ABSTRACT

THE PROMOTION STRATEGIC OF TAMAN MINI "INDONESIA INDAH"THROUGH THE CAR AROUND AS A FORM OF SERVICE TO INCREASE THE VISITOTS SATISFACTION

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This research aims was to find how the promotion strategic of Taman Mini "Indonesia Indah" through the car around as a form of service to increasa the visitors satisfaction.

This research used a qualitative approach with descriptive methods of data raising by interview, observations, library research, internet searching and documentations . The subject in this research were employee of Promotion Division TMII and informants research numbered were 3 people and key informants were 3 visitors.

The results of this research showed that TMII had a strategic plan with reconcile to the mission were tourism and culture. The implementation process which include to start the car around, the route were the inside line and outside line, the giving of informations by the driver to the visitors as one of the activities carried out, which the last working hours around the car for 8 hours. Next TMII package tailored to the target messages and pack messages depend on the time of delivery and content of the message were pleasent to visitors and satisfy the visitors. The field campaign was targeting with the cars around every corner TMII, can be reached by visitors, in addition to car may contribute to TMII. The attitude that was expected with this car traveling visitors can go back to TMII and chose it as one of the resorts that they choose to visit.

The conclusion from this research, indicated that the strategy has been carried out by Promosion Division TMII is right, begins by setting objectives to be addressed in accordance with their respective characters then design a message in accordance with the TMII vision-mission namely tourism and culture.

Furthermore the author suggest for the Promotion Division, in order to increase hygiene all in TMII, to renew and to develop all the facilities or existing facilities in order not unrivaled by other attractions.And preferably in the environment TMII there is no public transportation such as taxis, motorcycles or even the cars of visitors. By this idea the visitors can be better to take the advantage of existing transportation at TMII.