

STRATEGI PROMOSI WISATA BAHARI PANTAI HAPPY MELALUI MEDIA INTERAKTIF DI DESA TUKADMUNGGGA

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ABSTRAK

Penelitian ini memiliki tujuan mendeskripsikan strategi promosi Wisata Bahari Pantai Happy di Desa Tukadmungga melalui media interaktif. Metode pengambilan data dalam penelitian ini adalah metode observasi, wawancara, dokumentasi dan triangulasi serta menggunakan pendekatan deskriptif kualitatif. Informan dalam penelitian ini yaitu Kepala Desa Tukadmungga, Pokdarwis Desa Tukadmungga, Kepala Dinas Pariwisata Kabupaten Buleleng, Warga Desa Tukadmungga dan wisatawan yang berkunjung ke Wisata Bahari Pantai Happy. Dari hasil penelitian ditemukan bahwa: (1) Strategi promosi melalui media interaktif di Wisata Bahari Pantai Happy : (a) Pada website melakukan unggah konten dan memperhatikan tampilan *website*. (b) Pada media sosial, memanfaatkan platform media sosial lain, perancangan jadwal produksi dan upload konten dan peningkatan kreatifitas dalam produksi konten (c) Iklan secara berbayar (*online advertising*) perlu dilakukan perencanaan dan penganggaran; (d) Video marketing dilakukan pembentukan *team creator*, penyediaan peralatan produksi, dan perencanaan produksi video marketing. (2) Efektivitas strategi promosi melalui media interaktif di Wisata Bahari Pantai Happy dari 4 indikator dan 30 aspek pengamatan baru melaksanakan 9 dari 30 aspek pengamatan atau setara dengan 30% dan tergolong tidak efektif.

Kata-kata Kunci: Strategi Promosi Wisata, Media Interaktif, Pantai Happy

PANTAI HAPPY MARINE TOURISM PROMOTION STRATEGY THROUGH INTERACTIVE MEDIA IN TUKADMUNGGA VILLAGE

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ABSTRACT

This study aims to describe the promotion strategy of Happy Beach Marine Tourism in Tukadmungga Village through interactive media. The data collection methods in this study are observation, interview, documentation and triangulation methods and use a qualitative descriptive approach. The informants in this study were the Head of Tukadmungga Village, Pokdarwis of Tukadmungga Village, Head of the Tourism Office of Buleleng Regency, Tukadmungga Village Residents and tourists visiting Happy Beach Marine Tourism. From the results of the study, it can be concluded, (1) Promotion strategies through interactive media in Happy Beach Marine Tourism: (a) On the website it is necessary to upload content and pay attention to the appearance of the website. (b) On social media, it can utilize other social media platforms, design production schedules and upload content and increase creativity in content production (c) Paid advertising (online advertising) needs planning and budgeting; (d) Video marketing needs to be done to form a team creator, provide production equipment, and plan video marketing production. (2) The effectiveness of promotional strategies through interactive media in Happy Beach Marine Tourism from 4 indicators and 30 aspects of observation, only implemented 9 out of 30 aspects of observation or equivalent to 30% and was classified as ineffective.

Key words : Tourism Promotion Strategy, Interactive Media, Pantai Happy