

ABSTRAK

Universitas Muhammadiyah Yogyakarta

Fakultas Ilmu Sosial dan Ilmu Politik

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Strategi Promosi Dinas Kebudayaan dan Pariwisata NTB dalam mempromosikan “Wisata Halal” pada masyarakat Indonesia dan manca negara tahun 2016-2017

Tahun Skripsi: 2018 + 101 Halaman + 19 Gambar + 7 Tabel

Daftar Pustaka: 39 buku + 6 internet

Penelitian ini bertujuan mengetahui strategi Promosi Dinas Kebudayaan dan Pariwisata NTB Dalam Mempromosikan “Wisata Halal” Pada Wisatawan Indonesia dan Mancanegara Tahun 2016-2017. Adapun manfaat dari penelitian ini yaitu dapat menambah pengalaman penulis lewat penelitian yang dilakukan serta dapat memberikan informasi kepada pihak yang memberikan perhatian terhadap dunia kepariwisataan dan perkembangannya.

Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif dan dianalisa secara kualitatif. Sumber data dalam penelitian ini didapatkan melalui wawancara dengan informan, serta dokumen-dokumen relevan yang terkait dengan promosi wisata halal NTB .

Hasil penelitian menunjukkan strategi Promosi Dinas Kebudayaan dan Pariwisata NTB Dalam Mempromosikan “Wisata Halal” Pada Wisatawan Indonesia dan Mancanegara Tahun 2016-2017 adapun bentuk promosi yang digunakan adalah *advertising*, event promosi, serta kegiatan *public relations* berupa fam trip. Dari semua bentuk promosi yang dilakukan bentuk promosi yang paling berhasil adalah *advertising* melalui media online,

Adapun kesimpulan Keberhasilan promosi Dinas Kebudayaan dan Pariwisata NTB diukur dengan mengacu pada target dan capaian jumlah kunjungan wisatawan yang meningkat setiap tahunnya. Untuk kegiatan Promosi wisata halal Dinas Kebudayaan dan Pariwisata kurangnya kerjasama dengan pihak-pihak yang bidang pariwisata serta sponsor memiliki jangkauan yang luas.

Kata Kunci: Strategi Promosi, Wisata Halal

ABSTRACT

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Promotion Strategy of Department Culture and Tourism West Nusa Tenggara (NTB) in promoting “Halal Tourism” toward Domestic and International Tourist in 2016-2017

Year of Thesis: 2018 + 101 Pages + 19 Pictures + 7 Tables

Bibliography: 39 books + 6 Websites.

This study aims to determine the promotion strategy of the NTB Culture and Tourism Office in Promoting "Halal Tourism" in Indonesian and International Tourists in 2016-2017. The benefits of this study are that it can add to the author's experience through research conducted and can provide information to those who pay attention to the world of tourism and its development. The research method used in this study are descriptive and analytical qualitative methods. The source of this research is taken through interview with the expert, the relevant documents related to NTB halal tourism promotion as well.

The research method used in this study is descriptive and qualitative analysis. Sources available in this study were obtained through interviews with informants, as well as relevant documents related to NTB halal tourism promotion.

The results showed the promotion strategy of the NTB Culture and Tourism Office in Promoting "Halal Tourism" in Indonesian and International Tourists in 2016-2017 as for the forms of promotion used were advertising, promotional events, and public relations activities in the form of fam trip. Of all forms of promotion carried out the most successful form of promotion is advertising through online media.

Conclusions The success of the promotion of the NTB Office of Culture and Tourism is measured by referring to the target and the achievement of the number of visits of tourists who bind annually. For the promotion of halal tourism promotion activities the Culture and Tourism Office lacks cooperation with parties that are tourism and sponsors have a wide reach.

Keywords: Keywords: Promotion Strategy, Halal Tourism