

ABSTRACT

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**Promotional Strategy Of Tourism and Culture Department Of Bolaang
Mongondow Selatan During 2010 – 2013**

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This research aims to describe the tourism promotional strategy of Bolaang Mongondow Selatan regency during 2010-2013. The research object is the Tourism and Culture Department of Bolaang Mongondow Selatan Regency, a department established to develop and promote the tourism potential in Bolaang Mongondow Selatan regency. This regency of Bolaang Mongondow Selatan is a new autonomous region formed from the regency of Bolaang Mongondow.

The research methodology used is descriptive qualitative. The data for the research is obtained through interview, observation, and documentation, which is analyzed and presented systematically. The purpose of this research generally is to identify and to map the promotional strategy conducted by the Tourism and Culture Department of Bolaang Mongondow Selatan regency after being promoted into an autonomous region.

The research of this study shows that the promotional strategy conducted by the Tourism and Culture Department of Bolaang Mongondow Selatan Regency in promoting its tourism potential, though good, still have some flaws. This could be seen from the planning and implementation process which are not executed with maximum effort, making the result not maximized as well. In regard to the mentioned flaws, this research also gives several constructive suggestions.

Keywords : promotion, strategy