

# The Strategy of Integrated Marketing Communication (IMC) to Maintain the Image of Tourism Products and Attraction at Kawasan Kota Tua Jakarta

Murhadi<sup>1</sup>, Kholil<sup>2</sup>, Dewi Widowati<sup>3</sup>

<sup>1</sup>Student Doctoral Program of Communication Science, Post Graduate School Sahid University  
Email Correspondence: [murhadi\[at\]polteksahid.ac.id](mailto:murhadi[at]polteksahid.ac.id)

<sup>2</sup>Lecture at Post Graduate School, Sahid University

<sup>3</sup>Lecture at London School of Public Relation, Jakarta

**Abstract:** *The tourism product and the uniqueness of Kota Tua Jakarta is a historical heritage tourist attraction that is unique and interested potentials to be visited by tourists. The aim of this research is to analyze how the implementation and the process of the UPK's integrated marketing communication strategy in maintaining the image of tourism products. The research method uses a qualitative approach and data collection methods, namely, observation methods in Kota Tua tourism objects, in-depth interviews and documentation. The results of the research, namely the alignment of communication strategies and programs delivered to prospective tourists is important to produce interesting messages and information that are oriented to the development of a probabilistic and evaluative orientation. These thematic messages color a variety of advertising, publication, promotion and effective communication materials and The media chosen is communication media according to reputation and target audience, associating electronic media with social media.*

**Keywords:** Integrated Marketing Communication, Marketing communication mix, image of tourism product

## 1. Background

Tourists who are interested to visit a tourist attraction are depend on the completeness of the tourism products and the uniqueness of the tourist attraction. Tourism destination products include the attractiveness, the facilities, and the convenience of the destination. Tourism products are the whole or form of potentials that will be enjoyed by tourists who will visit a tourist attraction. In essence, the notion of a tourism product is the entire service that a tourist has received and felt or enjoyed since he left his place of residence to the destination of the tourist areas and return to the house where the tourists originally left.

The uniqueness of the Kota Tua Jakarta is a historical heritage tourist attraction that has unique and interesting potentials to be visited by tourists. The strengths and uniqueness of the Kota Tua area include a collection of photographs and a history of the struggle for history about Jakarta, several collections in museums and unique activities of the community. Kota Tua has activities that attract visitors, namely community activities such as:

- The community of Ontel bicycle that can be rented by visitors to tour the Fatahillah Museum area.
- The community of statue men, called humans in struggle dressing, gatotkacha, iron clothes, and the visitors can take pictures with statue men.
- The community of iron men, painted man, and pantomime-styled as a statue, is also an attraction for tourists who come and often want to take pictures with iron men.

- The Dutch Noni Community is a girl dressing in Dutch woman style and wearing a wide hat while pedalling a bicycle. There are many tourists capture their photos in the Dutch noni style.
- Music community is an activity carried out by a community of 18 members, has its own music players including three bass players, three guitarists, three drummers, four vocalists and some play other musical instruments such as the violin.

The Unit Pengelola carries out communication activities through promotions and publications to tourists with the aim of making Kota Tua tourism products a choice for visitors. Messages through persuasive communication by means of advertising, personal selling or guide for tourists and publications carried out by the Unit Pengelola have an influence in increasing the attractiveness of tourists. Referring to Babrow's opinion in (Miller, 2005: 143), in the Problematic Integration Theory that "the reception of certain types of messages and these messages have been designed by the source to change or strengthen the behavior and attitudes of others". This theory describes the reception and processing of messages as a function of persuasive communication, namely, forming attitudes and behavior, strengthening attitudes and behaviors and changing attitudes and behaviors.

The Unit Pengelola carries out effective communication activities in delivering messages through integrated marketing communication in maintaining the image of tourism products and the attraction of tourist objects. Integrated marketing communication activities have not

been carried out optimally to communicate tourism products to tourists who will visit Kota Tua Jakarta attractions. Through an integrated marketing communication strategy, each activity in carrying out marketing communication activities in the Kota Tua area integrates concepts, program strategies and implementation.

The results of research and studies from researchers that the Kota Tua Jakarta has problem of promotional activities and publications are : (a) promotion and publication activities, marketing communication activities conducted by the Unit Pengelola are limited to information of current activities through electronic media and social media instagram and while many things need to be promoted and published integrated about the potential and uniqueness of tourist attraction as a cultural heritage and (b) cooperation with related parties, the relationship of a tourist attraction with accommodation providers and travel providers is in desperate need of both parties, especially in providing the integrated services needed by visitors, especially foreign tourists. The current condition is not established cooperation between UPK and related parties, in this case Hotels, Restaurants and Travel Agents, such activities to accommodate foreign tourists in traveling through tour packages integrated with the preparation of accommodation.

Integrated marketing communication strategy, which is to align communication strategies and programs delivered to tourists, is important to produce interesting messages and information oriented to the development of a probabilistic and evaluative orientation Miller (2005: 137). These thematic messages color a variety of advertising, publication, promotion and effective communication materials. The media chosen is the communication media according to reputation and target audience. Linking electronic media with social and interactive media that strengthen each other, with advertising content on the website with attractive design colors in accordance with the identity of the Kota Tua building colors. Integrated marketing communication strategy activities and the use of social media to communicate in maintaining the image of tourism products and the attraction of tourist objects.

The problem of this research are : how is the integrated marketing communication strategy in maintaining the image of tourism products ? and what is the process of implementing an integrated marketing communication strategy in the Kota Tua Jakarta area?. The aim of this research is to analyze how the implementation and the process of the UPK's integrated marketing communication strategy in maintaining the image of tourism products in the Kota Tua Jakarta.

## 2. Literature Review

Duncan (2005: 7) provides a definition of marketing communications as "a collective term for all the various types of planned messages used to build a brand-advertising, public relations, sales promotion, direct marketing, personal selling, packaging, events and sponsorships and customer service ". In Duncan's view, marketing communication is planning to deliver messages using a variety of methods ranging from advertising, PR, direct marketing, using events

to good customer service. That is, planning and delivery strategies are emphasized in marketing communications. Meanwhile, according to Kitchent (2004: 20), the process is the process by which marketers develop and present a set of appropriate communication stimuli to a determined target audience with the intention of generating the desired set of responses.

Duncan's view is that to achieve success, marketing communications must also develop an understanding of how consumers make purchasing decisions. The role of Marketing Public Relations itself is a combination (synergy) between program implementation and marketing strategy (Marketing Strategy Implementation) with PR work program activities in an effort to expand marketing and to achieve customer satisfaction.

According to Hart (1999,7) that the company has, culture, identity and brand or image including: (a).Company culture, all organizations have a culture that has developed over the years, and may originate from the person or people who started the business. In large measure, company culture can be said to determine the personality of the company. Culture in this sense is simply the way in which people behave, (b) Corporate identity, there is often confusion over the difference between a corporate identity (ID) and, for example, a corporate image. This should not happen because the difference between the two is fundamental. The corporate image applies what has been described as a corporate personality. International terms will be the company's reputation, goodwill or even perception. This is anything that comes to mind after hearing or seeing an organization's name and (c) Corporate Brands, a new piece of marketing jargon that has emerged over the last few years is Corporate Branding. Its value arises from the need in an increasingly competitive environment for a competitive advantage over the classic 4P's. a somewhat confusing term, and should more accurately be referred to as the Company Image in relation to the organization, as opposed to the Brand Image in relation to the product.

Problem integration theory is a communication theory that deals with the processes and dynamics of how people receive, evaluate, and respond to information and experiences. Austin Babrow (1992) in (Miller, 2005: 143), that integration theory is problematic, as a way to integrate ideas from communication and related disciplines about how individuals receive, process, understand messages and certain situations in communicating life. Problem integration theory is a very general theory of message reception and processing, which considers how aspects of relationships, society, and culture are. Problem integration theory (Babrow, 1992, 1995, 2001, 2004) focuses on discussing two types of orientation to events and problems in life, namely: problematic orientation and evaluative orientation, which involves judgments about how likely something will happen.

A probability orientation is an assessment of the likelihood of an event or outcome. Evaluative orientation is an assessment of the preference for an outcome. Often, probability and value assessments are cooperative and easy to integrate. However, as the theory title implies, there are

times when integration becomes problematic. In essence, problematic integration is what we experience when our probabilistic and evaluative orientations conflict with each other, causing instability and disharmony. The conflicts arising from problematic integrations may not be significant. The more important a value is and the more central a problem or object is, to use the terminology of integration that is problematic with one's cultural beliefs or values, the more likely it is that the problematic integration will cause greater inconvenience.

Problem Integration Theory proposes that: (1) people orient themselves to the world by forming probabilistic and evaluative orientations; (2) that probability and evaluation are not independent of each other; (3) that probability and evaluation are socially based and socially constructed, and that probability and evaluation are an integral part of our daily experiences; and, (4) that the integration of this orientation can cause problems.

Milan Kundera, *The Book of Laughter and Forgetting* (Babrow, 1995), argues that quantitative empirical work is used to explore some predictive activities (Foord et al., 1996; Hines et al., 1997). At its development stage, problematic integration theory is very suitable for dealing with various communicative and interactive phenomena. This theory is very important for researchers in framework and careful in describing the relevant predictions and allows problematic integration theory to develop into a theory that seeks to understand the many things that are likely to happen. According to (Babrow, 1993) that, this theory is noteworthy in its efforts to take advantage of various traditions and unify various communication processes into an understanding of message reception and processing in human interaction which is described in message processing theory.

Problematic Integration Theory is a type of message-processing communication theory that deals with the theory of decisionmaking and persuasion. The persuasion model is a mainstay of social psychology research. These theories propose an explanation of the processes through which social influence occurs in various contexts. Miller (2005: 138) has pointed to a series of potentially persuasive communicative activities and situations, defining persuasive communication as any message that is intended to shape, strengthen, or drive the responses of others. By definition of these three things, persuasive communication function (i.e., shaping attitudes and behavior, strengthening attitudes and behaviors and changing attitudes and behaviors), Miller emphasizes various message settings that can be seen as persuasive communication

Brannan (2004: 1), fully integrated communication (integrated) when we have identified one by one the core message that leads to one big creative idea and can also be implemented in all the fields we work on. We may say that we are able to maintain integrated communication from time to time if our campaign is deemed correct in its development according to their existing circumstances and characteristics.

Meanwhile, according to Hermawan (2012: 52), IMC is a marketing communication planning concept that recognizes the added value of comprehensive planning which examines

the strategic role of each form of communication, for example advertising, direct response, sales promotion, and public relations (public relations) and combines them. to achieve message clarity, consistency and maximum communication impact through message integrity. In short, integrated marketing communications (IMC) brings together planning, action and coordination in all areas of marketing communication and also understands consumers about what consumers really respond to.

Kotler (2005) states that IMC is a simple concept that unites all forms of communication into a single solution. In essence IMC integrates all promotional tools so that they can work together harmoniously. From this general definition, we can see a number of benefits of IMC for organizations or companies, including:

- a) Establish a strong brand identity in the market by binding together and strengthening all of the company's communicative images and messages.
- b) Coordinating all messages, positioning and image, as well as corporate identity through all forms of marketing communications.
- c) There is a closer relationship between the company (through its products / services) and its consumers.
- d) IMC is the coordination and use of all the tools, opportunities, functions and resources of market communication within a company into a single program that maximizes impact on consumers with minimal costs. Thompson's statement above describes IMC's work, which is to provide maximum and best results in marketing a product or service. IMC is a solution for advertising agencies in reaching various customer segments who consume various media.

### 3. Research Methodology

This study uses a qualitative approach in answering research problems. In this study the researcher will explain the concept of IMC strategy in communicating the image of tourism products and the attractiveness of tourist objects in Kota Tua Jakarta. With the strategic integration of marketing communication (IMC) on tourism products through marketing communication activity strategies, namely: advertising strategy, event organizer, publicity, personal selling (Public Relations) through message communication, social media and IMC components carried out by Unit Pengelola of tourist attractions in increasing visits tourists in the Kota Tua Jakarta. Data collection used by researchers is the observation method, in-depth interviews with key informants who are resource persons in Kota Tua Jakarta attractions, group discussion forums and documentation.

### 4. Result and Discussions

The communities in the Kota Tua Jakarta are associations of creative people who make a living in the Fatahillah Museum. The existence of the community is to enliven and entertain visitors, the community also takes part in maintaining the cleanliness of the area's environment, and preserving the environment in the cultural heritage area. The Unit Pengelola provides facilities and regulations that create harmonious relationships between all community members and stakeholders. the number of community personnel is 150

people. The elements of community personnel in the Kota Tua Jakarta area, namely the local community form communities and outsiders who contribute in the form of unique activities and attract visitors.

The community, is the spearhead to increase the interest of tourists, the Unit Pengelola has a training and knowledge program for the community, because the community has a very big role in enlivening the atmosphere and activities in the Kota Tua Jakarta. The coaching programs carried out include character and skill development, this is intended to improve the quality, insight and communication knowledge of the communities and activists in Fatahillah Park. Kota Tua Jakarta is a choice for local tourists and foreign tourists, especially tourists who come to Jakarta and visit Kota Tua Jakarta. On Saturdays and Sundays, Kota Tua is crowded with visitors coming to the Kota Tua. Apart from being cheap for admission to museums in the Kota Tua area, it is also unique as a cultural heritage which is the historical legacy of the establishment of Jakarta.

Based on the results of the research, that visitors who come to Kota Tua Jakarta consist of children, adolescents and the elderly who come to tourist attractions for a vacation, enjoy community attractions, tourism products and visit museums in cultural heritage areas. tourist visit statistics in October 2019 the number of tourists visiting was around 454,655 people and less than in September and August 2019, the highest increase was in December 2019 of around 694,289 people due to year-end holidays and school holidays.

There are still relatively few foreign tourists visiting Kota Tua when compared to visits to other tourist objects in Jakarta, while the Kota Tua cultural heritage area has unique tourism products and interesting tourist attractions, but has not become the main choice. for foreign tourists who come to Jakarta.

Efforts to increase the interest and level of local and foreign tourist visits, the Unit Pengelola arranges and resolves problems, especially aminite equipment, parking lot preparation, promotion and publication intensively and effectively carried out both electronically through online newspapers and social media. Based on the research results, researchers can analyze and study the existing problems in Kota Tua Jakarta, including:

#### a) Supervision and Coordination

Coordination and communication at the level of the UPK and Unit Pengelola of Museum, with differences in supervision and responsibility, the UPK is under the supervision and responsibility of the Tourism and Creative Economy Department, while the Unit Pengelola of Museum is under the supervision and coordination of the Cultural Department. Organizational communication and coordination. In the Sector Line, supervision is in two offices, namely the Culture Service, namely the issue of cultural heritage development and the Parekraf Department.

#### b) Accessibility

The Kota Tua Jakarta area has 6 entrances that lead to the area and the entrances are open and through security guard. With these 6 doors, the general public can enter the area

freely. The problems that occur are very difficult to detect whether tourists enter or not. As a result of this problem, controlling guests or tourists who enter the Kota Tua Jakarta area is difficult to control in terms of order and traffic of tourists. The efforts that have been made by Unit Pengelola Kota Tua Jakarta are:

- Control and enforce the Regulation of the Unit Pengelola concerning the closure of several gates to enter the area and these gates are not public roads.
- It is very easy to control and determine the number of visits by Unit Pengelola and synergy and coordination between the UPK and the Unit Pengelola of Museum will be well maintained.

#### c) Aminties

Completeness of facilities at tourist attractions is an important thing for Unit Pengelola to pay attention to, because with complete and comfortable facilities, visitors will have memories and experiences of visitors when traveling. The problems in the Kota Tua Jakarta area are firstly the lack of complete and comfortable facilities, including;

- The parking lot is very narrow, when visitors are crowded it is very difficult for visitors to find a parking space and meanwhile the Provincial Government of DKI Jakarta has a regulation that cultural heritage cannot be expanded from the side of the building.
- Public toilet facilities in the Kota Tua area have not fulfilled the completeness and cleanliness of a clean and comfortable tourist attraction.
- The next is the facilities for foreign tourists, namely the absence of a money changer closest to the Kota Tua area and a seller of electric pulses. This facility is needed by foreign tourists. With the cooperation with entrepreneurs or companies to hold money changers and electric pulses. So that the convenience of foreign tourists can be accommodated and the level of visit satisfaction will increase.

#### d) Cooperation with Related Parties

The relationship of a tourist attraction with accommodation providers and travel service providers is in great need of each other, both parties, especially in providing integrated services needed by foreign tourists. Cooperation between the two parties needs to be well established. The current condition has not maximally established good cooperation between the Unit Pengelola and Hotels, Restaurants and Travel Agents, this activity is to accommodate foreign tourists in traveling through tour packages integrated with accommodation preparation.

Based on the Information Unit Pengelola is a work unit in the implementation of activities including the implementation of information services and institutional publications for the Kota Tua Area. The Unit Pengelola has programs and coordinates promotional and publication activities through electronic communication media, social media and websites.

The promotion strategy through the design and content of advertising messages has various functions and gives character to the building and its environment which will be communicated to the wider community, especially to

prospective visitors or tourists, that Kota Tua Jakarta is a unique heritage and cultural heritage and also has community activities that are unique and interesting. In designing advertising content refers to the use of functions, content, advertising and information design as well as advertisements that are adjusted and reflect the context of the area as a cultural heritage area. The strategy of the Unit Pengelola in carrying out promotions through advertising by delivering messages or information about the following activities:

- 1) The Unit Pengelola carries out promotions in a planned and coordinated manner and is carried out by the Information Service Unit with the aim of carrying out various activities both carried out by internally and by sponsors and support from stakeholders, so that apart from being unique, Kota Tua Jakarta also has activities that are unique, creative and interesting.
- 2) Strategies in the preparation of messages or information conveyed to the public by highlighting the uniqueness and existing activities, that the Kota Tua Jakarta building has its own uniqueness in terms of white color, the old era building during the Dutch or VOC administration which was seized into Batavia and now it is called Jakarta which is still solidly cared for and preserved as a cultural heritage, so that the contents of the messages are colors.

Referring to the Integration Problematic Theory according to Babrow (in Miller, 2005: 137), that the Problematic integration theory, "is a very general theory of message reception and processing, which considers the aspects of public relations and culture". This theory describes the process of delivering messages and expectations of managers and visitors' perceptions of uniqueness and services in the Kota Tua Jakarta area. The Unit Pengelola carries out publication activities to inform the wider community and tourists about superior tourism products, uniqueness, community activity programs and the development and arrangement of tourist destinations. This activity aims to maintain the image of tourism products and tourist attraction attractions. The consistency of the Unit Pengelola until now is to continue to preserve Kota Tua Jakarta as a cultural heritage tourism object.

The Unit Pengelola in carrying out publications using electronic media or newspapers with a very wide circulation is aimed at the wider community, and social media including web sites and institutions, as supporting media that will contribute to awareness to strengthen or maintain brand associations, the image of tourism products. Publicity activities are carried out by the Information Services Unit, which is coordinated by the Unit Pengelola and with stakeholder support. Based on the results of interviews from visitors, that the officers on site at the tourist attraction and the community provide good service and satisfy the visitors and visitors give a good impression, but on the other hand, the arrangement of street vendors (pedagang kali lima) still needs tidier arrangement and proper firmness. given to street vendors around the Kota Tua and this atmosphere makes the image of the Kota Tua not good and visitors experience the hassle of entering the Kota Tua Jakarta area.

According to Babrow (in Miller, 2005: 137), namely "probability orientation and evaluative orientation, assessment of probability and value is cooperative and easy to integrate". To increase the level of visitor trust and the objectives of the Unit Pengelola, efforts need to be made, namely improving facilities, structuring street vendors and carrying out intensive publication activities combined with other activities such as promotion, publication and personal selling in an integrated manner through the IMC program. With maximum and effective publication activities and in line with the developments and improvements in the Kota Tua Jakarta area, it will be a continuity between the expectations of the Unit Pengelola and what tourists who visit the Kota Tua Jakarta want. Other steps undertaken by Unit Pengelola in public relations are as follows:

- 1) Formulation of specific and measurable public relations program objectives.
- 2) Measuring the objectives that have been achieved from the program implemented in publication activities.
- 3) Analyzing the behavior of the community and tourists and the relationship between organizations and the environment
- 4) Correctly determine and understand the behavior of each working group in the organization and tourists
- 5) Analyze the level of public opinion, both internal and external.
- 6) Anticipating trends, potential problems, needs and opportunities.
- 7) Carry out activities in accordance with the planned program
- 8) Receive feedback to be evaluated, then make the necessary adjustments.

Personal selling activity is a guiding activity by a guide, which is a guide assigned to guide or assist tourists who need assistance, especially foreign tourists and group tourists. Tour Guide activities other than foreign guests are also for group guests who need assistance and explanation, including guests who are learning history about the Kota Tua, namely guests from groups of schools or guests from state groups. Guidance is carried out at the request of the guest or visitor to be guided when traveling at a tourist attraction.

The function of persuasive communication is "forming attitudes and behavior, strengthening attitudes and behavior and changing attitudes and behavior", Miller (2005: 138). Emphasizes various message settings that can be seen as persuasion communication. The implementation of an integrated marketing communication strategy that needs to be done by the Unit Pengelola, namely:

- 1) Activities that are planned through an emphasis on effective communication to promote activities to potential visitors, both local and international tourists, both individuals and group guests.
- 2) The Unit Pengelola implements an integrated marketing communication strategy which includes a measurement, evaluation and analysis feedback mechanism that will influence the Unit Pengelola's program in promotion and publication activities for subsequent programs.
- 3) Other efforts made by the Unit Pengelola, namely to make improvements, changes, and adjustments based on analysis carried out in a planned program.

Based on the explanation of the results of the analysis of the application of the integrated marketing communication strategy, that the purpose of the Unit Pengelola is to maintain the image of tourism products and the attractiveness of Kota Tua tourism objects which are unique and tourist attractions. Marketing communication mix integration activities that have been carried out include advertising, public relations, events and personal selling or guiding activities that have effectively to reach goal of programs and expectations of visitors.

## 5. Conclusion

Strategies to maintain the image of tourist products and the attractiveness of tourist visits, the Unit Pengelola arranges, improves and overcomes problems such as completing equipment or amenities, preparing a wider parking area and conducting effective promotions, publications and communications both electronically and in the media. social with Instagram and Facebook, but improvements to solve the above problems are carried out partially by the Unit Pengelola. The function of the Information Service Unit is a work unit in the line of the Unit Pengelola in the implementation of activities including the implementation of information services and institutional publications of the Kota Tua Jakarta Area. Information Services Unit, coordinates advertising, public relations, events and experiences by sponsors and events by the event organizer.

IMC's strategic activities as a concept in informing through promotions, publications and marketing communication mix activities aimed at maintaining the image and attractiveness of tourist objects are carried out through the Unit Pengelola program so that it can be presented through coordination and organizational communication in marketing communication mix activities including promotional programs, public relations, events supported by sponsorships and event organizers and guiding activities to run coordinated and on target as a tourist attraction in the Old City area of Jakarta.

## References

- [1] Baac. D.W, 2015, *Improving integrated marketing communications practices: A comparison of objectives and results*, Journal of Marketing Communications, 10(1), 1-19
- [2] Brannan Tom, 2004, *Integrated Marketing Communication*, Kogan Page Limited, London
- [3] Brodie. J, 2005, *The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective*, Journal Industrial Marketing Management, 36(1); 230 – 240
- [4] Creswell, 2016, *Research Design*, Pustaka Pelajar Yogyakarta
- [5] Elizabeth Manser, 2017, *Omni-Channel Marketing, Integrated Marketing Communications, and Consumer Engagement: A Research Agenda*, Journal of Research in Interactive Marketing, 11(2), 1-24
- [6] Getta Nema, 2017, *The Impact of Integrated Marketing Communication (IMC)*, Indian Journal of Management, 11(1), 1-10
- [7] Hermawan Agus, 2012, *Komunikasi Pemasaran*, Erlangga, Malang
- [8] Jerry Kliatchco, 2008, *Revisiting the IMC construct A revised definition and four pillars*, International Journal of Advertising, pp, 27(1), 133-160
- [9] Katherine Miller, 2005, *Perspectives, Processes, and Contexts*, McGraw-Hill, New York
- [10] Kitchen, J., 2004, *Integrated Marketing Communications: A Primer*, Simultaneously, USA dan Canada
- [11] Kotler Philip, 2009, *Manajemen Pemasaran PT. Indeks*, Jakarta, 70:120
- [12] Maja Seric, 2017, *Relationships between social web, IMC, and overall brand equity: an empirical examination from the cross-cultural perspective*, European Journal of Marketing, 51 (3), 1-45
- [13] Miles B. Mathew dan Michel Huberman, 1992, *Analisa Data Kualitatif Buku Tentang Metode Metode Baru*, UIP Jakarta
- [14] Muntadliro, 2016, *Strategi Komunikasi Pemasaran Terpadu Ekowisata Kebun Raya Eka Raya Bedugul Bali*, Jurnal Jumpa, 3(1), 40-59
- [15] Neuman, 2013, *Metodologi Penelitian Sosial : Pendekatan Kualitatif dan Kuantitatif*, PT Indeks, Jakarta
- [16] Norman Hart, 1999, *Implementing an Integrated Marketing Communications Strategy*, Thorogood Limited, London
- [17] Philip Kitchen, 2017, *Measuring Integrated Marketing Communication by taking a broad organisational approach: the firm-wide IMC scale*, European Journal of Marketing, 51(3), 1-47
- [18] Richard M.Perlofe, 2014, *The Dynamics of Political Communication*, Routledge, New York
- [19] Schebelen, 2017, *Integrated Marketing Communication – from an instrumental to a customer-centric perspective*, European Journal of Marketing, 51 (3), 48-103
- [20] Setiawan, 2010, *Presevasi, Konservasi dan Renovasi Kawasan Kota Tua Jakarta*, 1(2), 699-704
- [21] Shimp, Terence A, 2010, *Integrated Marketing Communication Advertising and Promotion*, Cengage Learning International Offices, Asia