

**ANALISIS PILAR – PILAR *DISNEYIZATION* DALAM KONTEN MEDIA
SOSIAL DESTINASI WISATA TEMATIK BERBASIS ALAM
DI BANDUNG RAYA**

(Analisis Konten pada Media Sosial Destinasi Wisata Tematik Berbasis Alam
di Bandung Raya)

SKRIPSI

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata pada
Program Studi Manajemen Pemasaran Pariwisata



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SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “Analisis pilar – pilar *Disneyization* dalam konten media sosial Destinasi Wisata Tematik berbasis alam di Bandung Raya (Analisis Konten pada media sosial Instagram)” ini beserta seluruh isinya adalah benar – benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara – cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Agustus 2023

Yang Membuat Pernyataan



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ABSTRAK

Ferby Stevanie Pepayoza Br Tarigan 1909150 “Analisis pilar – pilar *Disneyization* dalam konten media sosial destinasi wisata tematik berbasis alam di Bandung Raya (Analisis Konten pada Media Sosial Destinasi Wisata Tematik Berbasis Alam di Bandung Raya)” di bawah bimbingan H.P. Diyah Setiyorini, MM dan Ilma Indriasri Pratiwi,SE,MP.Par.

Pariwisata tematik berbasis alam di Indonesia semakin banyak peningkatan, karena Indonesia memiliki banyak ragam dan budaya yang dapat menjadi potensi daya tarik wisata tematik berbasis alam. Salah satu wilayah yang juga memiliki ragam budaya dan potensi daya tarik wisata tematik berbasis alam, yaitu Bandung Raya. Banyaknya perkembangan destinasi wisata tematik berbasis alam pada Kota Bandung, menyebabkan semakin pesat pemasaran yang dilakukan melalui media sosial guna mempromosikan destinasi pariwisata, yang membuat para pengelola membutuhkan konsep pemasaran pada konten media sosial agar dapat menarik perhatian audiens. Salah satu konsep yang dapat dipakai oleh para pengelola destinasi wisata yaitu pilar – pilar *Disneyization*. Pilar – pilar *Disneyization* ini terdiri dari *Theming*, *Performative Labour*, *Merchandising*, *Hybrid Consumption*. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis konten pada 3 Destinasi Wisata Tematik berbasis Alam di Kota Bandung, yaitu Floating Market, Dusun Bambu, dan Fairy Garden, dengan menganalisis 90 unggahan pada media sosial Instagram. Untuk melihat bagaimana penerapan dari pilar – pilar *Disneyization* dalam konten media sosial di destinasi wisata tematik berbasis alam. Untuk membantu proses analisis data, digunakan teori dari konsep *disneyization*, dan teori yang terkait destinasi wisata tematik berbasis alam. Hal ini membantu proses pengkategorian data sehingga lebih terstruktur. Hasil dari penelitian ini menunjukkan bahwa pilar –pilar dari *Disneyization* mampu diaplikasikan dalam konten pemasaran media sosial di destinasi wisata tematik berbasis alam di Kota Bandung. Hal ini, dapat dilihat dari *theming*, yang terlihat dari identitas merek, festival dan event, packaging, produk wisata kuliner, lokasi dari penempatan tema, dan arsitektur unik. *Performative labour*, terlihat dari *aesthetic labour*, *competence labour*, dan *emotional labour*. *Hybrid consumption*, terlihat dari produk kuliner, atraksi wisata, akomodasi edukasi, event, partnership, dan rekreasi. *Merchandising*, terlihat dari lokasi sebagai penempatan pembelian oleh – oleh dan souvenir yang dipasarkan.

Kata kunci : Destinasi wisata tematik berbasis alam, Bandung Raya, pilar – pilar *disneyization*, strategi pemasaran, media sosial.

ABSTRACT

Ferby Stevanie Pepayoza Br Tarigan 1909150 "Analysis of Disneyization pillars in social media content of nature-based thematic tourist destinations in Bandung City (Content Analysis on Social Media of Nature-Based Thematic Tourism Destinations in Greater Bandung)" under the guidance of H.P. Diyah Setiyorini, MM and Ilma Indriasri Pratiwi, SE, MP.Par.

Nature-based thematic tourism in Indonesia is increasing, because Indonesia has many varieties and cultures that can become potential nature-based thematic tourism attractions. One of the areas that also has a variety of cultures and potential nature-based thematic tourism attractions, namely the city of Bandung. The number of developments in nature-based thematic tourist destinations in Bandung City has led to the rapid marketing carried out through social media to promote tourism destinations, which makes managers need marketing concepts on social media content in order to attract audience attention. One of the concepts that can be used by tourist destination managers is the Disneyization pillars. These Disneyization pillars consist of Theming, Performative Labour, Merchandising, Hybrid Consumption. This research uses a qualitative approach with a content analysis method on 3 Nature-based Thematic Tourism Destinations in Bandung City, namely Floating Market, Dusun Bambu, and Fairy Garden, by analyzing 90 posts on Instagram social media. To see how the application of the Disneyization pillars in social media content in nature-based thematic tourist destinations. To assist the data analysis process, theories from the concept of Disneyization, and theories related to nature-based thematic tourist destinations were used. This helps the data categorization process so that it is more structured. The results of this study show that the pillars of Disneyization can be applied in social media marketing content in nature-based thematic tourist destinations in Bandung City. This can be seen from theming, which can be seen from brand identity, festivals and events, packaging, culinary tourism products, location of theme placement, and unique architecture. Performative labor, seen from aesthetic labor, competence labor, and emotional labor. Hybrid consumption, seen from culinary products, tourist attractions, educational accommodation, events, partnerships, and recreation. Merchandising, seen from the location as a placement for purchasing souvenirs and souvenirs that are marketed.

Keywords: Nature-based thematic tourism destinations, greater Bandung, Disneyization pillars, marketing strategies, social media.

KATA PENGANTAR

Segala puji dan syukur penulis panjatkan kehadiran Tuhan YME karena atas berkat dan rahmat-Nya penulis dapat menyusun dan menyelesaikan skripsi berjudul “Analisis pilar – pilar *Disneyization* dalam konten media sosial Destinasi Wisata Tematik berbasis alam di Bandung Raya (Analisis Konten pada media sosial Instagram)” sebagai salah satu syarat untuk memperoleh gelar sarjana pariwisata yang penulis tempuh selama mengikuti program studi Manajemen Pemasaran Pariwisata di Universitas Pendidikan Indonesia. Tentu saja hal ini tidak terlepas dari dukungan banyak pihak. Penulis mengucapkan terimakasih kepada dosen – dosen yang telah membantu penulis dalam menyusun skripsi ini hingga selesai. Penulis juga berterimakasih kepada keluarga tercinta yang sudah memberikan banyak motivasi baik secara fisik maupun spiritual. Penulis menyadari adanya kekurangan dalam penyusunan skripsi ini. Maka dari itu, penulis sangat mengharapkan saran dan kritik yang sifatnya membangun agar memberikan manfaat yang lebih baik lagi kedepannya. Selain itu, penulis berharap semoga skripsi ini dapat memberikan kontribusi yang positif kepada para pembaca.

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