

Analisis Destination Image Pada Konten Vlog di YouTube
(Analisis Visual Konten Vlog Lost Leblanc Di Youtube)

SKRIPSI

**Diajukan sebagai Salah Satu Syarat untuk Mengikuti Sidang Skripsi
Program Studi Manajemen Pemasaran Pariwisata**



Oleh
Edria Nur Salsabila Waskita
1704304

FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2021

LEMBAR HAK CIPTA

Analisis Destination Image Pada Konten Vlog di YouTube ***(Analisis Visual Konten Vlog Lost Leblanc Di Youtube)***

Oleh

Edria Nur Salsabila Waskita

1704304

Sebuah skripsi yang diajukan untuk memenuhi syarat untuk memperoleh gelar
Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia

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LEMBAR PENGESAHAN
Analisis *Destination Image* Pada Konten *Vlog* di *YouTube*
(Analisis Visual Konten *Vlog Lost Leblanc* Di *Youtube*)

Skripsi ini disetujui dan disahkan

Oleh:

Pembimbing I



Dr. Rini Andari S.Pd.SE.Par., MM

NIP. 19810916 200812 2 002

Pembimbing II



Fajar Nugraha Asyahidda, S.Pd.,M.Pd

NIP. 19920215 201903 1 018

Mengetahui,

Ketua Program Studi
Manajemen Pemasaran Pariwisata



Yeni Yuniawati, S.Pd., M.M

NIP. 19810608 200604 2 001

Tanggung Jawab Yuridis

Ada Pada Peneliti,



Edria Nur Salsabila Waskita

NIM. 1704304

SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Analisis Citra Destinasi dan Hiperrealitas Dalam Perspektif Travel Vloggers (Analisis pada Konten Vlog Lost Leblanc Dan Backpacker Tampan Di Youtube)**” beserta seluruh isinya merupakan hasil karya penulis sendiri. Penulis 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 di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya penulis ini.

Depok,

Yang Membuat Pernyataan



Edria Nur Salsabila Waskita

ABSTRAK

Analisis Destination Image Pada Konten Vlog di YouTube

(Analisis Visual Konten Vlog Lost Leblanc Di Youtube)

Edria Nur Salsabila Waskita

1704304

Akses informasi menjadi mudah sejak adanya media sosial, terlebih lagi setelah adanya pandemik orang – orang lebih banyak menghabiskan waktunya untuk *online* menjadi perhatian peneliti untuk mengetahui apa yang menjadi daya tarik penonton dari sebuah konten yang telah disampaikan di media sosial. Penelitian ini bertujuan untuk mengkaji potensi dan penggunaan *vlog* yang dibagikan di *YouTube* dalam menciptakan adanya hiperrealitas dan citra destinasi. Secara khusus, penelitian ini mendalami tentang *travel vloggers* yang mengunjungi destinasi di Indonesia yang dibuat oleh *vlogger* Indonesia. Penelitian ini menggunakan metode kualitatif dengan pendekatan *content analysis* dari *video* yang dibuat oleh *travel vloggers* yang mereka unggah di *YouTube*. Hasil dari penelitian mengenai *travel vloggers* ini mengemukakan bahwa *travel vlog* mereka sendiri memainkan peran penting dalam menciptakan citra destinasi. Visualisasi dari konten yang diberikan menciptakan citra destinasi yang diperlukan untuk memasarkan suatu destinasi. Penelitian ini juga dibuat untuk melihat bagaimana konstruksi konsep konten *travel vlog* yang dibuat diminati banyak orang tak hanya penikmat bagi penonton tapi menarik *audience* ingin merasakan pengalaman berkunjung ke destinasi tersebut yang berdampak positif pada pariwisata.

Kata kunci : *Citra Destinasi, Content analysis, Visualization, YouTube, Travel Vlogger, Vlog*

ABSTRACT

Projected Destination Image Analysis of Vlog Content on YouTube

(A Visual Analysis of Lost Leblanc Vlog Content On Youtube)

Edria Nur Salsabila Waskita

1704304

Access to information has become easy since social media, especially after the pandemic. People have more time to draw researchers' attention to find out what attracts the audience from content delivered on social media. This study examines the potential and use of vlogs shared on YouTube to create hyperreality and destination image. In particular, this research explores travel vloggers who visit destinations in Indonesia created by non-Indonesian vloggers and vloggers from Indonesia. This study uses a content analysis approach from videos made by travel vloggers on YouTube. The results of this research on travel vloggers suggest that their travel vlogs play an essential role in creating a destination image of a place. The stories and visualizations that are given generate the destination image needed to market a destination. Travel vlogs are representations of destination experiences that can be used by tourism agencies in the promotion or marketing plan of destinations. This research was also made to see how the construction of the concept made of travel vlog content can attract audiences not only as a viewer, but to feel the experience of visiting the destination which has a positive impact on tourism.

Keywords : Destination image, Content analysis, Visualization, YouTube, Travel Vlogger, Vlog

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