

ABSTRACT

Ayu Ega Pratama, 213106007, 2024. **The Implementation of 7P Tourism Marketing Mix at Mojosemi Forest Park in Magetan. English Diploma Three Program, Business Administration Program, State Polytechnic of Madiun.**

Magetan is one of the famous tourist areas in East Java because this area has many tourist destinations, one of which is Mojosemi Forest Park. Mojosemi Forest Park is a natural tourist destination with the natural forest beauty of Mojosemi on Mount Lawu. Mojosemi Forest Park has been developed since 2015 with various attractions so that are a lot of tourists visiting. Therefore, the writer discussed how the tourism marketing mix is implemented through the 7P components consisting of Product, Price, Place, Promotion, People, Process, and Physical Evidence at Mojosemi Forest Park Magetan. The method used in this report was qualitative descriptive. For collecting the data, the writer conducted are observation, interviews, and documentation. Observation and documentation have been carried out by the writer at Mojosemi Forest Park Magetan then interviews with parties related to Mojosemi Forest Park Magetan. The results obtained from the research conducted at Mojosemi Forest Park highlighted the effectiveness of implementing the 7P tourism marketing mix at the Mojosemi Forest Park which had an impact on increasing tourists coming to enjoy tourism in Mojosemi Forest Park Magetan.

Keywords: *7P Tourism Marketing Mix, Qualitative Descriptive Method, Mojosemi Forest Park*

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Magetan merupakan salah satu daerah wisata yang terkenal di Jawa Timur karena daerah ini memiliki banyak destinasi wisata, salah satunya adalah Mojosemi Forest Park. Mojosemi Forest Park merupakan destinasi wisata alam dengan keindahan alam hutan Mojosemi yang berada di Gunung Lawu. Mojosemi Forest Park dikembangkan sejak tahun 2015 dengan berbagai atraksi wisata sehingga banyak dikunjungi wisatawan. Oleh karena itu, penulis membahas bagaimana penerapan bauran pemasaran pariwisata melalui komponen 7P yang terdiri dari Product, Price, Place, Promotion, People, Process, dan Physical Evidence di Taman Hutan Raya Mojosemi Magetan. Metode yang digunakan dalam laporan ini adalah deskriptif kualitatif. Untuk mengumpulkan data, penulis melakukan observasi, wawancara, dan dokumentasi. Observasi dan dokumentasi telah dilakukan oleh penulis di Mojosemi Forest Park Magetan kemudian wawancara dengan pihak-pihak yang terkait dengan Mojosemi Forest Park Magetan. Hasil yang diperoleh dari penelitian yang dilakukan di Mojosemi Forest Park menyoroti tentang efektifitas penerapan bauran pemasaran pariwisata 7P di Mojosemi Forest Park yang berdampak pada peningkatan wisatawan yang datang untuk menikmati pariwisata di Mojosemi Forest Park Magetan.

Kata kunci: *Bauran Pemasaran Pariwisata 7P, Metode Deskriptif Kualitatif, Mojosemi Forest Park*