

ABSTRAK

Nata Kusuma, Putu (2022), *Pengelolaan Media Sosial Sebagai Sarana Promosi Destinasi Wisata Tirta Di Kabupaten Buleleng*. Tesis, Program Studi S2 Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I: Trianasari, M.M., Ph.D dan Pembimbing II: Putu Indah Rahmawati, SST.Par., M.Bus., Ph.D³

Kata-kata Kunci: Media sosial, Pariwisata, Pemasaran Digital

Penelitian ini bertujuan untuk menganalisis pengelolaan media sosial Dinas Pariwisata Kabupaten Buleleng serta respon wisatawan terhadap informasi kepariwisataan pada akun media sosial Dinas Pariwisata Kabupaten Buleleng. Penelitian ini menggunakan analisis deskriptif kualitatif sebagai metodologi penelitian. Data-data yang terkumpul didapatkan melalui kegiatan observasi, wawancara mendalam, *focus group discussion* dan penyebaran *open-ended questions*. Observasi, wawancara mendalam dan *focus group discussion* dilakukan untuk mendapatkan data terkait pengelolaan media sosial Dinas Pariwisata dengan narasumber yaitu tim media Dinas Pariwisata Kabupaten Buleleng. Penyebaran *open-ended questions* dibagikan melalui *Google Form* kepada wisatawan lokal. Hasil penelitian menunjukkan bahwa pengelolaan media sosial Dinas Pariwisata Kabupaten Buleleng belum optimal khusus pada pengelolaan *Website* sebagai media informasi. Peneliti menemukan bahwa pengelolaan *Website* masih berfokus pada informasi kegiatan dinas bukan pada promosi pariwisata di Buleleng. Fungsi manajemen yaitu POAC juga tidak optimal karena tidak adanya target capaian konten tiap hari dan *quality control*. Respon wisatawan menunjukkan bahwa aspek pemasaran digital sudah optimal namun ada beberapa aspek yang kurang yaitu *story-telling* dan *copywriting* belum optimal digunakan. Hal ini ditunjukkan dari respon wisatawan yang mengatakan konten yang terunggah kurang menarik dari segi caption dan penyebaran informasi yang masih kurang maksimal. Penelitian ini menyaran kepada peneliti lain agar nantinya melakukan penelitian yang berfokus kepada *E-Service quality*.

ABSTRACT

Nata Kusuma, Putu (2022), Social Media Management as a Promotion Tool for Tirta Tourism Destinations in Buleleng Regency. Thesis, Master's Degree Program in Management Science, Postgraduate Program, Ganesha University of Education.

This thesis has been approved and checked by Advisor I: Trianasari, M.M., Ph.D and

Advisor II: Putu Indah Rahmawati, SST.Par., M.Bus., Ph.D

Keywords: Social Media, Tourism, Digital Marketing

This study aims to analyze the social media management of the Buleleng Regency Tourism Office and the response of tourists to tourism information on the Buleleng Regency Tourism Office's social media accounts. This study uses descriptive qualitative analysis as a research methodology. The data collected was obtained through observation, in-depth interviews, focus group discussions and the dissemination of open-ended questions. Observations, in-depth interviews and focus group discussions were conducted to obtain data related to the management of the Tourism Office's social media with the resource person, the Buleleng Regency Tourism Office's media team. The spread of open-ended questions is shared via Google Forms to local tourists. The results showed that the social media management of the Buleleng Regency Tourism Office was not optimal, specifically on the management of the Website as a medium of information. Researchers found that website management still focuses on information on official activities not on tourism promotion in Buleleng. The management function, namely POAC, is also not optimal because there is no daily content achievement target and quality control. Tourist responses indicate that the digital marketing aspect is optimal but there are several aspects that are lacking, namely story-telling and copywriting that have not been optimally used. This is shown from the response of tourists who say the uploaded content is less attractive in terms of captions and the dissemination of information is still not optimal. This study suggests to other researchers to later conduct research that focuses on E-Service quality.