

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**

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**Strategi Promosi Dinas Pariwisata Provinsi Daerah Istimewa Yogyakarta Periode Tahun 2016 Dalam Meningkatkan Kunjungan Wisatawan Mancanegara**

**Tahun Skripsi: 2018 + 139 halaman + 12 lampiran + 31 gambar**

**Daftar Kepustakaan: 9 buku + 2 jurnal + 6 sumber internet.**

Penelitian ini membahas tentang kegiatan promosi yang dilakukan oleh Dinas Pariwisata Provinsi Daerah Istimewa Yogyakarta dalam upaya meningkatkan jumlah kunjungan wisatawan asing pada tahun 2016. Peneliti berusaha menganalisis strategi promosi yang telah dilakukan melalui 3 tahap yaitu perencanaan, pelaksanaan, dan evaluasi. Dalam penelitian skripsi ini, peneliti menggunakan metode deskriptif dengan pendekatan kualitatif. Metode pengumpulan data yang dilakukan melalui teknik wawancara dan dokumentasi. Berdasarkan hasil penelitian dapat dilihat bahwa dalam pelaksanaan strategi promosi Dinas Pariwisata Provinsi Daerah Istimewa Yogyakarta menerapkan bauran promosi seperti *Advertising, Sales Promotion, Publication, dan Personal Selling*. Akan tetapi bauran promosi yang dijalankan belum terlalu optimal khususnya pada media *Advertising* dan *Personal Selling*. Pada salah satu media *Advertising* yang digunakan masih memiliki kendala seperti keterbatasan bahasa. Sementara pada kegiatan promosi pariwisata yang telah dilakukan, peran Dimas dan Diajeng sebagai *Personal Selling* belum terlalu aktif dalam kegiatan promosi pariwisata Provinsi Daerah Istimewa Yogyakarta yang dilaksanakan diluar negeri.

**Kata Kunci : Strategi Promosi, Promosi Pariwisata, Wisatawan Mancanegara.**

## **ABSTRACT**

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**Promotion Strategies of Tourism Government Province of Special District of Yogyakarta in 2016 to Increase the Foreign Tourist Visitor.**

**Tahun Skripsi: 2018 + 139 pages + 12 attachment + 31 picture**

**References: 9 books + 2 journals + 6 internet sources.**

This study discusses about the promotion activities that is conducted by the Tourism Government Province of Special District of Yogyakarta in order to increase amount of foreign tourist visitors in 2016. The researcher was trying to analyze the promotion strategies that have been done through three ways, such as planning, implementing, and evaluating. In this research, the researcher used descriptive methods with a qualitative approach. The data collection method that the researcher used was by conducted the interview and documentation. Based on the result of this research, it showed that the implementation of promotion strategy of the Tourism Government Province of Special District of Yogyakarta was implementing some promotions like Advertising, Sales Promotion, Publication, and Personal Selling. However, those promotion strategies were not optimal especially in Advertising and Personal Selling. One of the media that is Advertising, it still has an obstacle like language limitation. Moreover, in a tourism promotion activities that have done, the role of *Dimas* and *Diajeng* as a Personal Seller were not really active in promoting the tourism of Special District of Yogyakarta that held in other country.

**Keywords : Promotion Strategy, Tourism Promotion, Tourist**