

ABSTRACT

The aim of the research is to describe the marketing communication strategy undertaken by the Balai Pelestarian Cagar Budaya Gorontalo (*Preservation for Cultural Heritage Office of Gorontalo*) in promoting cultural heritage in Gorontalo Province to increase the visitors' interest to visit Gorontalo Province as cultural heritage tourism. Balai Pelestarian Cagar Budaya as the technical unit of Ministry of Education and Culture in Gorontalo has to be innovated and creative in creating communication strategy by combining three concepts which are strategy, communication and marketing. In addition, the objects to be promoted are different with the other marketing communication objects, which is cultural heritage at Gorontalo Province. The issue in this research is **How Balai Pelestarian Cagar Budaya Gorontalo undertakes the marketing communication strategy in promoting cultural heritage in Gorontalo Province?** The method of this research is a case study by collecting data such as observation, interview and documentation study.

The result shows that Balai Pelestarian Cagar Budaya Gorontalo has been conducting the marketing communication strategy, starting by doing the situation analysis process of the promotion programme, analysis of the communication process, budgeting, program development of IMC and the final process is monitoring, evaluating and controlling. The communication elements are direct marketing such as posters and leaflets distributed in every exhibition; interactive/internet marketing by forming *a veranda of the Gorontalo historic museum group* used as discussion forum by the members; Publicity is a non-personal communication activities related with organization or non commercial company, such as newsletter, dialog at SINDO TV, dialog at RRI, and cinema vehicle; personal selling, there is no selling transaction in this case, is aimed to educate the publics about the importance of cultural heritage such as socialization of Gorontalo City, *Purbakala* (prehistoric) goes to school, cultural dialog; exhibition is used as marketing communication form in promoting cultural resources to public.

Key Words: Marketing Communication Strategy, Cultural Heritage Tourism.