

ABSTRACT

Niken Rizki Amalia, 213106071. 2024. **Implementation of 4P Tourism Marketing Mix at Lawu Green Forest. English Diploma III Program, Business Administration Departement, State Polytechnic Of Madiun.**

Lawu Green Forest is a natural tourist spot located on Mount Lawu with a pine forest background. Lawu Green Forest which offers various facilities such as accommodation, game rides, photo spots, outbound, transportation and restaurants. The writer aims to discuss the implementation of the 4P (product, price, place and promotion) tourism marketing mix at Lawu Green Forest. The research method used was qualitative with data collection observation, interviews and documentation with Lawu Green Forest management staff and marketing staff. The results showed that Lawu Green Forest has succeeded in creating products from accommodation such as villas and camping. In addition, there are also vehicle facilities, photo spots and provide outbound, transportation that is used jeep and there is a restaurant. The difference in prices offered by Lawu Green Forest from entrance tickets, accommodation, outbound and transportation so that it can adjust the variety of packages and facilities offered. The strategic location of Lawu Green Forest on the provincial road from East Java and Southeast Java can also increase the number of visitors. The promotion carried out by Lawu Green Forest through online media and offline media. Effective online media through social media sharing, while offline media through cooperation with other tours, as well as installing billboards and brochures. The conclusion from the research results in Lawu Green Forest with the 4P tourism marketing mix, can increase tourist attractiveness and the number of tourist visitors in Lawu Green Forest so that a strong promotion strategy can maintain and increase competitiveness in the tourism industry.

Keywords: *Marketing mix 4P, Lawu green forest, Qualitative descriptive*

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Lawu Green Forest merupakan tempat wisata alam yang berada di gunung lawu dengan background hutan pinus. Lawu Green Forest yang menawarkan berbagai fasilitas seperti akomodasi, wahana permainan, spot foto, outbound, transportasi dan restaurant. Dengan itu penulis bertujuan untuk membahas implementasi of 4P (produk, harga, tempat dan promosi) tourism marketing mix at Lawu Green Forest. Metode penelitian yang digunakan kualitatif dengan pengumpulan data observation, interview dan dokumentasi dengan staff pengelola dan staff marketing Lawu Green Forest. Hasil penelitian menunjukkan bahwa Lawu Green Forest telah berhasil menciptakan produk dari akomodasi seperti Villa dan Camping. Selain itu juga terdapat fasilitas wahana, spot foto serta menyediakan outbound, transportasi yang di gunakan jeep dan terdapat restaurant. Dengan perbedaan harga yang di tawarkan Lawu Green Forest dari tiket masuk, akomodasi, outbound dan transportasi sehingga dapat menyesuaikan variasi paket dan fasilitas yang tawarkan. Lokasi Lawu Green Forest yang strategis di jalan provinsi dari daerah Jawa Timur maupun Jawa Tengah juga dapat meningkatkan jumlah pengunjung. Dengan promosi yang dilakukan Lawu Green Forest dengan melalui media online dan media offline. Media online yang efektif melalui berbagai media sosial, sedangkan media offline melalui keraja sama dengan wisata lain, serta melakukan pemasangan papan iklan dan brosur. Kesimpulan dari hasil penelitian di Lawu Green Forest dengan bauran pemasaran 4P tourism marketing, dapat meningkatkan daya tarik wisata dan jumlah pengunjung wisatawan di Lawu Green Forest sehingga strategi promosi yang kuat dapat mempertahankan dan meningkatkan daya saing di industri pariwisata.

Kata kunci: *Bauran Pemasaran 4P, Lawu Green Forest, Deskriptif Kualitatif*