

ABSTRACT

Growing a region through tourism is what the government nowadays get a serious effort into. Tourism becomes a potential sector to increase the national income and create more jobs for the people. The tourism potential that some regions have is a product that must be offered by the government and the people. Making a strategy which is effective to attract the tourist to come to a region becomes a thing that must to think about.

In the *Integrated Marketing Communication* science, a festival could be used as a media to deliver a message and put an image about tourism that exist in a region to the tourist. Festival could be an event marketing to commercialize tourism objects in a region. Effort on makes the festival as a event marketing, makes the event marketing process have to be applied on holds some event.

This research is for knowing if Molod Bawean Festival that held by Kerukunan Toghellen Bawean is appropriate with event marketing process as defined by Lynn Van Der Wagen. And then it will be seen, how event Molod Bawean Festival could be a Bawean Island tourism promotion strategy.

This qualitative research is held in Bawean Island, Gresik. The research subject is the Molod Bawean Festival Head Committee and also Head of the Kerukunan Toghellen Bawean who is made the Molod Bawean Festival as an annual event. On a deeper interview that done as a data-capture technique, could be said that this Molod Bawean Festival is held with the process as defined by Lynn Van Der Wagen but still not so perfect. Using Berentang Kota Negara Benua, Molod Bawean Festival should be an effective event marketing in promoting Bawean Island Tourism if it's held through a maximal event marketing process.

Keyword: IMC, Promotion, Event Marketing, Festival, Pulau Bawean