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**IMPLEMENTASI KEGIATAN PEMASARAN MELALUI
MEDIA SOSIAL DALAM MEMBENTUK CITRA DESTINASI WISATA
KOTA SABANG**

SKRIPSI

**Diajukan Untuk Memenuhi Salah Satu Syarat Untuk Memperoleh Gelar
Sarjana Pariwisata Pada Program Studi Manajemen Pemasaran Pariwisata**



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2024**

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ABSTRAK

Pariwisata adalah kumpulan kegiatan yang melibatkan perjalanan ke destinasi wisata dengan tujuan menikmati berbagai atraksi, makanan, kegiatan, dan hiburan. Seiring dengan pertumbuhan yang terus menerus dalam penggunaan media sosial, *platform* ini dapat menjadi media yang efektif dalam memasarkan berbagai produk, termasuk yang terkait dengan pariwisata. Melalui strategi pemasaran di media sosial, citra destinasi pariwisata dapat terbentuk dan diingat oleh wisatawan. Dengan begitu, tujuan penelitian ini untuk mengetahui bagaimana implementasi pemasaran melalui media sosial dalam membentuk citra destinasi wisata serta sejauh mana kesesuaiannya dengan yang diharapkan oleh dinas pariwisata. Metode penelitian yang digunakan adalah penelitian kualitatif dengan pendekatan analisis tematik. Pengumpulan data dilakukan melalui teknik wawancara *online* dengan pengelola media pemasaran Dinas Pariwisata, wisatawan dan observasi pada *platform* media sosial Facebook, Instagram, Twitter, dan Youtube milik dinas pariwisata. Hasil penelitian menunjukkan bahwa Dinas Pariwisata menggunakan media sosial, terutama Instagram, sebagai media utama untuk pemasaran melalui media sosialnya. Selanjutnya, dinas pariwisata berusaha untuk konsisten membagikan informasi melalui unggahan di media sosial mengenai daya tarik wisata yang ada di kota Sabang agar dikenal sebagai destinasi wisata yang beragam. Namun hampir semua wisatawan pengikut akun media sosial dinas pariwisata yang diwawancarai mengungkapkan bahwa Kota Sabang merupakan destinasi wisata bahari, hanya sedikit dari wisatawan yang mengetahui bahwa Kota Sabang memiliki daya tarik wisata lainnya.

Kata kunci : Pemasaran melalui media sosial, citra destinasi wisata

ABSTRACT

Tourism is a collection of activities that involve traveling to tour destinations with a view to enjoying attractions, food, activities, and entertainment. As it grows increasingly in the use of social media, platforms can become an effective medium in marketing a variety of products, including those associated with tourism. Through social media marketing strategies, the image of tourism destinations can be captured and remembered by tourists. Thus, the purpose of the study is to find out how successful marketing through social media is in shaping the image of tourist destination and how well it matches the expectations of the tourist service. The method of research used is qualitative work with thematic analysis approach. Data collection is done through online interviews with marketing operators for the tourist service, tourists and observations on social media platforms facebook, instagram, twitter, and youtube belonging to the tourist service. Studies have shown that the tourism service use social media, especially instagram, as a major medium for social media marketing. In turn, the tourism service has attempted to consistently share information through Unggahs on social media about the attraction of the tourist attraction in the town of sabang so that the town of sabang is known as a tourist destination. But almost all the followers of the social media service's social media accounts were interviewed in uncovering.

Keywords : *Marketing through social media, destination image*

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