

# **IMPLEMENTASI STRATEGI KOMUNIKASI PEMASARAN TERPADU EVENT TARI KECAK DI TMII**

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## **Abstrak**

Pariwisata budaya membutuhkan strategi komunikasi pemasaran terpadu yang konsisten agar nilai budaya dapat dipahami sekaligus menarik minat kunjungan. TMII mengimplementasikan atraksi Tari Kecak “The Mystical Kecak Dance” sebagai pertunjukan rutin untuk memperkuat positioning TMII sebagai destinasi wisata budaya, namun kajian tentang implementasi strategi IMC untuk event budaya di TMII masih terbatas. Penelitian ini bertujuan menganalisis bagaimana Department Sales & Commercial TMII mengimplementasikan strategi komunikasi pemasaran terpadu (Integrated Marketing Communication/IMC) dalam mempromosikan event Tari Kecak guna mendorong minat berkunjung pengunjung secara umum. Metode yang digunakan adalah pendekatan kualitatif deskriptif dengan pengumpulan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan implementasi IMC secara operasional melalui enam elemen bauran (periklanan, promosi penjualan, acara & pengalaman, humas & publisitas, penjualan personal, serta pemasaran langsung). Proses mencakup segmentasi audiens luas (keluarga/korporat), kanal online-offline, evaluasi kinerja, dan umpan balik, menghasilkan respons positif berupa keterisian tinggi, engagement medsos, dan citra wisata budaya modern, walau terdapat kesenjangan pada direct marketing berbasis data.

Kata kunci: IMC, implementasi strategi, pariwisata budaya, Tari Kecak, TMII.

**IMPLEMENTATION INTEGRATED MARKETING  
COMMUNICATION STRATEGY FOR THE KECAK DANCE  
EVENT AT TAMAN MINI INDONESIA INDAH**

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**Abstract**

*Cultural tourism requires a consistent integrated marketing communication strategy to ensure that cultural values are effectively conveyed while simultaneously attracting visitor interest. Taman Mini Indonesia Indah (TMII) has implemented the Kecak Dance attraction, “The Mystical Kecak Dance,” as a regular performance to strengthen its positioning as a cultural tourism destination; however, scholarly studies examining the implementation of Integrated Marketing Communication (IMC) strategies for cultural events at TMII remain limited. This study aims to analyze how the Sales & Commercial Department of TMII implements an Integrated Marketing Communication (IMC) strategy in promoting the Kecak Dance event to stimulate visitors’ intention to visit among the general public. This research employs a descriptive qualitative approach, with data collected through interviews, observations, and documentation. The findings indicate that IMC is operationally implemented through six elements of the promotional mix: advertising, sales promotion, events and experiences, public relations and publicity, personal selling, and direct marketing. The process involves broad audience segmentation (family and corporate segments), the integration of online and offline channels, performance evaluation, and feedback mechanisms. These efforts generate positive outcomes, including high audience occupancy, strong social media engagement, and the formation of a modern cultural tourism image, although gaps remain in data-driven direct marketing practices.*

*Keywords: Integrated Marketing Communication, strategy implementation, cultural tourism, Kecak Dance, TMII.*