EKSPLORASI PERSEPSI PENGGUNA APLIKASI JALAKOTEK SEBAGAI MEDIA PEMASARAN PARIWISATA DI KABUPATEN MAJALENGKA

SKRIPSI

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

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PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
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EKSPLORASI PERSEPSI PENGGUNA APLIKASI JALAKOTEK SEBAGAI MEDIA PEMASARAN PARIWISATA DI KABUPATEN MAJALENGKA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis persepsi pengguna aplikasi Jalakotek yang diimplementasikan oleh Dinas Pariwisata dan Kebudayaan Kabupaten Majalengka sebagai media pemasaran pariwisata Kabupaten Majalengka yang terbentuk melalui tiga dimensi utama yaitu kognitif, afektif, dan konatif. Penelitian ini dilakukan dengan metode kualitatif studi kasus melalui wawancara semi-terstruktur dengan dua orang pengelola aplikasi dari Disparbud Majalengka dan sepuluh pengguna aplikasi Jalakotek. Hasil penelitian ini menunjukkan bahwa: (1) Implementasi pemasaran digital melalui aplikasi Jalakotek berhasil mengembangkan destinasi pariwisata dengan memperluas jangkauan promosi, menyediakan fitur-fitur informatif seperti ulasan wisatawan, peta terintegrasi, dan konten visual yang menarik; (2) Persepsi pengguna aplikasi Jalakotek mengenai citra destinasi pariwisata dengan menekankan dimensi kognitif, afektif, dan konatif, meskipun begitu terdapat tantangan terkait keterbatasan sumber daya manusia dan infrastruktur dalam pelaksanaan operasional aplikasi Jalakotek.

Kata kunci: Pemasaran Digital, Aplikasi Jalakotek, Citra Destinasi, Kabupaten Majalengka

ABSTRACT

This study aims to analyze the perception of Jalakotek application users implemented by the Department of Tourism and Culture of Majalengka Regency as a tourism marketing media for Majalengka Regency which is formed through three main dimensions, namely cognitive, affective, and conative. This study was conducted using a qualitative case study method through semi-structured interviews with two application managers from the Department of Tourism and Culture of Majalengka and ten Jalakotek application users. The results of this study indicate that: (1) The implementation of digital marketing through the Jalakotek application has succeeded in developing tourism destinations by expanding the reach of promotions, providing informative features such as tourist reviews, integrated maps, and attractive visual content; (2) The perception of Jalakotek application users regarding the image of tourism destinations by emphasizing the cognitive, affective, and conative dimensions, although there are challenges related to limited human resources and infrastructure in the operational implementation of the Jalakotek application.

Keywords: Marketing Strategy, Jalakotek Application, Destinasi Image, Majalengka Regency

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