

ABSTRAK

Universitas Muhammadiyah Yogyakarta

Fakultas Ilmu Sosial dan Ilmu Politik

Departemen Ilmu Komunikasi

Konsentrasi Public Relations

Strategi Promosi Dinas Pariwisata Lombok Tengah dalam Menarik Minat Calon Wisatawan Desa Wisata Sade Tahun 2016-2017

Tahun Skripsi: 2018 + 106 Halaman + 18 Gambar + 3 Tabel

Daftar Pustaka: 27 buku + 3 Jurnal + 5 internet

Penelitian ini bertujuan mengetahui strategi Promosi Dinas Pariwisata Lombok Tengah dalam Menarik Minat Calon Wisatawan Desa Wisata Sade Tahun 2016-2017. Metode penelitian yang digunakan adalah deskriptif dan dianalisa secara kualitatif. Sumber data didapatkan melalui wawancara dengan informan, serta dokumen-dokumen relevan yang terkait dengan promosi wisata Desa Sade.

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

Hasil penelitian menunjukkan Dinas Pariwisata Kabupaten Lombok Tengah dalam mempromosikan Desa Sade belum melakukan penelaahan terhadap karakter wisatawan dan membuat data mengenai hal tersebut. Dinas Pariwisata Lombok Tengah belum menggunakan media promosi berskala nasional bahkan internasional untuk menjangkau target pasar yang lebih luas. Material promosi yang digunakan hanya sebatas advertising dan *sales support*. Wisatawan tidak mengetahui bentuk promosi yang dilakukan Dinas Pariwisata Lombok Tengah.

Kata Kunci: Strategi, Promosi, Desa Wisata

ABSTRACT

Muhammadiyah University of Yogyakarta

Faculty of Social and Political Science

Department of Communication Science

Concentration Public Relation

Promotion Strategy of Central Lombok Government Tourism Office to Attract the Interest of Potential Tourist in the Sade Tourism Village at 2016-2017

Thesis year : 2018 + 106 pages + 18 pictures + 3 Tables

Bibliography : 27 books + 3 journal + 5 internet

This study aims to find out the promotion strategy of Central Lombok Tourism Office in Attracting Interests of Sade Tourism Tourist Candidates in 2016-2017. The research method used is descriptive and analyzed qualitatively. Data sources are obtained through interviews with informants, as well as relevant documents related to the promotion of Sade Village tourism

The research method used in this research is descriptive and analyzed qualitatively. the source of data in this study was obtained by interviewing the informants also from relevant documents related to sade village tourist promotion.

The results of the study showed that the Central Lombok Regency Tourism Office in promoting Sade Village had not conducted a review of the character of tourists and made data about it. The Central Lombok Tourism Office has not used national or even international promotional media to reach a wider target market. Promotional material used is limited to advertising and *sales support*. Tourists do not know the form of promotion carried out by the Central Lombok Tourism Office.

Key word : Strategy, Promotion, Tourism Village