

ABSTRAK

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Strategi Promosi Dinas Pariwisata Kulon Progo dalam Meningkatkan Jumlah

Pengunjung Desa Wisata Nglinggo tahun 2017/2018

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Dinas Pariwisata Kabupaten Kulon Progo aktif mempromosikan pariwisata di daerahnya, termasuk mempromosikan salah satu objek wisata unggulannya yang banyak dikunjungi wisatawan yaitu Desa Wisata Nglinggo. Penelitian ini bertujuan untuk mengetahui strategi yang dilakukan oleh Dinas Pariwisata Kabupaten Kulon Progo untuk meningkatkan jumlah pengunjung Desa wisata Nglinggo. Metode penelitian ini bersifat deskriptif kualitatif. Data dikumpulkan melalui wawancara kepada pegawai Dinas Pariwisata Kabupaten Kulon Progo dan observasi terhadap objek wisata Desa Wisata Nglinggo, website resmi maupun media sosial Dinas Pariwisata Kabupaten Kulon Progo. Dokumentasi dilakukan dengan menggali tulisan atau catatan yang relevan dengan permasalahan yang diteliti, Data dianalisis secara kualitatif deskriptif.

Hasil penelitian menunjukkan: *Pertama*, strategi promosi berdasarkan perencanaan sesuai tahun anggaran. Perencanaan bersifat fleksibel dalam arti tidak detail menunjukkan suatu kegiatan dan waktu pelaksanaannya. Ada empat rencana yang ditetapkan yaitu: peningkatan pengelolaan daya tarik wisata, peningkatan promosi berbasis IT dan efektifitas atraksi wisata, peningkatan jaringan kerjasama pemasaran dan promosi tiap tahun, dan pengembangan jaringan kerjasama pemasaran, promosi dan edukasi pariwisata. *Kedua*, pelaksanaan strategi promosi dilakukan melalui kerjasama dengan pihak mitra dalam menyelenggarakan event-event wisata, dan iklan di website, media online maupun media sosial guna meningkatkan publisitas. Event seperti *Nglinggo Uniquely* dan Jogja Tourism Festival 2018. Dinas Pariwisata Kabupaten Kulon Progo lebih banyak berperan dalam pelayanan dan fasilitasi agar kegiatan event dapat berjalan lancar. *Ketiga*, promosi oleh Dinas Pariwisata memiliki kekuatan dan kelemahan dilihat dari faktor internal, serta peluang dan ancaman dilihat dari faktor eksternalnya. Faktor internal Nglinggo yaitu keindahan & kekayaan alam, promosi medsos, layanan pemandu wisata merupakan kekuatan dalam promosi. Respon masyarakat lokal dan toko cinderata tampak kurang. Di Nglinggo tidak cukup tersedia cinderata yang khas, kecuali berupa makanan khas seperti geblek, gula aren, dan kopi. Makanan ini pun ada ditemukan di objek wisata lain di kawasan perbukitan Menoreh. Faktor eksternal menunjukkan adanya perubahan minat wisatawan, Perkembangan media sosial, Program bedah menoreh sebagai faktor peluang bagi Nglinggo untuk berkembang, faktor penciptaan lapangan kerja & pendapatan

Kata kunci: *Strategi Promosi, Dinas Pariwisata, Desa Wisata*

Abstract

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Promotion Strategy of the Kulon Progo Tourism Office in Increasing the Number of Visitors of Nglinggo Tourism Village in 2017/2018

Kulon Progo Regency Tourism Office actively promotes tourism in the area, including promoting one of the leading tourist attractions visited by many tourists namely Nglinggo Tourism Village. This study discusses strategies implemented by Kulon Progo Regency Tourism Office to increase the number of visitors to the Nglinggo tourism village, considering that not all tourists in Kulon Progo Regency contribute or collaborate with Kulon Progo Regency Tourism Office. This research method is descriptive qualitative. Data was collected through interviews with employees of Kulon Progo Regency Tourism Office and observations of Nglinggo Tourism Village attractions, the official website and social media account of Kulon Progo Regency Tourism Office. Documentation is done by understanding writing or notes that are relevant to the debates issued, the data were analyzed qualitatively descriptive.

The results showed that: First, promotion is carried out through annual planning based on the fiscal years. Planning is flexible in the sense of not pointing out the details of an activity and the time of its implementation. Four plans have been established, namely: Increasing tourism attraction planning, increasing IT-based promotion and effective tourism protection, Increasing marketing and promotion networks every years, and developing a network of marketing cooperation, tourism promotion and education. Second, the implementation of the promotion strategy is carried out in collaboration with partners in holding tourism events to increase publicity. Events like Nglinggo Uniquely and Jogja Tourism Festival 2018. Promotion is also carried out using official website networks, social media, and promotions through brochures and booklets. In this promotional activity, Bantul District Tourism Office asked for more help and facilitated the partners so that the activity could run smoothly Third, carried out strategic promotions by the Tourism Office having strengths and weaknesses seen from internal factors, as well as estimating and seeking influence from external factors. Nglinggo internal factors, namely beauty & natural wealth, promotion of social media, tour guide services are strengths in promotion. The response of local people and souvenir shops seems to be lacking. In Nglinggo there are not enough souvenirs available, except for special foods such as Geblek, palm sugar and coffee. This food is also found in other attractions in the Menoreh hills. External factors, Estimated changes in tourist interest, Social media development, Incised surgical program as an opportunity factor for Nglinggo for development, Factors for Employment Expenditure & income