



# Marketing communication strategy of Heha Ocean View in building visitor loyalty (A qualitative descriptive study at Heha Ocean View Yogyakarta)

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## ABSTRACT

### Keywords

Marketing Communication Strategy  
Business Competition  
Advertising  
Direct Marketing  
Sales Promotion  
Personal Selling  
Public Relations  
Loyalty

Marketing communication strategy is a creative and integrated approach taken by a company to compete in fierce and competitive business or marketing competition and build customer satisfaction. The results of this study show that the marketing communication strategy used by Heha Ocean View has an effective and creative effect in building visitor loyalty. This research uses qualitative methods, with data collection based on interviews, observations, and documentation of informants. Supported by the theory of Kotler & Armstrong (2008: 116), the company's promotion mix or so-called marketing communication mix is a specific blend of advertising, direct marketing, sales promotion, personal sales, and public relations that companies use to communicate customer value persuasively and build customer relationships. The results of this study show that Heha Ocean View implements a marketing communication strategy aimed at building visitor loyalty and as a key company in maintaining competitiveness in the long term.

## 1. Introduction

The development of the business world is growing very rapidly so it gives rise to tight and competitive business or marketing competition. This clearly states that the rapid and highly dynamic changes in the business environment have forced business people to continue to actively formulate and communicate strategies to obtain resources and innovations to achieve competitive advantage (Nekrasova & Palagin, 2023). Seeing the rapid development of the business world, marketing is also affected, resulting in disruption which refers to marketing strategies that are disrupted or experience marketing changes in the traditional way to digital (Luttrell & Capizzo, 2020). Disruption is a drastic change in the way business is conducted, usually through the adoption of new technologies, innovative business models, or more efficient approaches (Fero et al., 2020). Marketing in an era of disruption must identify opportunities in those changes and use them to gain a competitive advantage (Langan et al., 2019). With the increasing number of facilities or technology in doing marketing, business people are required to have the right marketing communication strategy to get a strong positioning on consumers or marketing targets which will later have an impact on improving a product or brand (Farida & Sukmawati, 2017). The selection of marketing communication strategies must be able to build a good relationship with consumers (Suswanto & Setiawati, 2020). The existence of good interaction will have a good impact on achieving or maintaining a goal planned by business people (Sreelata et al., 2016).

The development of technology and information, helps communication strategies can be delivered quickly and efficiently (Fontenot et al., 2020). In this modern era of the digital era, people and companies are helped by the presence of information technology that is getting faster in obtaining information or a purpose (Prathisara & Masduki, 2023). With the development of online media, companies carrying out marketing communication strategies can easily determine good marketing so

that the planned products or services can achieve goals optimally. Marketing communication means talking about communication patterns in doing marketing and how the relevance of both, with good communication will make it easier to carry out marketing (Rahardjo, 2023). Marketing communication strategy is an effort with the aim of informing or attracting consumer interest, reminding or conveying to the public about the existence of a product or service that is sold and marketed so that people or consumers know, buy, and then become customers.

According to Stanton, in Saladino et al.,(2020) A Strategy is a broad, basic plan of action by which an organization intends to reach its goals. Strategy is a broad basic plan of an organization's actions to achieve a goal. Then in the book Marketing Management in Kotler & Keller (2009) by Melati, it is written that marketing communication is a marketing activity, in the form of disseminating information to influence or persuade potential customers and/or consumers, to accept, buy, and be loyal to the company's products offered.

The achievement of a successful marketing communication strategy will improve the quality of the company and also consumer loyalty in enjoying the results or services provided by the company. Loyalty itself is loyalty or trust given or addressed to a person or institution, in which there is a sense of love or satisfaction in enjoying or providing service (Hawali & Cyrielle, 2020). The importance of loyalty in the success of a communication strategy used, with this success, business people can determine the right steps to attract and build contingent trust. Creating good services and facilities will have an impact on customer satisfaction, which is an important factor in building visitor loyalty. Various fields are carried out in a business, the difference that can generally be seen is from the sales activity, which is in the form of goods or services sold (Dwi Setiawan & Chang, 2022). Businesses can be grouped in different ways, for example, a business in the field of tourism. The more tourism, the more business people who manage will certainly make improvements in building tourism uniquely so that it becomes an attraction. With this, it will create commitment and desire to come to visit again. With the sense of satisfaction felt visitors will be loyal to tourist destinations (Fadillah et al., 2022).

Yogyakarta Special Region (DIY) offers a variety of interesting tours. One of them is Heha Ocean View. Heha Ocean View is a modern tourist spot that is very popular with many cool photo spots with the background of the sea within 1.5 hours from the city of Jogja. Heha Ocean View attracts tourists, one of which is because of the terraced area on the edge of hills and cliffs. Heha Ocean View can be enjoyed in three areas, namely the top, middle, and bottom. The location of Heha Ocean View is in Bolang Girikarto, Panggang District, Gunungkidul Regency, Special Region of Yogyakarta. The facilities provided by Heha Ocean View, it is certainly a factor of satisfaction to the visitors who come. Facilities are one of the successes of a tourist attraction. With several facilities as follows: Various choices of interesting photo spots, Places to eat (be it in the form of restaurants, food stalls, and also various Angkringan), Garden and kola areas, Event stage for (various performances, including live music), Mushola, Toilet, Large parking lot, Other important facilities are lodging in the form of glamping (glamour camping).

As a tourist spot Heha Ocean View must carry out a marketing communication strategy to attract public attention and maintain visitor loyalty, Marketing Communication according to Tjiptono (in priasa, 201: 96) is a marketing activity that seeks to disseminate information, persuade / influence, and remind the target company to be willing to accept, buy, and be loyal to the products/services offered by the company. This is an important reason why marketing communication is very necessary in the business world. With the taste of tourists, Heha Ocean View has an opportunity to run the business, by prioritizing modern artificial tourist destinations and having modern facilities so that it can attract more tourists to come to visit. Being one of the unique places when visiting Yogyakarta will add its own value for its visitors and it can make visitors come back. This interest will make it easier for Heha Ocean View to determine the right marketing communication strategy steps and to attract and build visitor loyalty.

Based on the description above, the author is interested in conducting research on marketing communication strategies used by Heha Ocean View in building visitor loyalty with the aim of knowing Heha Ocean View's planning in implementing marketing communication strategies used in building visitor loyalty. The title of this study is "HEHA OCEAN VIEW MARKETING COMMUNICATION STRATEGY IN BUILDING VISITOR LOYALTY (Qualitative Descriptive Study on Heha Ocean View Yogyakarta)".

### Previous Research

Based on previous research, there are studies related to the research being conducted. This research is supported by a review of several previous research samples as reference material, comparison, and consideration of carrying out research related to the theory of the problem used. In conducting research, researchers use themes that are still related to communication strategies, marketing communications, and loyalty. The following is a more specific description in describing previous research with research to be carried out, which is as follows:

First, research conducted by Setyowati & Tutiasri (2021) in his thesis entitled "Marketing Communication Strategy of Warung "Chickenpedia" in Increasing Customer Loyalty" found an overview or examined how marketing communication strategies in increasing customer loyalty using the marketing mix known as 4 p and expanded to 7p. From the research, there is a guide for research that will be done, namely discussing marketing communication strategies in a company to increase customer loyalty. Previous research has further increased customer loyalty to a restaurant. The research conducted by researchers emphasizes more on tourist attractions and finding out what are the supporting factors in building visitor loyalty.

Second, research conducted by Tiara Pangesti (2022) in her thesis entitled "Analysis of the Effect of Experiential Marketing, Service Quality, and Price on Consumer Satisfaction (Case Study of Heha Ocean View in Yogyakarta)" found an analysis of the influence of Experiential Marketing, Service Quality, and price, on Consumer Satisfaction at Heha Ocean View Yogyakarta. Applying aspects of the population of people who have come more than 2 times makes previous research have similarities with research conducted by researchers. As a reference and reference for research, there is a discussion related to marketing communication strategies that can be underlined by the second research, which discusses more about communication strategies and techniques used by Heha Ocean View.

Third, research conducted by Dhea Adistya Yolanda (2020) in her thesis entitled "Marketing Communication Strategy in Maintaining Visitor Loyalty (Qualitative Descriptive Study of Billiton Hotel Belitung)" knows the public relations marketing strategy commonly used by previous research which has three points, namely push strategy, pull strategy, and pass strategy (influence) that can be used to maintain loyalty. This research provides an understanding of the theory of marketing communication strategies that will be a reference for researchers in conducting research. In addition to providing additional references, researchers can determine what marketing communication patterns or strategies Heha Ocean View uses in building visitor loyalty.

Fourth, research conducted by Yunita Damayanti (2022) in her thesis entitled "PMB UAD Creative Strategy in an Effort to Optimize Instagram Social Media as a Means of Promotion" understands the communication strategy carried out by previous researchers explaining communication strategy techniques using media as suggestions to inform or disseminate information or goals. Several strategies are used to communicate messages through an image (visual) or word (verbal) approach. Creative strategies are identical to social media, one of which is Instagram social media, the use of Instagram social media as one of the media used for public promotion. With this being a reference and source of the concept of communication strategies to assist researchers in technology-based research, goals, and information that are disseminated easily, will certainly build attraction and even visitor loyalty at Heha Ocean View. As the material for discussion and answering research questions, the author uses the following theory.

### Marketing Communication Strategy

Strategy is a series of designs that describe how a company must operate to achieve its goals. Marketing communication strategies are continuous creative steps that are sought by a company to achieve the best marketing targets to realize maximum consumer satisfaction (Floreddu & Cabiddu, 2016). Marketing communication strategy is a process and way for companies to achieve missions, goals, and objectives by maintaining and striving for harmony between various goals to be achieved, capabilities owned, and opportunities and threats faced in the market (Dolan et al., 2017).

Marketing communication strategies are continuous creative steps that are sought by a company to achieve the best marketing targets to realize maximum consumer satisfaction. Marketing

communication strategy is a way taken by the company to realize its mission, goals, and objectives by maintaining and striving for harmony between the various goals to be achieved.

### **Marketing Communication Strategy Mix**

P. Kotler & Armstrong (2017) promotion mix called the company's marketing communication mix is a specific combination of advertising, sales promotion, public relations, personal sales, and direct marketing tools used by companies to communicate customer value persuasively and build customer relationships. From these definitions, it can be concluded that marketing communication is an effort to convey information or messages to the public, especially to the audience or target that is the company's goal (Shimp & Andrews, 2013). Marketing communication can also build a good relationship between sellers and consumers, not only talking about products, prices, or distribution but marketing communication also talks about how to use good communication so that later people or consumers continue to buy and enjoy products or services that are marketed (Keke & Trisakti, 2018).

According to Philip Kotler & Armstrong (2008), there are five descriptions of marketing communication, namely, Advertising, Direct marketing, Sales promotion, Personal selling, and Public relations achieve effective marketing communication.

1. Advertising  
Advertising is any form of paid non-personal information about a product, brand, or company.
2. Direct Marketing  
Direct Marketing is marketing that uses various media to interact directly with consumers, usually calling consumers to get an immediate response. By using this promotional technique, the company will be able to build good relationships with customers.
3. Sales Promotion  
Sales promotion is a media and non-media marketing effort to stimulate trial and error from consumers or to improve product quality. Marketing efforts through sales promotion are carried out in the short term.
4. Personal Selling  
direct interaction with constituents or buyers can satisfy customer needs. With this private sale, companies have faced prospective buyers directly to try to inform consumers about a product while persuading them to buy directly.
5. Public Relations  
Building relationships with customers will get the publicity you want, build a good company image, and handle or deal with rumors, news, and unpleasant events.

### **Stages of Communication Strategy**

According to Holm (2006), before a company conducts a series of promotions, there are three stages of marketing communication strategies that need to be carried out, namely determining marketing goals, determining segmentation, and targeting, and determining differentiation and positioning, in more detail the three will be explained as follows:

1. Marketing Communication Objectives  
The first step in determining a marketing communication strategy is to determine marketing goals, whether it is to increase sales, increase market share, or expand distribution.
2. Segmentation and Targeting  
Segmentation is identifying specific groups of markets whose wants and needs can be met by a company's products. Segmentation is done by dividing groups based on demographic, geographic, geodemographic, psychographic, behavior, and benefit aspects (Morissan, 2014). While 12 targeting is choosing one or several segments that will be the focus of marketing and promotion activities.
3. Differentiation and Positioning  
According to Kartajaya ( in Zimmerman & Blythe, 2018) differentiation is all efforts made to distinguish themselves from other competitors both content (what to offer), and infrastructure (enamber). Companies need to determine where the point of differentiation is to then make

decisions about how to present or position products in a competitive environment so as to meet consumer needs, product differentiation can be applied to the shape, features, style, and design of the product. Positioning is a communication strategy that deals with how audiences place a product, brand, or change in their brains so that audiences have a certain judgment.

### **Communication Strategy Objectives**

According to Pace, Peterson & Burnet ( in Effendy, 2017) the objectives of the communication strategy include the following.

1. To secure understanding. This is done so that there is an understanding in communication. If he has understood and accepted it, then the next must be fostered. The communicator ensures that the communicator understands the message being conveyed.
2. To establish acceptance. In relation to the way of acceptance continues to be well developed. Once the communicant understands, the next stage is coaching.
3. To motive action. Related to activism to motivate him. The communication strategy carried out is macro and the communication strategy process takes place vertically pyramidally.

### **Loyalty**

Loyalty is a form or form of visitors who provide a sense of loyalty, and satisfaction or accept shortcomings or advantages to a product or company. According to P. and K. L. K. Kotler (2016) customer loyalty is a deeply held commitment to buy or support a product or service that you like in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch.

According to Tjiptono & Fandy (2015) states that customer loyalty is a customer's commitment to a brand, store, or supplier based on a positive attitude and reflected in consistent repeat purchases. Based on the explanation above, it can be concluded that visitor loyalty is a form or attitude that becomes a behavioral encouragement to return to a product or service.

### **Loyalty Formation**

Every product purchase, consumers move through the buying cycle which in that cycle can form customer loyalty. Here are the stages of the buying cycle that form customer loyalty in Griffin et al., (2018):

1. Realizing the Product is the formation of a share of thoughts to position the superiority of the product in the minds of potential customers which is done through advertising and other promotions so that prospective customers are aware of the existence of the product.
2. Make an initial purchase. It is important to maintain customer loyalty because from the initial purchase, there is a positive or negative impression of the product so there is an opportunity to grow customers.
3. Post-purchase evaluation. Whether satisfaction or dissatisfaction is used as a basis for consideration to switch to another product or not, the decision to buy again is the most important attitude for loyalty.
4. The decision to buy again is the most important attitude for loyalty. Companies try to instill the idea into the customer's mind that switching to another product will waste time, and money or hinder customer performance. So, there is an emotional bond.
5. Repurchase. Customers are said to be loyal if they buy repeatedly or continuously.

### **Customer loyalty indicators.**

According to P Kotler & Keller (2016) which is an indicator of customer loyalty as follows:

1. Repeat (Loyalty to product purchases).  
Customers who have made purchases of products or services twice or more.
2. Retention (Resistance to negative influences about the company).



Customers will never turn to another company even if the other company offers discounts or other benefits.

3. Referalls (Referencing the total resistance of the company).

Customers provide advice and invite others to buy the company's products or services.

## **2. Method**

In assisting research related to marketing communication strategies on visitor loyalty, Heha Ocean View chooses to use a type of descriptive qualitative research, which is in the form of research with a case study method or approach (Case Study). This research focuses intensively on one particular object and studies it as a case so that it can help researchers gather information about the existing environmental conditions in detail. According to (Ahmadinejad & Asli, 2017), research is an effort made to find answers to unanswered questions through the application of the scientific method. Research is a way or process to increase understanding of something that is studied and produce new knowledge or analysis that can be used by the community or used in the scientific world at large (Rachmawati & Afifi, 2022).

For data collection in this study researchers use observation, interviews, and documentation as well as all forms of documentation that can help research, information conveyed through conversations or supporting documentation from informants or Heha Ocean View parties will be used as data reinforcement and assist in the final preparation of the research. So in this case researchers conduct research using data triangulation, by carrying out observation methods and interviews researchers can verify the truth of information or data reduce bias, and provide more confidence in the final result.

## **3. Result and Discussion**

The following research results will be analyzed and presented more systematically and structurally about the marketing communication strategy carried out by Heha Ocean View in building visitor loyalty.

Heha Ocean View Jogja is one of the best places for those of you who want to enjoy the beautiful view of Jogja Beach in the Gunungkidul area. The latest tourist destination with a contemporary concept offers you a variety of the best photo spots with a background of beaches and cliffs that will certainly provide amazing photo results. Many things are the attractions of Heha Ocean View Yogyakarta which offers facilities and spots for visitors Here are the various attractions of this tourist attraction:

### **1. Facilities**

Provide treats that make visitors more comfortable and memorable. Tour managers have prepared a variety of complete facilities, certainly giving visitors a top priority.

#### **1.1 Spot Photos**

Heha Ocean View Tourism is highly recommended for visitors who like to take selfies with natural and contemporary backgrounds, especially for those who are looking for spots or views of the beach scenery. Presenting photo spots with varied themes gives Heha Ocean its own charm, such as Waterfall, Terra Curve, Chromatic Car, Heha Air, Air Balloon, Trinity Glass, Santorini, Ringstone, Hexagon, Pink Horizon, and Rainbow. In addition, there are also photography rentals, especially for visitors who want maximum results. By paying Rp 5,000 per photo, visitors can take photos in digital form.

#### **1.2 Glamping Tour**

Glamping is a combination of two words, namely "glamour" and "camping". In other words, glamping can be interpreted as camping in a luxurious way (glamour). The term refers to "camping" activities in a natural tourist spot that has been equipped with various comfort facilities. These facilities such as large tents that have been standing, mattresses, televisions, electricity, bathrooms with hot water, mini pools, aesthetic nuance rooms, and everything in the tent. Guests staying at Heha Ocean Glamping are also given free breakfast, entrance ticket photo spot, and VIP parking. Heha Ocean Glamping has a room concept that resembles a camping tent made of membrane with a room

size of 4 X 4 m, has 12 rooms with three types of rooms (standard room, deluxe room, and executive room), which directly face the sea.

Lodging with the concept of glamping is a special attraction because it has a tent design and luxurious facilities and has a view of the beach so that visitors are more pampered. With a rooftop design facing the beach with two chairs and a table there is also glamping that provides a mini swimming pool. The tighter the hotel competition, the company must do marketing to introduce products and maintain its business.

### 1.3 Culinary

In addition to places or photo spots that are very varied, Heha Ocean View is also a culinary place with an outdoor restaurant concept. By serving delicious and varied menus, wooden benches and tables with minimalist designs have been provided. While eating food, visitors can also witness the beauty of nature around it with a cool breeze themed on the beach.

## 2. Work program

A company's work program is a strategic plan carried out by a company to achieve its business goals. Heha Ocean View has an effective and efficient marketing communication strategy in several forms of programs run by Heha Ocean View, as follows;

### 2.1 Attract and Build Visitor Loyalty

With complete facilities, Heha Ocean View is certainly a very attractive center or visit for tourists. As well as the continuous development of facilities and dynamic updates, of course, the facilities or spots presented by Heha Ocean View are increasingly diverse and interesting, in addition to attracting new visitors as well as being a way for Heha Ocean View to retain visitors who come more than once or build visitor loyalty. The service and comfort of traveling are a priority for Heha Ocean View to visitors, with the tour package program provided by of course will facilitate and provide comfort in traveling.

### 2.2 Actively Promoting Tourism on Social Media

Promotion on social media can be a very effective tool to inform a message or purpose to the public. Social media helps Heha Ocean View reach a wider audience. With this social media, Heha Ocean View is also more interactive in increasing engagement and building stronger relationships with customers or followers on social media. The social media platform used by Heha Ocean View is a useful tool in determining the marketing communication strategy used, such as the number of views, clicks, and engagement.

### 2.3 Empowering the Surrounding Community

The presence of Heha Ocean View is a new magnet for the progress of Gunungkidul tourism. Heha Ocean View Marketing Staff, Andra explained that Heha Ocean View improves community welfare, namely 90% of employees who work in his place are Girikarto residents. They are recruited and given training according to their respective fields in order to provide the best service for tourists who come.

The concept of empowering culinary MSMEs, Heha Ocean View not only brings tourists but its existence is also able to lift the economy of the surrounding community and contribute to local original opinions (PAD). Heha Ocean View also helps residents to use their land to feel the positive impact of the existence of to Heha Ocean View. There are also local residents who take advantage of the crowd by becoming motorbike taxis to take visitors from the parking lot to Heha Ocean View.

### 2.4 Working With Third Parties

Event organizing is one of the means of strategic communication and marketing that has been widely used by the Company for activities such as product launching, press conferences, or promotional events. The goal is to help companies communicate with their potential customers. EO can attract attendees through media coverage or invite them directly to an event being held. Around 4000 to 5000 EO (third parties) have collaborated with Heha Ocean View with the aim of increasing the number of visitors while preserving tourism in Gunung Kidul. Collaboration with several beverage brands is also carried out by Heha Ocean View to develop marketing communication strategies to be more effective and efficient.

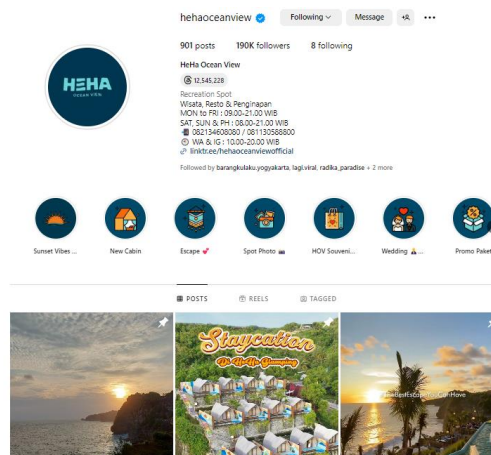
Communication strategy Heha Ocean View has an effective and efficient marketing communication strategy in several forms of programs run by Heha Ocean View, as follows.

## 1. Advertising

Heha Ocean View maximizes its marketing efforts by creating content and promotions on various social media platforms namely Instagram, TikTok, and Facebook. Its purpose is to introduce and promote its travel offerings to potential visitors:

### 1.1 Instagram

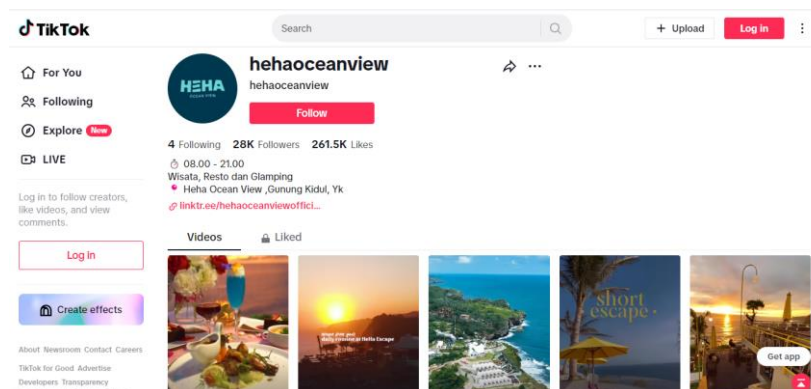
This social media shows that Heha Ocean View is marketing through social media Instagram. Through the features provided by Instagram, Heha maximizes marketing by creating content on Reels and Live on Instagram. This is certainly a branding for Heha because it always displays interesting content or posts on Instagram Reels and Live. So that it can attract the interest of mountaineers who see it while building satisfaction with visitors, in terms of maintaining satisfaction and discernment to visitors and so that the audience who see more know and finally embedded in their minds.



Source: Researcher Documentation, 2023

### 1.2 Tiktok

TikTok is a very popular social media platform today, especially among the younger generation. This offers a great opportunity for companies to tap into its powerful marketing potential. Heha Ocean View uses marketing media through TikTok to reach the younger generation audience, by creating entertaining and interactive content that makes followers or viewers interested and then visit.

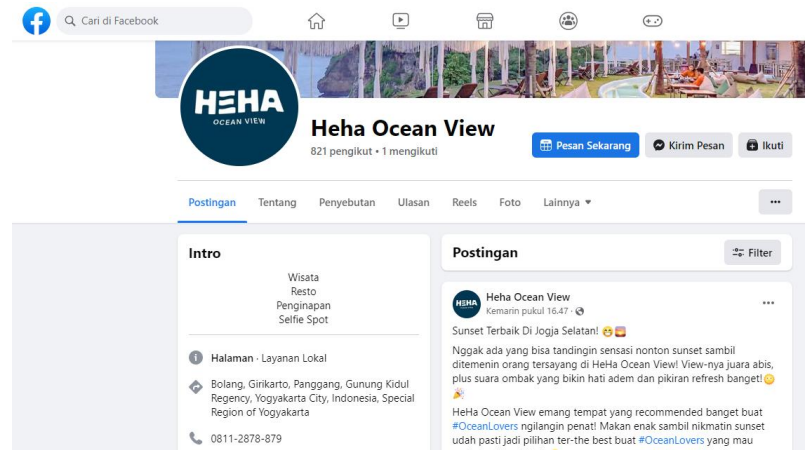


Sumber: Dokumentasi Peneliti, 2023



### 1.3 Facebook

The Facebook platform is the most widely used social media worldwide, and is a powerful marketing tool for businesses. The marketing communication strategy used by Heha Ocean View will be easier in conveying goals or information, assisted by the Facebook Page feature that makes business pages professional and informative.



Sumber: Dokumentasi Peneliti, 2023

### 2. Direct Marketing

Heha Ocean View's direct marketing is done online through phone calls, emails, and direct messages on Instagram, and the WhatsApp application. In addition to online methods, Heha Ocean View also conducts direct marketing offline by offering friendly customer service during face-to-face interactions to foster effective communication between Heha Ocean View and visitors.



Source: Researcher Documentation, 2023

### 3. Sales promotion

Sales promotion activities carried out by Heha Ocean View in building visitor attraction and satisfaction, namely with complete and continuous facilities and dynamic updates, of course, the facilities or spots presented by Heha Ocean View are increasingly diverse and attractive, and the

service and comfort of traveling are priorities for Heha Ocean View to visitors, with the tour package program provided will facilitate and provide comfort in Travel.



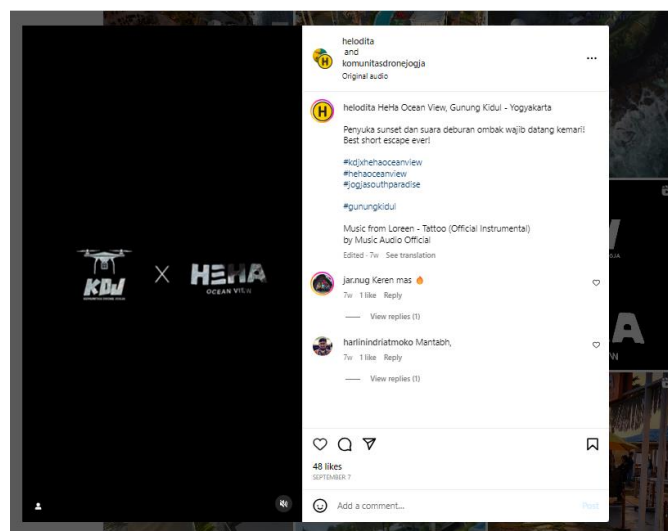
Source: Researcher Documentation, 2023



Source: Researcher Documentation, 2023

#### 4. Personal Selling

Personal sales carried out by Heha Ocean View by creating interesting content through social media so that it is more efficient and interactive in building stronger relationships with customers or followers on social media and getting faster responses. In addition, the means of communication carried out by Heha Ocean View in collaboration with 3rd parties, around 4000 to 5000 EO (third parties) have collaborated with Heha Ocean View, Event organizing which is one of the strategic marketing tools for activities such as product launching, press conferences, or promotional events. The goal is to help companies communicate with their potential customers.



Source: Researcher Documentation, 2023

## 5. Public Relations

Public relations activities carried out by Heha Ocea View apply the concept of empowering UMKM. Heha Ocean View Marketing Staff, Andra explained that Heha Ocean View improves community welfare, namely 90% of employees who work in his place are Girikarto residents. In addition, utilizing land management which is used as a culinary place for local residents to open stalls and make shuttle buses and motorbike taxis for visitors to make it easier to deliver to Heha Ocean View.



Source: Researcher Documentation, 2023

## 4. Conclusion

Based on the results of research that has been done, the author has the view that Heha Ocean View by increasing the elements of uniqueness and beauty including by building a place or spot that shows that Heha Ocean View is on the coast and building promotional strategies through social media such as always posting every activity sponsored Heha Ocean View will certainly be better known to domestic and foreign tourists besides Heha Ocea View Paying attention to comfort in traveling for visitors will certainly create a sense of security and satisfaction.

Based on the results of the research conducted by the researchers, it can be concluded that the marketing communication strategy carried out by Heha Ocean View is based on the marketing communication mix used, namely, advertising, sales promotion, public relations, direct marketing, and personal selling. The marketing communication strategy is effective for building visitor loyalty in Heha Ocean View. Based on the results and discussion of several activities or programs as well as marketing communication strategies used have been implemented optimally, it can be seen from the sales promotion strategy where Heha Ocean View conducts sales promotions offering tour packages and tour vouchers and Heha Ocean View provides attractive and very comfortable facilities for visitors so that it has its own attraction and satisfaction for visitors. However, there are also inhibiting factors, namely the existence of several programs run by Heha Ocean View that have not been able to run well, related to the company's experience which is still relatively new, and human resources that have not been maximized.

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