Strategi Pemasaran Pariwisata dalam Upaya Menjaga Keunikan Desa Wisata
(Studi Kasus di Desa Wisata Samiran, Kecamatan Selo, Kabupaten Boyolali)

Yudha Darmawan, Rini Kartika Hudiono, S.Pd., MA.
Titi Susilowati Prabawa S.Pd., MA. Ph.D

Fakultas Teknologi Informasi
Universitas Kristen Satya Wacana
Jl. Diponegoro 52-60, Salatiga 50711, Indonesia
Email: yudhadarmawan605@gmail.com, rinihudiono@gmail.com, titisusilowati@gmail.com

Abstract

Samiran Tourism Village is one of the fastest moving areas in the tourism sector that offers a unique potential of natural and cultural packed with the atmosphere of the countryside different from other destinations. According to the commit of Samiran Tourism Village, despite the widely varied potential and uniqueness of Samiran Tourism Village, local communities are serious in developing the market dan potential of the village, but they still want to maintain the uniqueness of the village. The setting of this research is conducted in Samiran Tourism Village by focusing on the marketing strategy. Moreover, the goal of this research is to design a more complete marketing strategy compared to the previous one.

This research used qualitative method by conducting 8 indepth interviews with Samiran villagers and 10 interviews with domestic and foreign tourists, observation, and documentation. The data was analysed by using SWOT method to form a new marketing strategy covering segmentation, targeting, positioning, marketing mix and timing. Samiran Village has still been using conventional promotion strategy regardless the vast growing of information technology. Thus, the findings revealed that the use of advanced technology and social media based marketing will promote Samiran Village marketing covering wider market and more efficiently and effectively.

Keywords: Marketing Strategy, Tourism Village, Uniqueness

1 Mahasiswa Fakultas Teknologi Informasi, Universitas Kristen Satya Wacana.
2 Staff Pengajar Fakultas Teknologi Informasi, Universitas Kristen Satya Wacana.
3 Staff Pengajar Fakultas Teknologi Informasi, Universitas Kristen Satya Wacana.