

**STRATEGI PROMOSI OBJEK WISATA  
DI DESA WISATA TAMAN GERIH ABIANSEMAL  
KABUPATEN BADUNG**

Oleh

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**ABSTRAK**

Penelitian ini bertujuan untuk melakukan strategi promosi objek wisata pada Desa Wisata Taman Gerih melalui *website* resmi. Pengumpulan data yang dilakukan dengan menggunakan metode observasi dan wawancara dengan informan pengelola dan wisatawan dengan pengambilan data komponen pariwisata, desa wisata 6A diantaranya, (*attraction, accessibilities, amenities, accommodation, activities, ancillary*). Hasil dari penelitian ini diperoleh data dengan kriteria komponen pariwisata di Desa Wisata Taman Gerih yaitu, (a) *attraction* yaitu wisata sampan, wisata perkebunan, wisata jogging dan bersepeda, wisata tempat bermain anak, wisata taman membaca; (b) *accessibilities* terdapat akses jalan Desa Gerih, rambu-rambu petunjuk Desa Wisata Taman Gerih; (c) *amenities* memiliki toilet, tempat parkir, dan layanan tiket masuk; (d) *accommodation* diantaranya *restaurant* dan *homestay* dan *villa*; (e) *activities* terdapat kegiatan seperti *wedding party, birthday party* dan *gathering*; (f) *ancillary* terdapat layanan informasi seperti *instagram* dan *website*. Dari data yang diperoleh tersebut peneliti melakukan pembuatan *website* resmi sebagai bentuk strategi promosi dalam mempublikasikan objek wisata baru dalam upaya mempromosikan Desa Wisata Taman Gerih. Upaya promosi ini dilakukan untuk memperkenalkan Desa Wisata Taman Gerih sebagai objek wisata baru kepada para wisatawan melalui media *online*, dengan adanya *website* untuk memudahkan wisatawan untuk mengakses informasi lengkap mengenai desa wisata taman gerih.

**Kata kunci** : *Strategi, Promosi, Objek Wisata, Desa Wisata, Desa Gerih, 6A, Website.*

**TOURISM OBJECT PROMOTION STRATEGY  
AT THE TOUR VILLAGE OF ABIANSEMAL GERIH PARK  
BADUNG REGENCY**

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**ABSTRACT**

This study aims to carry out a tourism promotion strategy at Taman Gerih Tourism Village through the official website. Data collection was carried out using observation methods and interviews with management and tourist informants by collecting data on tourism components, 6A tourist villages including, (attraction, accessibilities, amenities, accommodation, activities, ancillary). The results of this study obtained data with the criteria for tourism components in Taman Gerih Tourism Village, namely, (a) attractions, namely canoe tours, plantation tours, jogging and cycling tours, children's playground tours, reading garden tours; (b) accessibilities include road access to Gerih Village, signs indicating Taman Gerih Tourism Village; (c) amenities have toilets, parking lots, and admission services; (d) accommodation including restaurants and homestays and villas; (e) activities there are activities such as wedding parties, birthday parties and gatherings; (f) ancillary there are information services such as Instagram and websites. From the data obtained, the researcher made an official website as a form of promotional strategy in publishing new tourist objects in an effort to promote the Taman Gerih Tourism Village. This promotional effort was carried out to introduce the Taman Gerih Tourism Village as a new tourist attraction to tourists through online media, with a website to make it easier for tourists to access complete information about the Taman Gerih tourist village.

**Keywords:** Strategy, Promotion, Tourism Object, Tourism Village, Gerih Village, 6A, Website.