

Abstrak

Kabupaten Sleman merupakan daerah yang memiliki banyak potensi destinasi pariwisata. Banyaknya potensi ini membuat pemerintah perlu melakukan sebuah strategi pariwisata agar tetap menarik perhatian bagi para wisatawan domestik maupun wisatawan mancanegara. Penelitian ini mengkaji mengenai strategi pemasaran yang dijalankan oleh Dinas Pariwisata Kabupaten Sleman dalam mempromosikan Taman Tebing Breksi. Tujuannya adalah mendeskripsikan dan menganalisa strategi pemasaran yang dilakukan Dinas Pariwisata Kabupaten Sleman dalam meningkatkan jumlah kunjungan wisatawan. Jenis penelitian ini adalah deskriptif kualitatif, data yang digunakan bersumber dari data primer berupa wawancara, arsip Dinas Pariwisata Kabupaten Sleman, Desa Sambirejo dan media sosial resmi yang dimiliki Dinas Pariwisata maupun Pokdarwis. Teknik pengumpulan data dengan melakukan observasi langsung ke lapangan dan mengumpulkan data-data yang didapat dari Dinas Pariwisata dan Desa Sambirejo yang bersifat *offline* maupun *online*. Hasil penelitian menemukan bahwa Dinas Pariwisata Kabupaten Sleman menerapkan komunikasi pemasaran dengan melakukan strategi berbasis elemen 10P dalam pariwisata yaitu *Product, Price, Place, Promotion, People, Partnership, Packaging, Programming, Positioning* dan *Planning*. Sementara itu untuk promosinya menggunakan iklan *above the line* (television, radio dan surat kabar) dan *below the line* (brosur dan booklet), *interactive/internet marketing* (instagram, facebook, website), promosi penjualan (pameran, kerjasama dengan agen travel dan word of mouth marketing), *public relations* (*press release* dan acara).

Kata Kunci: Komunikasi Pemasaran, Strategi Promosi, Dinas Pariwisata.

Abstrack

Sleman District has many tourism potential destinations. This reason makes the government have to conduct a tourism strategy to attract tourists' attention, both domestic and foreign tourists. This study examined the marketing strategy undertaken by the Tourism Department of Sleman in promoting Taman Tebing Breksi. The goals are to describe and analyze the marketing strategy done by Tourism Department of Sleman in increasing the number of tourists. The research is a qualitative descriptive research. The data were obtained from the archives interview with by the Tourism Department of Sleman, Sambirejo Village, and official social media which directly controlled the Tourism Department and Pokdarwis. Data collection techniques were done through direct observation in the field and collecting the data obtained from the Tourism Department and Sambirejo area, both offline and online. This study found that the Tourism Departement used marketing communication strategy by implementing 10P element in tourism, namely Product, Price, Place, Promotion, People, Partnership, Packaging, Programming, Positioning and Planning. Meanwhile, for the promotion, the data showed that it was done by using "above the line" advertisement (on television, radio, and newspapers) and "below the line" advertisement (in brochures and booklets), interactive / internet marketing (on Instagram, Facebook, and websites), sales promotion (fairs, cooperation with travel agents and word-of-mouth marketing), public relations (press releases and events).

Keywords: Marketing Communications, Promotion Strategy, Tourism Departement.