

PLANNING OF MARKETING STRATEGY FOR HANI GRAPE AGROTOURISM IN BENGKALIS

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ABSTRACT

This Project discusses the Hani Grape Agrotourism marketing planning. Hani Grape is a type of business in the agritourism sector on the island of Bengkalis. This final project aims to identify the marketing strategies that have been implemented by Hani Grape Agrotourism, to plan marketing strategies for the future, to find out the constraints and to find solutions when implementation and completion stages. The results showed that the initial planning was to identify the previous marketing strategy then plan the Hani Grape Agrotourism marketing strategy by establishing a marketing strategy plan using the marketing mix or the 4Ps strategy, namely: Product, Price, Place, and Promotion. Then continue by implementing it, namely by offering new products that take advantage of its beauty in the form of tour packages by creating travel events with various kinds of performers and promoting through social media such as Instagram and Facebook to attract the attention of visitors. While the completion stage is done by evaluating the marketing strategy planning that has been carried out. The methods used are planning preparation, project implementation plan, project completion plan and project reporting plan.

Keywords: *agritourism, hani grape, marketing strategy, marketing mix, event*