

ABSTRACT

Tourism plays an important role in improving the local economy. One potential form of tourism to be developed is religious tourism, such as that found in the Astana Gunung Jati Tourism Village, located in Cirebon Regency. This study aims to analyze the marketing communication strategies implemented by the Department of Culture and Tourism (DISBUDPAR) of Cirebon Regency in promoting the destination. The research employs a qualitative approach using interviews with nine informants. The analysis is based on Philip Kotler's (2012) marketing communication mix theory, which includes advertising, public relations and publicity, events and experiences, sales promotion, personal selling, direct marketing, interactive marketing, and word of mouth. The method used in this study is qualitative, with interviews conducted with nine informants selected based on predetermined criteria. The results show that DISBUDPAR Cirebon Regency has implemented several elements of the marketing communication mix. The most prominent elements are advertising, public relations and publicity, and events and experiences. However, elements such as sales promotion, personal selling, direct marketing, and interactive marketing were found to be less effectively implemented. One interesting finding beyond Kotler's marketing mix is the concept of "personification" or "role modeling," which emerged as a unique factor that can help promote the Astana Gunung Jati tourism site in this study.

Keywords: *Marketing Communication Mix, Promotion, DISBUDPAR Cirebon Regency, Religious Tourism.*