

ABSTRAK

Penelitian ini mengkaji strategi komunikasi pemasaran digital Desa Wisata Brayut dalam membangun *brand awareness*. Urgensi penelitian dilatarbelakangi fluktuasi kunjungan wisatawan yang hanya aktif pada bulan-bulan tertentu serta hilangnya kunjungan wisatawan mancanegara pada tahun 2024, meskipun desa ini telah berstatus desa wisata mandiri. Kondisi tersebut mengindikasikan bahwa komunikasi pemasaran digital yang dilakukan belum mampu menjangkau khalayak secara optimal. Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode wawancara mendalam terhadap lima informan yang terdiri dari dua pengelola dan tiga wisatawan yang pernah berkunjung ke Desa Wisata Brayut. Analisis data menggunakan teori Regina Luttrell, *The Circular Model of SoMe*, yang mencakup empat dimensi: *share*, *optimize*, *manage*, dan *engage*. Hasil penelitian menunjukkan bahwa pada dimensi *share*, Desa Wisata Brayut hanya mengandalkan Instagram sebagai media pemasaran aktif dengan konten berupa rekap kegiatan dan promosi yang masih bergantung pada kehadiran tamu. Pada dimensi *optimize*, pengelola telah memanfaatkan fitur Instagram seperti *hashtag*, penandaan lokasi, dan kolaborasi konten. Pada dimensi *manage*, seluruh pengelolaan media sosial ditangani oleh satu admin yang juga merangkap sebagai sekretaris desa wisata, serta aktif merespons komentar audiens. Pada dimensi *engage*, interaksi dengan audiens belum optimal karena belum memanfaatkan fitur seperti *live streaming*, polling, atau Q&A, meskipun kolaborasi dengan akun lain, terutama @wisatasleman, telah dilakukan. Temuan lain menunjukkan adanya pembatasan jumlah tamu untuk mengurangi sampah serta kemitraan dengan beberapa hotel berbintang di Yogyakarta. Dari sisi wisatawan, Desa Wisata Brayut lebih banyak dikenal melalui komunikasi dari mulut ke mulut. Penelitian menyimpulkan bahwa pemasaran digital masih terbatas pada satu akun aktif dan terkendala oleh keterbatasan sumber daya manusia.

Kata Kunci : Komunikasi Pemasaran, Desa Wisata, Konten

ABSTRACT

This study examines the digital marketing communication strategy of Brayut Tourism Village in building brand awareness. The urgency of this research is driven by visitor fluctuations, in which tourist arrivals are only active during certain months and foreign tourist visits were completely absent in 2024, despite the village having achieved independent tourism village status. This situation indicates that the digital marketing communication efforts undertaken have not been able to reach the target audience optimally. This research employs a descriptive qualitative approach using in-depth interview methods with five informants, consisting of two village managers and three tourists who had previously visited Brayut Tourism Village. Data analysis utilizes Regina Luttrell's theory, The Circular Model of SoMe, which encompasses four dimensions: share, optimize, manage, and engage. The findings reveal that in the share dimension, Brayut Tourism Village relies solely on Instagram as its active marketing channel, with content consisting of activity recaps and promotional posts that remain dependent on the presence of guests. In the optimize dimension, the management has utilized Instagram features such as hashtags, location tagging, and content collaboration. In the manage dimension, all social media operations are handled by a single administrator who also serves as the village tourism secretary, while actively responding to audience comments. In the engage dimension, interaction with the audience remains suboptimal, as features such as live streaming, polls, and Q&A sessions have not been utilized, although collaborations with other accounts, particularly @wisatasleman, have been conducted. Additional findings indicate that guest numbers are restricted to minimize waste, and that the village has established partnerships with several star-rated hotels in Yogyakarta. From the visitors' perspective, Brayut Tourism Village is more widely known through word-of-mouth communication. The study concludes that digital marketing remains limited to a single active account and is constrained by human resource limitations.

Keywords : Marketing Communication, Tourism Village, Content