

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**

**Fakultas Ilmu Sosial dan Ilmu Politik**

**Program Studi Ilmu Komunikasi**

**Konsentrasi Public Relations**

**Rizma Al Fisha Praningtyas (20130530112)**

**Strategi Promosi Tempat Wisata Kabupaten Sleman Melalui *Event* Sleman Temple Run 2016 dalam meningkatkan jumlah wisatawan.**

**Tahun Skripsi: 2017 + 104 Halaman**

**Daftar Pustaka: 16 Buku tahun 1997-2016 + 2 Jurnal tahun 2008-2016 + 9 Sumber Internet**

Semakin berkembangnya dunia pariwisata saat ini, menjadikan setiap daerah berlomba-lomba dalam memajukan pariwisatanya. Terlebih Kabupaten Sleman telah dinobatkan menjadi Daerah 1000 candi, karena itu Dinas Kebudayaan dan Pariwisata Kabupaten Sleman membutuhkan langkah-langkah strategi promosi yang tepat. Dari hal tersebut peneliti tertarik untuk melakukan penelitian dengan judul “Strategi Promosi Tempat Wisata Kabupaten Sleman Melalui *Event* Sleman Temple Run 2016 dalam meningkatkan jumlah wisatawan.”

Metode penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif. Lokasi penelitian berada di jalan KRT. Pringgodingrat No. 13, Tridadi, Sleman, Daerah Istimewa Yogyakarta 55511. Informan penelitian adalah penanggungjawab *event* sebanyak 1 orang, dan pelaksana *event* sebanyak 3 orang. Metode pengumpulan data menggunakan wawancara dan studi dokumen. Teknik analisis data menggunakan pengumpulan data, reduksi data, display data, dan kesimpulan. Uji validitas data menggunakan teknik triangulasi sumber.

Hasil penelitian menunjukkan bahwa (1) strategi promosi yang dipilih oleh Dinas Kebudayaan dan Pariwisata Kabupaten Sleman diantaranya meliputi iklan (cetak maupun elektronik), pemasaran interaktif, publisitas, penjualan langsung, dan jumpa pers; (2) *Event* Sleman Temple Run meningkatkan jumlah kunjungan wisatawan. Faktor pendukung strategi promosi “*Event* Sleman Temple Run 2016” yaitu adanya *trend* lari dan modifikasi program dari finalis Dimas Diajeng Sleman 2014. Sedangkan faktor penghambat dari segi promosi yaitu kurangnya anggaran dana pada media promosi dari pemerintah.

**Kata Kunci: Strategi Promosi, Bauran Pemasaran, Pariwisata, Jumlah Wisatawan, Sleman Temple Run 2016.**

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**Strategy of Tourism Promotion of Sleman Regency through Sleman Temple Run Event 2016 in Increasing Number of Tourists.**

**Year of Thesis: 2017 + 104 Pages**

**References: 16 Books 1997-2016 + 2 Journals year 2008-2016 + 9 Internet sources**

*The growing world of tourism today, making every region competing in advancing tourism. Moreover, Sleman District has been named the Regional of 1000 Temples, therefore the Office of Culture and Tourism of Sleman Regency requires the steps of the right promotional strategy. From that the researcher is interested to conduct research with title "Strategy of Tourism Promotion of Sleman Regency Through Event Sleman Temple Run 2016 in Increasing Number of Tourists."*

*The research method used is descriptive with qualitative approach. The study sites are located on the KRT road. Pringgodingrat No. 13, Tridadi, Sleman, Special Region of Yogyakarta 55511. The research informant is responsible for the event as much as 1 person, and the event executor is 3 people. Methods of data collection using interviews and document studies. Data analysis techniques use data collection, data reduction, data display, and conclusions. Test the validity of the data using source triangulation techniques.*

*The result of the research shows that (1) promotion strategy chosen by Sleman Office of Culture and Tourism includes advertisement (print and electronic), interactive marketing, publicity, direct selling, and press conference; (2) The Sleman Temple Run event increases the number of tourist arrivals. Factors supporting the promotion strategy "Event Sleman Temple Run 2016" that is the running trend and modification of the program from finalists Dimas Diajeng Sleman 2014. While the inhibiting factor in terms of promotion is the lack of budget funds on media campaigns from the government.*

**Keywords: Promotion Strategy, Marketing Mix, Tourism, Number of Tourists, Sleman Temple Run 2016.**

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