

STRATEGI PROMOSI DESA WISATA SUDAJI BERBASIS PLATFORM DIGITAL

Oleh

Ni Komang Ary Dharma Pertiwi NIM. 2015011005

Program Studi Pendidikan Kesejahteraan Keluarga

Jurusan Teknologi Industri

ABSTRAK

Tujuan penelitian ini adalah mendeskripsikan strategi promosi Desa Wisata Sudaji berbasis platform digital. Pengumpulan data menggunakan metode observasi, wawancara, dokumentasi dan triangulasi yang kemudian disampaikan secara deskriptif kualitatif. Kepala Desa Sudaji, Ketua Desa Wisata Sudaji, Pokdarwis Desa Wisata Sudaji, Kepala Dinas Pariwisata Kabupaten Buleleng, Warga Desa Sudaji dan Wisatawan yang berkunjung ke Desa Wisata Sudaji menjadi sumber data dalam penelitian ini. Hasil penelitian menyimpulkan bahwa strategi promosi Desa Wisata Sudaji berbasis platform digital sebagai berikut : (1) *Website* telah memenuhi 6 dari 11 aspek pengamatan, strategi yang perlu ditingkatkan pada *website* Desa Wisata Sudaji berupa membentuk tim pengelola *website*, mempublikasikan informasi terkait aktivitas, daya tarik wisata, *local wisdom* atau tradisi, jadwal *event* dan fasilitas pariwisata yang ada; (2) *Social media marketing* sudah memenuhi 6 dari 9 aspek pengamatan, strategi yang perlu diterapkan adalah berupa pembentukan tim pengelola *social media marketing* dan memperhatikan aspek *context*, *communication* dan *connection* pada pembuatan konten di *social media marketing* Desa Wisata Sudaji; (3) *Online advertising* belum diterapkan, sehingga pengelola perlu melakukan perancangan anggaran promosi untuk Desa Wisata Sudaji; (4) *Video marketing* baru memenuhi 1 dari 7 aspek pengamatan, strategi yang perlu diterapkan adalah meningkatkan kreatifitas pembuatan video marketing, dan meningkatkan konsistensi dalam memproduksi dan mempublikasikan *video marketing* Desa Wisata Sudaji.

Kata-kata Kunci: Desa Wisata, Promosi, Platform Digital

SUDAJI TOURISM VILLAGE PROMOTION STRATEGY BASED ON DIGITAL PLATFORMS

By

Ni Komang Ary Dharma Pertiwi
NIM. 2015011005
Family Welfare Education Study Program
Industrial Technology
Department Engineering and Vocational Faculty
Ganesha University of Education
Email: ary.dharma@undiksha.ac.id

ABSTRACT

The promotion strategy of Sudaji Tourism Village based on digital platforms is the purpose of this study. The data collection method in this study uses observation, interview, documentation and triangulation. The informants in this study are the Head of Sudaji Village, the Head of Sudaji Tourism Village, the Pokdarwis of Sudaji Tourism Village, the Head of the Tourism Office of Buleleng Regency, Sudaji Village Residents and Tourists visiting Sudaji Tourism Village. The results of the study concluded, promotion strategy of Sudaji Tourism Village is based on digital platforms as follows: (1) The website has fulfilled 6 of 11 aspects of observation, strategies that need to be improved on the Sudaji Tourism Village website in the form of forming a website management team, publishing information related to activities, tourist attractions, local wisdom or traditions, event schedules and existing tourism facilities; (2) Social media marketing has fulfilled 6 of the 9 aspects of observation, the strategy that needs to be applied is in the form of forming a social media marketing management team and paying attention to aspects of context, communication and connection in creating content in social media marketing Sudaji Tourism Village; (3) Online advertising has not been implemented, so the manager needs to design a promotional budget for Sudaji Tourism Village; (4) Video marketing only meets 1 of 7 aspects of observation, the strategy that needs to be applied is to increase the creativity of making video marketing, and increase consistency in producing and publishing Sudaji Tourism Village video marketing.

Keywords : *Tourism Village, Promotion, Digital Platform*