

### ***Abstract***

*Banten Province has several tourist attractions that are well known to the public from domestic to foreign. One of the tourist attractions in Banten which is quite famous is Tanjung Lesung so that it can attract tourists to come back to visit. On December 22, 2018, the Tanjung Lesung Special Economic Zone (SEZ) was devastated and swept clean around Tanjung Lesung due to the tsunami natural disaster. So that the disaster incident caused the number of tourists who wanted to visit the Tanjung Lesung SEZ to decrease rapidly because there was a feeling of concern in the event of a follow-up disaster. As a form of effort from the Banten Province Tourism Office to attract tourists back. The existence of a marketing communication strategy that has been carried out by the Banten Provincial Tourism Office is one of them by holding the Tanjung Lesung Festival in the Tanjung Lesung Special Economic Zone (KEK), Pandeglang, Banten. This study aims to determine the marketing communication strategy of the Banten Province Tourism Office and analyze the Tanjung Lesung Festival in an effort to increase tourists after the tsunami. This research focuses on Philip Lesly's communication strategy planning model on analysis and research. The results of this study illustrate that the Banten Provincial Tourism Office organizes the Tanjung Lesung Festival in an effort to attract tourists to return to visit the Tanjung Lesung.*

***Keywords*** : *strategy communication, event management, marketing strategy communication, tanjung lesung.*