

## ABSTRACT

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Promotion Strategies of Tourism Department Morotai Island Regency to Attract Tourists in 2015-2016

Along with era development, technology and information are also developed. This development requires qualified, reliable, and competent human resources in their field in order to produce useful outcome for others and to meet the fierce competition. There are hundreds of new tourism sites in Indonesia competing to rise and promote themselves which contribute to the fierce competition of tourism in Indonesia. Morotai Island is one of tourism destinations which has marine and historical potentials. The majestic marine and historical tourism such as the remains of World War II becomes one of the strong potentials for the Tourism Department Morotai Island Regency to promote the island in order to increase the original and national income as well to promote the tourism internationally. Besides enjoying the natural beauty of Morotai Island, the tourists will also earn educational tourism through the history of World War II in Morotai Island.

The research method used in this research was descriptive qualitative. The research location was Tourism Department Morotai Island Regency. The interview was the Head of Promotion and Marketing Division and the Coordinator of Promotion. The data collecting technique was observation, interview, and documentation. The research technique was qualitative data analysis while the data validity testing used was triangulation.

The research result concluded that the Tourism Department Morotai Island Regency promoted Morotai Island by using four promotion tools that were advertising, public Relation, word of mouth, and event. However, there was promotion weakness. Therefore, the tourism department has to work extra to promote Morotai Island in the future.

***Keywords: promotion strategies, attracting tourist, qualitative analysis.***