

**GREEN ZONE TOURISM PROMOTION STRATEGY OF THE BALI
GOVERNMENT TOURISM OFFICE IN 2021**

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree in
Communication Studies at the Communication Studies Study Program Faculty
of Social and Political Sciences University of Muhammadiyah Yogyakarta

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**COMMUNICATION DEPARTMENT
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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RESEARCH AUTHENTICITY STATEMENT PAGE

I, the undersigned below:

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Stating that the article entitled **“Green Zone Tourism Promotion Strategy of The Bali Government Tourism Office In 2021”** is the result of my own work and that all sources that I have quoted and referred to have been stated correctly. If in the future my article is proven to be the result of plagiarism, I am willing to accept academic sanctions in accordance with those applicable at the University of Muhammadiyah Yogyakarta.

Yogyakarta, 31st of October 2022



I Ketut Adi Mariana

PRESENTATION PAGE

I presented this article to:

1. My darling father and mother, thank you for giving so much support, pray, love, and patient, so I can get my bachelor's degree in Communication Department at University of Muhammadiyah Yogyakarta.
2. My sisters and brother, thank you for all the support and advice on doing my bachelor's degree and this research. Hope you guys are always beside me, giving me advice for our best.
3. My fellow friendship, thank you for always listening and understanding all my stories and always giving me the best support, you have.
4. 2019 students of Communication Department especially public relations concentration.
5. Everyone that giving me hand both in terms of material and physical that cannot be mentioned one by one, may God always repay your kindness.

PREFACE

Om Swastyastu,

Praise and gratitude I pray to the almighty God for His mercy and grace that I was able to complete this final project entitled “**Green Zone Tourism Promotion Strategy of The Bali Government Tourism Office In 2021**” as a condition for obtaining a bachelor’s degree in the Communication Studied Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The author took this topic in the hope of providing knowledge or information about the promotion’s strategy of the Bali Government Tourism Office in introducing a green zone as an effort for tourism recovery in 2021.

In addition, the author also wanted to contribute to the academic study of marketing communication, especially on tourism recovery, which is still very minimal in Indonesia. This research will offer new wealth in marketing communication research considering the lack of research related to marketing communication strategies that focus on the green area sector in Indonesia.

The completion of this academic journal research paper could not be separated from the guidance of various parties, therefore on this occasion the author would also like to say many thanks to:

1. The Almighty God who has given His mercy, grace, and sustenance to me.
2. My dearest and greatest parents, Mr. I Ketut Alus and Mrs. Ni Ketut Saniasi who have raised, supported, and educated me patiently and lovingly.
3. Symposium of Literature, Culture, and Communication University of Ahmad Dahlan Yogyakarta who held the conference.
4. Mr. Dr. Fajar Junaedi, S.Sos., M.Si as the Head of Communication Science Department at the University of Muhammadiyah Yogyakarta who has provided convenience to me during the study period.
5. Mr. Nur Sofyan, S.I.Kom., M.I.Kom as my supervisor who has guided and provided during the process of completing this academic journal research paper.
6. All lecturers and staff of the University of Muhammadiyah Yogyakarta, especially lecturers in Communication Department of the Faculty of Social and Political Sciences.

7. Bali Government Tourism Office who has given me chance to do my research and gave much information for my research.
8. Reynaldi Arjuna, Elita Putri, Nabila Fara, Fakhri Firmansyah, Inoke Raseru as my fellow friends who was giving me so much support for doing this research and any other stories since we became friends.
9. Lalu Rizki Ramadhani, Muhammad Naufal Reyhan, Faishal Bimo, Puncak Abdi, Abi Pranaya as my fellow friends who was giving me so much support for doing this research and any other stories since we became friends.
10. All my dearest friends and college who cannot be mentioned one by one. Thank you for your support so far until this final project is declared complete.
11. Last but not least, I wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work. I wanna thank me for having no days off, I wanna thank me for never quitting.

In closing, the writer realizes that in this academic journal research paper there are still many things that need to be improved. Therefore, critics, suggestions, and further research development are needed.

Yogyakarta, 1st of November 2022



I Ketut Adi Mariana

MOTTO

**Nora'na mitra manglêwihane wara- guna maruhur,
nora'na satru manglêwihane gêlêng ana ri hati.
nora'na sih mahānglêwihane sihikang atanaya,
nora'na sakti daiwa juga çakti tan ana manahên.**

“No friend can exceed higher than knowledge, no enemy is more dangerous than the evil desires of one's own heart. There is no love that exceeds the love of parents for their children, there is no power equal to fate, because the power of fate is not restrained by anyone.”

(Nitiśāstra II.5)

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