

Corrigendum to: Promotion Strategy by Palu City Government to Pulling Investors Interest in Palu Special Economic Zone [3(4), 2018, 798-811]

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After the publication of the article titled "Promotion Strategy By Palu City Government To Pulling Investors Interest In Palu Special Economic Zone", in Jurnal ASPIKOM Volume 3 Nomor 4 (2018), Muhammad Khairil as the author noted that there was a missing reference in the **Introduction** section page 800 (paragraph 8), as follows:

Introduction

In addition to the marketing mix, promotion mix is also needed in order to design a communication strategy in order to attract investors. Traditionally, the promotion mix includes four elements: advertising, sales promotion, publicity/public relations, and personal selling (Morissan, 2014: 17). But **George and Michael Belch (2015: 463)** add two elements in the promotional mix, namely direct marketing, and interactive media.

The author wishes to inform readers that a reference was missing from the article as originally published, this missing reference has been added to the reference list as follows:

References

Belch, G. E., & Belch, M. A. (2015). *Advertising and promotion: an integrated marketing communications perspective*. New York: McGraw-Hill.