ABSTRACT
STRATEGY COMMUNICATIONS OF TOUR LEADER CV. LAKSANA INDAH UNTUK BERSAMA(LAINUBA) TOUR ORGANIZER IN ACTIVITY STUDY COMPARATIVE

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This research under guidance
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This research aim to to know how communications strategy of Tour Leader, CV. Laksana Indah Untuk Bersama (Lainuba) Tour Organizer in activity of Study Comparative. To answer the target of above hence researcher lift sub focus at this research that is recognizing audiences, compilation of message, stipulating of method, and usage of media. the Focus sub good for replying macro question, that is : How Strategy Communications of Tour Leader Lainuba Tour Organizer in activity of Study Comparative.

Approach of this research is qualitative with descriptive research method, Informan selected with technique of purposive sampling, for the informan of research amount to 3 (three) people and key informan amounting to 1 (one) people. Technique data collecting that is circumstantial interview, observation, documentation, book study and internet searching. For the test of authenticity of data use technique triangulat data, Member Checking, improving assidinity, using reference materials. As for technique analyse data with data collecting, data discount, presentation of data, and withdrawal of conclusion.

Result of research indicate that in activity of this Study Comparative, Tour Leader Lainuba Tour Organizer, have process to recognize khalayak participant of Study Comparative, compilation of message, stipulating of used method, usage of media since planning, during journey and at the (time) of activity take place as according to field realita.

Node of this research is participant of this Study Comparative is consisting of student mount I and of II have, age to 19-21 year, woman majority, believe in Islam, Message the submitted is stipulating of budget, activity theme menentukkan, visit place menentukkan, rundown, all leader tour use method of[is forwarding of pursuant to content, that is informative method, method of edukatif, method of persuasif, and method of koersif, used by media is communications media and artistic media and entertainment amusement.

Suggestion for the tour of, CV Laksana Indah Untuk Bersama (Lainuba) Tour Organizer always perform a briefing before activity take place and evaluate after activity take place.