonesia has a sea area larger than its mainland, which is 70 versus 30. This is also makes Indonesia is rich in natural resources, but it also as a challenge for Indonesia can advance its maritime. As a maritime country, Indonesia is very rich in marine potential, one of it is the potential for marine tourism. Marine tourism in Indonesia consists of three types, including tourist beaches, seascapes, and underwater. To manage owned potential marine, they do all kind of thing, one through event tourism ambassador Miss Scuba Indonesia does have a special segment in the field of recreational sport diving and focuses on the marine and coastal scope. With the hope held its event Miss Scuba Indonesia may help to support the branding of marine tourism in Indonesia.

Keywords : Event, Branding, Marine Tourism, Tourism Ambassador, Qualitative Research