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## STRATEGI PEMASARAN OBYEK WISATA PANTAI SIGANDU KABUPATEN BATANG

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**Abstract :** *Nowadays, Sigandu Coastal Tourism object have nor yet correct making strategy. This condition caused there isn't developing strategy that concerning the perception and preference of tourist amount visit. This study is intent to formulate the most correct marketing strategy for Pantai Sigandu. The goal of this study is to increase the amount of tourist paying visit at Pantai Sigandu. The analytical step through this study is live cycle tourism product analyze of Pantai Sigandu so that will be determine target market of Pantai Sigandu. Tourist (target market), service supplier, travel agencies, and government (management) taken as responder in analyzing tourism product and promotion development. Result of the analysis is alternatives of product and promotion developments, that will be appraised the proper accomplishments by the expert responder according SMART criterion (specific, measurable, attainable, realistic, and time bound). The marketing strategy of Panta Sigandu formulated from the result of analysis above, including comments and inputs from expert responder, results of writers visualization to situation/condition of Panta Sigandu as well as results of literature review, which is utilized in this study. These accomplished to acquired the most correct marketing strategy that fits Pantai Sigandu. This marketing strategy consit of tourism product and promotion development strategy of Pantai Sigandu.*

*Key Word : tourism marketing strategy, Batang Regency, coastal tourism object*