

**ANALISIS PENGGUNAAN *DESTINATION PARTNERSHIP* DALAM
PELAKSANAAN *EVENT DREAMMARK MUSIC FESTIVAL* DAGO DREAMPARK**

SKRIPSI

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran *destination partnership* dalam pelaksanaan *event Dreammark Music Festival* di Dago Dreampark. *Destination partnership* merupakan hubungan kerjasama antara destinasi wisata dengan berbagai pihak eksternal yang salah satu tujuannya untuk mendukung perencanaan dan pelaksanaan event wisata. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus untuk mengidentifikasi faktor-faktor keberhasilan penggunaan *destination partnership* dalam *event Dreammark Music Festival*. Data dikumpulkan melalui wawancara mendalam dengan pihak Dago Dreampark dan dianalisis menggunakan teknik analisis tematik. Hasil penelitian menunjukkan bahwa *destination partnership* memainkan peran penting dalam keberhasilan perencanaan dan pelaksanaan event, terutama dalam hal koordinasi antara pihak-pihak terkait dan pemanfaatan sumber daya yang tersedia. Faktor utama yang mendukung keberhasilan ini meliputi kesesuaian tujuan antara pihak yang terlibat, koordinasi yang efektif, dan komitmen yang kuat dari semua pihak. Penelitian ini memberikan kontribusi praktis bagi pengelola destinasi wisata dan penyelenggara event untuk lebih memaksimalkan kemitraan destinasi dalam rangka meningkatkan daya tarik dan keberhasilan event.

Kata kunci: *Destination Partnership*, Destinasi Wisata, *Event Konser Musik*

ABSTRACT

This study aims to analyze the role of destination partnerships in the execution of the Dreammark Music Festival at Dago Dreampark. Destination partnerships refer to the collaborative relationships between tourist destinations and various external parties, intended to support the planning and execution of tourism events. This research employs a qualitative approach using a case study method to identify the success factors of utilizing destination partnerships in the Dreammark Music Festival. Data were collected through in-depth interviews with representatives from Dago Dreampark and analyzed using thematic analysis techniques. The findings indicate that destination partnerships play a crucial role in the successful planning and execution of events, particularly in terms of coordination among stakeholders and the effective utilization of available resources. Key factors contributing to this success include the alignment of goals among the involved parties, effective coordination, and strong commitment from all stakeholders. This study provides practical contributions for tourism destination managers and event organizers to optimize destination partnerships in enhancing the attractiveness and success of events.

Keywords: Destination Partnership, Tourism Destination, Live Music Concert Event

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