***ABSTRACT***

***The tittle in this research is “Marketing Communication Strategy in Increasing Visitor Interest at Obyek Wisata Linggarjati Indah Kuningan”.***

***The target of this research is to know the Obyek Wisata Linggarjati Indah marketing communication strategies that consist of sub variable, there are Advertising, Personal Selling, Sales Promotion and Public Relations at Obyek Wisata Linggarjati Indah in increasing visitor interest as well as to know the obstacles and efforts undertaken by the Obyek Wisata Linggarjati Indah in the implementation of marketing cmmunication strategy.***

***The research had been used a descriptive research method. The technique of taken data collecting are from bibliography study, observation, interview, and the enquette spreading by using technique random sampling by take sample 10% of population amount 100 respponder from Obyek Wisata Linggarjati Indah visitor.***

***Based on the research, the research has a result that the marketing communication strategy has been done excellently by Obyek Wisata Linggarjati Indah passed by promotion activity with exhibition and fair price. Then concluded with the usage or Persuasion Theory, this theory indicates that existed theree important variables for Obyek Wisata Linggarjati Indah visitor. That is source credibility, logic and emotional in taking decision wether individual referred as finally decide become Obyek Wisata Linggarjati Indah visitor or not at all.***

***The researcher had some suggestion for the public relation of Obyek Wisata Linggarjati Indah in order to made some product/services even promotion in electronic media. Until the people knowing much of product/services even thought promotion and much more visitors that interest to Obyek Wisata Linggarjati Indah.***