

Marketing Communication Strategy for Plempoh Tourism Village Through Marketing Mix

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ABSTRACT

Keywords

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This research aims to find out how to implement marketing mix marketing communication strategies in the Plempoh Tourism Village. The research method used in this research is a qualitative research method with a case study approach, as well as data collection methods using observation, interviews and documentation. To increase the validity of the data, this research was carried out by comparing and combining the data that had been obtained. The result of this research is that Plempoh Tourism Village implements a marketing communication strategy using the 7P marketing mix concept which includes seven elements, namely product, price, place, promotion, people, process and physical evidence. The results of the research conclude that not all seven elements are effective in influencing customers in purchasing decisions at the Plempoh Tourism Village. There are five elements of the marketing mix that work well in influencing customers in making decisions to use the products available at the Plempoh Tourism Village. Meanwhile, there are two elements of the marketing mix that are not working well in increasing sales in the Plempoh Tourism Village, namely the people element and the physical evidence element.

1. Introduction

Yogyakarta Special Region Province (DIY) is an attractive destination for local and foreign tourists. Tourist destinations in Yogyakarta, such as historical tourism, cultural tourism and natural tourism. The Sleman Regency Tourism Office noted that in the first semester of 2023, the number of tourist visits in Sleman Regency reached 3,951,000, which is equivalent to 56.44 percent of the Sleman Regency target of tourist visits in 2023, amounting to 7 million visits. Of the total visits of 3,951,000, around 62.21 percent of tourists visited destinations such as temples, museums and existing tourist villages (Pranyoto, 2023).

The development of tourist attractions in DIY apart from historical places is new and interesting tourist developments, and is carried out by preparing the potential of a village, namely a Tourism Village. Village tourism is a program established by the government to involve the community in developing the potential of their respective villages. Tourist villages are one of the tourism developments in rural areas that have unique potential and tourist attractions that involve communities and create a unique attraction compared to other tourist destinations. Vacationing in a tourist village is also an alternative destination for tourists to be able to experience the village atmosphere, especially for people who live in cities.

Because tourism that is based and operates in a village, the movement of the tourist village pivots on the strength of the local community to become the driving force in developing and maintaining the village's potential. Developing village potential by placing the community as the object and subject of development is the most appropriate way to gather local strength to create a village that is able to develop its own potential (Wijayanti, 2021). Implementation of community empowerment through developing village potential is carried out by the community itself and the results of these activities

are enjoyed by the community itself. The active role of the community determines the continuity of village development.

Sleman Regency is a district in the Special Region of Yogyakarta Province and is located to the north of Jogja City. Apart from being famous for its natural tourism, Sleman Regency is also famous for its cultural heritage tourism in the form of many temples which stand in Sleman Regency. One of Kapanewon which is famous for its many standing temples is Kapanewon Prambanan, but among the cultural heritage tourism in Kapanewon Prambanan there is one tourist village that has been around for a long time, empoh Tourism Village is located in Padukuhan Dawung Hamlet, Kapanewon Prambanan, Sleman Regency, Special Region of Yogyakarta. Apart from being interesting because of the attractions provided by the Plempoh tourist village, this tourist village is located under the hill where the Ratu Boko Palace stands (Yogyakarta Special Region Tourism Office, 2014).

Plempoh Village Tourism has been established since 1999, the initial concept of Plempoh Tourism Village was a tourist village based on local culture. However, from its establishment in 1999 until 2022, the Plempoh Tourism Village did not attract visitors to come or carry out activities at the Plempoh Tourism Village. However, at the end of 2022, or more precisely in September, the Plempoh Tourism Village will rebrand the Plempoh Tourism Village, which was originally culture-based, becoming a combination-based tourism village which combines one or more tourist attractions such as nature, culture and creativity. This combination form is put together through the media of outbound activities.

In 2023 Plempoh Tourism Village will begin operating and visitors will start carrying out activities there with the following data:

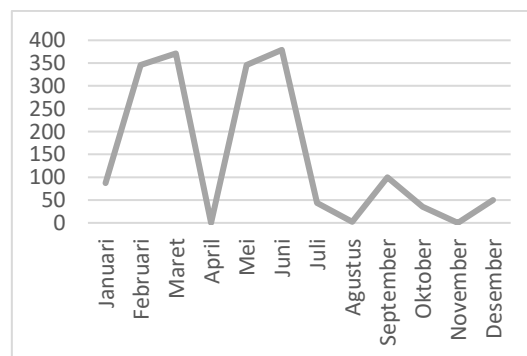


Figure 1. Line Table of Visitors to Plempoh Tourism Village 2023

Source: Management Documentation

From data attached visitors can be seen that visitors from the Plempoh Tourism Village seem unstable every month, therefore the management of the Plempoh Tourism Village needs to take action so that the Plempoh Tourism Village can be known by the public both from Sleman Regency and other areas of the Special Region of Yogyakarta. One way to introduce the Plempoh Tourism Village is by developing a marketing communication strategy. Marketing communication strategies are the initial steps in introducing products to consumers and getting big profits (Mardiyanto & Giarti, 2019). This research uses the mixed marketing communication strategy theory because the Plempoh Tourism Village is a tourist village in the pioneering category which is very appropriate to study this tourist village with the mixed marketing communication strategy theory related to the readiness of the Plempoh tourist village to develop through marketing.

With the background explanation above, this research was conducted to examine in more depth the marketing communication strategies carried out by the Plempoh Tourism Village management using descriptive qualitative research methods. The aim of this research is to describe the elements of the marketing mix (7P) in the Plempoh Tourism Village.

2. Method

This research uses a qualitative research method with a case study approach. Case study is qualitative research that explores cases through detailed and in-depth data collection involving various sources of information (for example observations, interviews, audio-visual material, as well as documents and reports) (Creswell, 2013). Using the case study research method allows researchers to seek and find out information regarding the communication strategies carried out by the Plempoh Tourism Village in implementing the elements of the 7P marketing mix. The data collection methods used in this research were observation, interviews and documentation. According to (Sugiyono, 2013), explained that the meaning of observation, interviews and documentation, namely:

Observation. Observation is the basis of all science, through observation, researchers can learn about behavior and the meaning of behavior. Observations are carried out so that researchers learn about behavior and the meaning of that behavior. **Interview.** An interview is a meeting of two people to exchange information and ideas through questions and answers. Interviews are used as a data collection technique if the researcher has found a problem that must be researched, also for researchers if they want to know things from the respondents in more depth. Researchers conducted a direct interview process with the chairman of the Plempoh Tourism Village. **Documentation.** Documents are records of past events. Documents can be in the form of writing, images, or monumental works by someone.

This research focuses on the marketing mix communication strategy in the Plempoh Tourism Village using the marketing mix method. The marketing mix is a set of marketing tools that a company uses to achieve its marketing targets (Kotler & Armstrong, 2016). In the marketing mix, service products are different from goods products. The difference between the marketing mix and service products consists of 4Ps (product, price, promotion, and place), because in service products it is felt that they are lacking because the characteristics of services are different from goods, so it is necessary to add 3 elements, namely (people, process, and physical evidence), the combination of which is considered to be a comprehensive marketing strategy for the products owned.

Elements of the marketing mix according to (Kotler & Armstrong, 2016):

Products. A product can be defined as a tangible or intangible benefit offered to a market for attention and acquisition that satisfies a need. The product is the core of the marketing mix strategy. What needs to be considered about the product is that apart from getting the physical product, consumers also buy the benefits and value of the product which offered. **Price.** Price can show the economic value of a product. Price is also how much material sacrifice consumers have to pay. In pricing there are four indicators so that consumers make repeat purchases, namely affordability, suitability, competitiveness, and suitability between price and benefits. **Place.** Place in the marketing mix is a form of distribution channel that refers to the location where a product is available and can be sold and purchased. This concept focuses on the place or location of the company. The more strategic the location where the business is established, the greater the profits obtained.

Promotion. Promotion is a strategy applied by business people to make consumers or customers aware of the existence of a product or brand. The marketing mix strategy focuses on business promotion issues, such as how to market products, the media used, and so on. Sales promotion includes personal selling, advertising, public relations, and direct marketing. **People.** The people aspect does not only include consumers. However, all human resources are involved, such as workers, as well as the business team involved. HR factors play a very important role in the progress or decline of a business. **Process.** The process aspect is a combination of all activities. All of these activities are related to the products produced and delivered to consumers. The process here includes how the company serves every request from consumers, from when consumers order until consumers finally get what they want. **Physical Evidence.** Physical evidence is all devices used to prove the visual appearance of the product being offered as proof that it can be seen and enjoyed by consumers. Included in physical evidence are facility designs, equipment, and markers.

3. Results and Discussion

3.1. Presenting the Results

In this research, researchers describe data based on observations, interviews and documentation related to the marketing communication strategies used by Plempoh Tourism Village in implementing the 7P marketing mix. Communication in marketing activities is an important element apart from product, price and distribution activities. The role of communication is very important to determine position amidst intense competition (Rabbani et al., 2022).

Product Aspects. The product is the core of the marketing mix. All marketing functions can run because of the product. Products not only have functional forms, but all aspects from tangible to intangible, material or immaterial, because without products we have no price, location, promotion, people, processes and physical evidence. Among all the existing factors, the 7P marketing mix is the most basic.



Figure 2. Plempoh Tourism Village Products

Source: Management Documentation

"...currently for the products available at the Plempoh Tourism Village, "...one of them is outbound. Outbound has several variants, such as outbound for children and outbound for the public or adults, there are also outbound for institutions..." (interview with Wahyu Panji Irawan, 26 February 2024)

According to Mr. Wahyu Panji Irawan as Head of the Tourism Village, the main product currently available in the Plempoh Tourism Village is outbound. Outbound is divided into several, such as for children, for the public or adults, and for agencies.

"...apart from outbound, we provide jeep tour packages, we call the product plempoh adventure, there are also several jeep package options including offroad, temple trekking, divided into short trips, medium trips and long trips. Apart from that, there are also rice field plow packages, cultural packages, and live in packages. for live, it is packaged into one day and one night only..." (interview with Wahyu Panji Irawan, 26 February 2024)

According to Mas Guntur as chairman of the Plempoh tourist village, apart from offering outbound packages, the Plempoh Tourism Village also offers jeep tour packages. Apart from that, Plempoh Tourism Village also offers cultural packages and rice field plowing packages combined with outbound activities, there are also live in packages for visitors who want to experience life in the village.

1. Price Aspect

Product pricing has a strong influence on the success of the sales process. In the marketing mix, price is an important factor that influences the marketing of a product. Therefore, the price offered is a very careful consideration for customers before they decide to buy the product.

Table 1. Prices for Activity Packages in Plempoh Tourism Village

| List | Price |
|-------------------------------|---------------------------|
| Outbound Packages | IDR 55,000 – IDR 100,000 |
| Plempoh Adventure (Jeep Tour) | IDR 380,000 – IDR 650,000 |
| Live in | IDR 350,000 |

"...children's outbound packages start from IDR 55,000 for the target market for children aged kindergarten to elementary school grades 1 to 3. For grades 4 to 6 elementary school the price starts at IDR 65,000 and includes all facilities, for the most expensive outbound package the price is IDR 100,000 including tracking . For the short jeep tour it is IDR 380,000, for the medium trip IDR 500,000, the temple tour IDR 500,000, the long trip IDR 600,000 – IDR 650,000, according to the agreement. For live one day and night we have all the facilities, we open at IDR 350.00 / pax..." (interview with Wahyu Panji Irawan, 26 February 2024)

According to this source, the prices offered are according to standards and are affordable according to Sleman's existing economic situation. So that the prices set are not burdensome for customers, affordable prices are Plempoh Tourism Village's strategy to attract customers.

2. Aspects of Place

When building a marketing strategy, companies must be smart in identifying where company buildings are built. Choosing the right location means choosing a strategic location. Location is an important element in a marketing strategy, so that the marketing that is created functions optimally and the products offered can be obtained by customers easily.

**Figure 3.** Location of Plempoh Tourism Village

Source: Researcher Documentation

"...because Plempoh Tourism Village is in the epicenter zone of East Sleman tourism..." (interview with Wahyu Panji Irawan, 26 February 2024)

Based on interviews, the Plempoh tourist village is in the epicenter zone of East Sleman tourism, where East Sleman is famous for its cultural heritage tourism in the form of temples, especially Kapanewon Prambanan where there are two large temples standing.

"...one of the attractions of Plempoh is that it is also an orchid village, namely, with two types of orchids that only grow or develop in the Plempoh tourist village, namely the squirrel tail orchid and the tiger claw orchid, which is also one of the attractions in the Plempoh Tourism Village..." (interview with Nawanto Indriyo, March 28 2024)

Based on interviews, the Plempoh Tourism Village has also been registered as an orchid village where there are two varieties cultivated, namely the squirrel tail orchid and the tiger nail orchid.

3. Promotion Aspect

Promotion is an activity to convey product information to customers to influence attitudes and behavior. Many companies use these promotional activities, one of which is the Plempoh Tourism Village to attract the interest of the public or consumers.



Figure 4. Plempoh Tourism Village Instagram account
Source: Instagram @desawisataplempoh

"... for promotion, the first thing we do is through an Instagram account. Apart from that, we are also assisted by visitors who also come via social media such as Whatapps, recommended by their friends..." (interview with Nawanto Indriyo, March 29 2024)

According to Mr. Wahyu, promotions are carried out online by utilizing social media because people can easily access information available from social media. Apart from that, it is also helped by visitors who come by promoting it indirectly via WhatsApp and sometimes recommended by visitors to other people.

"... so there is something called the 1000 proposals program in Plempoh, the marketing team made a kind of circular letter which was accompanied by a brochure of tourist packages in the Plempoh tourist village, especially outbound, because at that time the target was for schools around here to provide this circular letter..." (interview with Wahyu Panji Irawan, 26 February 2024)

Based on interviews, Plempoh Tourism Village has also carried out promotions through the 1000 proposals program in which the Plempoh Tourism Village marketing team created a circular accompanied by a brochure containing information on tourism packages, especially outbound tourism. The marketing targets through the 1000 proposals program are schools around Kapanewon Prambanan.

4. Person Aspect

The person referred to here is the person who provides services and serves visitors directly in order to build loyalty.



Figure 5. Photo of Plempoh Tourism Village Guide
Source: Researcher Documentation

"... if the temple can accommodate a maximum of 200 people for one booking, but for two reservations in one day we can't afford the problem of only having one pavilion, if we set the minimum at 30 people, this is also related to the facilities we have..." (interview with Wahyu Panji Irawan, 26 February 2024)

Based on interviews, it was explained that the Plempoh Tourism Village can accommodate up to 200 guests for one booking, where the Plempoh Tourism Village only has one pavilion that can be used so that currently the Plempoh Tourism Village can only receive one guest a day.

"... if the evaluation of special activities for tourism village administrators and activists is carried out once a month, we also discuss obstacles during outbound activities, there may be criticism and suggestions from visitors to improve our services or repair facilities that are no longer suitable for use..." (interview with Wahyu Panji Irawan, 26 February 2024)

Based on interviews, activity evaluations are carried out specifically for tourism village administrators and activists, the evaluation is carried out once a month at the end of the month. The evaluation discusses the obstacles that occur when there are guests and discusses criticisms and suggestions put forward by guests.

"...because our marketing target is city people who have never experienced plowing with cows and foreign tourists..." (interview with Wahyu Panji Irawan, 26 February 2024)

Based on interviews, the marketing target for Plempoh Tourism Village is city people who have never seen and experienced what it is like to plow a rice field using ox power, apart from that the marketing target is targeting foreign tourists.

5. Process Aspects

Process is a way of serving visitors and responding to visitors.



Figure 6. Photo of guide serving visitors

Source: Researcher Documentation

"... the first step is through observation, so the visitor observes first, perhaps from a recommendation from a friend, relative or relative, after that they contact us, we have the admin number too, after confirmation we direct them to come to the location for a survey. After our survey there was bargaining regarding who would play, according to the desired needs such as what package they wanted. After that, pay the deposit, determine the date, number of participants, type of consumption if desired, then deal..." (interview with Wahyu Panji Irawan, 26 February 2024)

Based on the interview, for guests to be able to book activities at Plempoh Tourism Village, there are several things that must be done, namely guests must contact the contact number available on social media, then make an appointment to survey the location of the activity, after coming to the location to survey there they carry out negotiations to determine what contract to choose, the date of the activity, the number of participants, and the type of consumption that guests want.

"... for service we prioritize comfort and satisfaction, before guests come to the temple we have made contact via WhatsApp, we will pick them up before entering the tourist village, when guests arrive at the tourist village we are greeted among the guests then we provide welcome drinks and snacks..." (interview with Nawanto Indriyo, March 28 2024)

Based on interviews, Plempoh Tourism Village prioritizes the comfort and satisfaction of visiting guests. On the day of the activity, before the guests arrive, the tourist village management admin will

make contact via WhatsApp message. After the group of guests starts to get close to the location of the tourist village, there will be an invitation to accompany the group to enter the tourist village and after arriving the guests are greeted directly by the guests. Guests are welcome to enjoy drinks and snacks provided by the tourist village.

"...of course we discuss complaints together at the end-of-month evaluation meeting, we really prioritize complaints, so we fix complaints regarding facilities, or from activists who are not pleasing to the guests, we remind the activists, things like smoking is prohibited, complaints are not far from that..." (interview with Nawanto Indriyo, March 28 2024)

Based on interviews, in dealing with complaints, Plempoh Tourism Village discusses these complaints during the end-of-month evaluation meeting, complaints regarding facilities will be improved in the future and for complaints, activists are usually immediately reminded not to repeat these actions when there are guests.

"...for guest satisfaction, it is proven by making repeat orders, after coming tomorrow, coming again with a different class, he did a review on our Google Maps or went straight to the admin number, thank you for the very good service..." (interview with Wahyu Panji Irawan , February 26, 2024)

Based on interviews, guest satisfaction is proven by guests making repeat reservations, such as when there are guests from the school, if the guests from the school are satisfied with the services and facilities available then the guests from the school come again tomorrow with a different class to attend.

6. Aspects of Physical Evidence

Physical evidence becomes a means for companies to support their own company and becomes an additional element shown to customers.

"...for the plempoh, it is clearly on the lap of the Ratu Boko Palace, it is one of our selling points, and it also carries the Prambanan temple which is still in the same district..." (interview with Wahyu Panji Irawan, 26 February 2024).

According to Mas Guntur, Plempoh Tourism Village is unique because it is located at the foot of the hill where the Ratu Boko Palace stands and is still in the same area as Prambanan Temple, so it can differentiate Plempoh Tourism Village from other tourist villages in Sleman.

"...we also still maintain our traditional culture of riding an ox cart, but with the creativity of the management of the Plempoh tourist village, we currently use the cart to transport tourists in Plempoh and we also sell it as an ox cart..." (interview with Nawanto Indriyo, 28 March 2024).



Figure 7. Plempoh Tourism Village Hall

Source: Researcher Documentation

Based on interviews, the Plempoh Tourism Village still maintains the traditional culture in the village such as ox carts. In the past, ox carts were vehicles but now, with the creation of the tourist village management, ox carts are used to transport guests visiting the Plempoh Tourism Village.

3.2. Create a Discussion

Marketing communication strategy is an important factor for presenting, informing, suggesting and influencing the public regarding a product. A marketing strategy has only one goal, namely to achieve marketing goals. Marketing strategies use communication elements in the marketing mix. In the marketing communication strategy there are basic marketing element objectives which include the 7Ps, namely: product, price, place, promotion, people, process, physical evidence.

Product Aspects. A product is anything that can be offered to customers, both tangible and intangible, to attract attention, purchase interest, use and consumption to satisfy customer curiosity and demand. Marketing communications must strategically identify the right placement and timing for product launches. The products offered are quite diverse, from outbound, outbound itself is divided into several categories such as for kindergarten to elementary school children in grades 1-3, and when taking the outbound package we as customers can also ask for special orders for outbound such as adding rice planting activities, plowing rice fields, and riding an ox cart. Apart from outbound packages, there are also tourism jeep packages with quite varied destinations, such as walking around the temples around Kapanewon Prambanan or off-roading. Lastly, there is also a live in package for visitors who want to stay overnight and do activities with residents in the Plempoh Tourism Village.

Price Aspect. Pricing in a company is oriented to the size of the profit obtained from a product or service being sold (Nasution, 2019), so that pricing cannot be arbitrary and must be careful because it requires careful consideration of various elements including the company itself, customers and business rivals. Pricing is important for companies to develop strategies in such a way that customers believe that the benefits they receive from a product are worth the money they spend. The regulated price must be affordable for the DIY market. In determining prices, it is greatly influenced by the purchasing power of the DIY people so that Plempoh Tourism Village sets prices accordingly.

Aspects of Place. The place in question is a place used to distribute goods or services to customers. An attractive place according to customers is a place that is fun, strategic and efficient (Afifah et al., 2023). The location of Plempoh Tourism Village is in a strategic place on the road leading to Ratu Boko Palace and road access is also easily accessible to large vehicles such as buses. So that guests who come can easily get to Plempoh Tourism Village. Based on direct observation, guests can get out of the vehicle in front of the main pavilion for guests to start outbound activities. Another attraction in Plempoh Tourism Village is that Plempoh Tourism Village is also registered as an orchid village. There are two types of orchid varieties cultivated in the Plempoh Tourism Village, such as the squirrel tail orchid and the tiger's hoof orchid.

Promotion Aspect. Promotion has an important role in conveying product information to the public. Promotion determines the success of a marketing program. No matter how good a program is, if it is not known to the public and potential consumers are doubtful about the benefits of the product, there will be no purchase transactions. Promotions are carried out to arouse desire and stimulate purchases so that buyers feel confident in making purchases (Deslia et al., 2022). Plempoh Tourism Village carries out promotions in two ways, namely, the first is through the Instagram social media account @desawisataplempoh. Apart from that, offline promotions have been carried out with the 1000 proposals program. The creation of the 1000 proposal program was initiated by the Plempoh Tourism Village marketing team with the marketing target of schools in Kapanewon Prambanan. The contents of the proposal were letters and were inserted with brochures of activity packages in the Plempoh Tourism Village, especially outbound packages.

Person Aspect. Human resources can be defined as people or employees who serve, receive complaints, convey messages, and interact in other forms with customers or potential customers (Yuniati, 2023). The role of human resources in tourism activities is very important considering that tourism is part of the service industry which prioritizes customer interests through services. With the statement above, it can be concluded that every employee's actions and behavior, including the way the employee dresses and appears, greatly influences the success of the service. For the Plempoh

Tourism Village, in one activity the Plempoh Tourism Village can only accept one group of guests a day with a total of 200 participants because currently the Plempoh Tourism Village only has one pavilion that can be used for guests to stop by and for the minimum number of guests to be able to carry out activities. in Plempoh Tourism Village is 30 people. The marketing target of the Plempoh Tourism Village is city people who have never experienced what it is like to plow a rice field with ox power and foreign tourists. Evaluation meetings are held once a month at the end of the month. Those who took part in the evaluation meeting were the administrators and activists of the Plempoh Tourism Village.

Process Aspects. Process is an important process for consumers in the service sector, process activities involve elements of procedures, tasks, work plans, mechanisms and activities (Murtini et al., 2019). Regarding the process, Plempoh Tourism Village prioritizes the satisfaction and comfort of guests who are active in Plempoh Tourism Village. To be able to carry out activities at the Plempoh Tourism Village, the first thing is to contact the contact number available on the social media account, then make an appointment to make observations regarding potential activity locations, followed by negotiating regarding the package chosen for activities there, the number of participants, the implementation date. activities and regarding the consumption desired by guests. After an agreement has been reached, then on the day of the activity, the tourist village makes contact with the guests to find out where the group is. Before the group enters the tourist village area, there is already a guard who escorts the group into the tourist village area. After entering, the group got out of the vehicle and were greeted directly by among the guests and the guests were invited to enjoy the food that had been provided, after that the outbound activities began. When a complaint is submitted to the tourism village management, the complaint is discussed during an evaluation meeting held at the end of the month, complaints regarding facilities will be followed up by repairing damaged facilities, while complaints to tourism village activists will be followed up by reprimanding the activists so that they do not repeat it. his actions. Proof of guest satisfaction is proven by the guest making another booking for activities at the Plempoh Tourism Village. Apart from that, it can be seen in the Google Maps review.

Aspects of Physical Evidence. Based on the fact that physical evidence can influence consumers' decisions to buy and use the products or services provided (Siripipatthanakul, 2021). Plempoh Tourism Village is unique compared to other tourist villages, namely that they still maintain the cultural values that exist in the village, such as ox carts. With the creativity of the residents of Plempoh Tourism Village, the ox cart was used as one of the attractions in the outbound package. The attraction is that the ox cart is used to transport visiting guests and get around the tourist village.

4. Conclusion

From the discussion above, it can be concluded that marketing communication strategies using the 7P theory consisting of product, price, promotion, place, process, people and physical evidence have an important role in purchasing decisions in the Plempoh Tourism Village. Of the seven existing elements, product, price and place are more dominant than the other elements. The products offered at Plempoh Tourism Village are quite new for tourism in Kapanewon Prambanan and Sleman in the eastern region, as well as the prices offered are quite affordable in DIY and the location of Plempoh Tourism Village which is located in Kapanewon Prambanan is to refresh existing tourism and increase variations tourist attractions in Kapanewon Prambanan. The elements that are not working well are the physical evidence element and the person element. Related to this, the uniqueness of the Plempoh Tourism Village is less prominent and the Plempoh Tourism Village cannot receive two guests in one day due to the limited use of pavilions. The marketing mix with the 7P concept can answer consumer needs not only for products but also through the role of good service between tourism village managers and tourism activists who can build interaction with guests. The creation of interaction can strengthen the emotional relationship between the Plempoh Tourism Village and guests.

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