

## Abstraksi

Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus untuk mengkonstruksi secara mendalam dan membuat model komunikasi pemasaran terintegrasi dalam pengembangan wisata berbasis ecotourism di Baturraden Adventure Forest di Purwokerto.

Data penelitian dikumpulkan melalui wawancara secara mendalam kepada para informan terdiri dari pemilik, karyawan dan mitra BAF serta stakeholders dengan purposif sampling, dilengkapi oleh dokumentasi dan observasi langsung sehingga memperkuat hasil penelitian. Analisis data dilaksanakan dengan tahapan mereduksi, mengkatagorisasi dan memverifikasi. Hasil penelitian menunjukkan bahwa BAF mempunyai penawaran paket wisata dengan segmen corporate, lembaga pemerintahan dan komunitas sosial. Integrated marketing communication (IMC) dilaksanakan oleh BAF dengan model bisnis B2B yang difokuskan kepada personal selling dan direct maketing, kemudian advertising digunakan untuk mendatangkan traffic yang diolah menjadi sebuah lead (prospek) dengan bantuan media teknologi berbasis internet.

Model komunikasi pemasaran BAF berdasarkan segmentasi pasarnya mengkhhususkan pada Lead Management, karena posisi pasar BAF sebagai client yang identik dengan produk jasa. Proses Lead Management membutuhkan sebuah lead qualifying agar memudahkan dalam proses promosi penjualan.

*Kata Kunci: Model Komunikasi Pemasaran, Integrated Marketing Communication (IMC), Ecotourism*

## Abstract

The research used a qualitative method with a case study approach to construct in depth and create an integrated marketing communication model in the development of ecotourism-based tourism at Baturraden Adventure Forest in Purwokerto.

Research data was collected through in-depth interviews with informants consisting of BAF owners, employees and partners and stakeholders with purposive sampling, supplemented by documentation and direct observation so as to strengthen the research results. Data analysis was carried out by reducing, categorizing and verifying stages. The results of the study show that BAF has offered tour packages with corporate, government agencies and social community segments. Integrated marketing communication (IMC) is carried out by BAF with a B2B business model focused on personal selling and direct marketing, then advertising is used to bring in traffic which is processed into a lead (prospect) with the help of internet-based technology media.

BAF's marketing communication model based on its market segmentation specializes in Lead Management, because BAF's market position as a client is synonymous with service products. The Lead Management process requires a qualifying lead to facilitate the sales promotion process.

Keywords: Marketing Communication Model, Integrated Marketing Communication (IMC), Ecotourism

