

ABSTRAK

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Perencanaan *Event Sembalun Honeymoon Festival* dalam Membangun *Brand*

***Image Halal Tourism Destination* Lombok**

Tahun Skripsi : 2018 + 218 Halaman

Daftar Pustaka : 20 buku + 2 jurnal + 12 sumber internet + 6 sumber lain.

Pariwisata merupakan sektor yang turut diperhitungkan dalam menyokong perekonomian negara. Kementerian Pariwisata Indonesia menetapkan target optimis untuk meraih jumlah kunjungan wisatawan dengan total 20 juta jiwa di tahun 2019. Lombok, Provinsi NTB (Nusa Tenggara Barat), berperan aktif dalam mencapai target tersebut dengan prestasinya dalam bidang Pariwisata Halal, yakni dengan dimenangkannya nominasi Best Halal Tourism Destination 2015 dan World Halal Tourism Award 2016. Sembalun berhasil memenangkan kategori World's Best Halal Honeymoon Destination. Namun, *branding* destinasi tersebut belum membuat Sembalun menjadi destinasi yang diminati wisatawan sehingga Gubernur NTB mengintruksikan seluruh pegiat dan pelaku pariwisata, termasuk Pemerintah Daerah Kabupaten Lombok Timur untuk menyusun dan menyelenggarakan berbagai macam langkah strategis, salah satunya dengan merencanakan penyelenggaraan *event* Sembalun Honeymoon Festival. Tujuan penelitian ini ialah mendeskripsikan perencanaan penyelenggaraan *event* Sembalun Honeymoon Festival dalam membangun *brand image* Halal *Tourism Destination* Lombok. Penelitian ini menggunakan metode deskriptif kualitatif, dengan sumber data ditemukan melalui wawancara mendalam dan studi dokumen. Hasil penelitian menunjukkan bahwa proses perencanaan *event* Sembalun Honeymoon Festival dalam membangun *brand image* Halal *Tourism Destination* Lombok disusun Disbudpar melalui berbagai tahapan. Konsep Halal *Tourism* mengacu pada payung hukum yakni Pergub NTB No.51 Tahun 2015 dan Perda Provinsi NTB No.2 Tahun 2016 tentang Pariwisata Halal yang menjelaskan bahwa wisata halal merupakan kegiatan pengintegrasian perjalanan wisata dengan memperhatikan ketersediaan-ketersediaan destinasi, pelayanan serta pengelolaan pariwisata yang mengacu pada ketentuan syariah-syariah Islam. Perencanaan *event* Sembalun Honeymoon Festival dilaksanakan melalui penentuan destinasi wisata halal di Kawasan Lembah Sembalun. Adapun fasilitas dan pelayanan

ditunjukkan dengan kemudahan wisatawan menemukan masjid dan makanan halal, dan pengelolaan pariwisata yang digambarkan dengan terjalannya kerjasama dalam hal sertifikasi dan standarisasi hotel, restoran, dan *homestay* oleh MUI (Majelis Ulama Indonesia).

Kata kunci : Perencanaan Event, Honeymoon Destination, Halal Tourism Destination.

ABSTRACT

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Event Planning Sembalun Honeymoon Festival in Building Brand Image Halal

Tourism Destination Lombok

Year of Thesis: 2018 + 218 Pages

Bibliography: 20 books + 2 journals + 12 online sources + 6 other sources.

Tourism is a reciprocal sector in supporting the country's economy. The Indonesian Ministry of Tourism set an optimistic target to reach the number of tourist visits with a total of 20 million people in 2019. Lombok, NTB Province (West Nusa Tenggara), played an active role in achieving these targets with its achievements in Halal Tourism, namely by winning the Best Halal Tourism Destination 2015 and the World Halal Tourism Award 2016 nominations. Sembalun won the World Best Halal Honeymoon Destination category. However, branding of these destinations does not make Sembalun a tourist destination, therefore TGB (Tuan Guru Bajang) as the NTB Provincial Government instructs all activists and tourism actors, including the East Lombok Regency Government to compile and organize various strategic measures, one of the plans is by holding the Sembalun Honeymoon Festival event. The purpose of this study is to describe the planning process of holding the Sembalun Honeymoon Festival event in order to build the brand image of Halal Tourism Destination Lombok. This study uses a qualitative descriptive method, with data sources obtained through in-depth interviews and documentation study. The data was then reviewed by the Shone and Parry theory of Event Implementation Plans. Based on the data analysis, it can be concluded that the planning process of the Sembalun Honeymoon Festival event in order to build the brand image of Halal Tourism Destination Lombok is organized by the Ministry of Culture and Tourism through various stages. The Halal Tourism concept refers to the legal regulations, namely the Governor of NTB No.51 of 2015 and the NTB Provincial Regulation No. 2 of 2016 concerning Halal Tourism. The regulations explain that halal tourism is an activity of integrating tourism trips with regard to destination availability, services and tourism management which refers to the provisions of Islamic sharia-Islamic law. In the planning of Sembalun Honeymoon Festival, destinations are represented by the Lembah Sembalun Region as halal honeymoon destinations, facilities and services are indicated by the ease with which

tourists find mosques and halal foods, and tourism management is illustrated by the establishment of cooperation in terms of certification and standardization of hotels, restaurants and homestays by MUI (Majelis Ulama Indonesia).

Keywords: Event Planning, Honeymoon Destination, Halal Tourism Destination.