Pengembangan Strategi Pemasaran dan Promosi
untuk Objek Wisata Telaga Paca

(Studi Kasus di Dinas Pariwisata dan Kebudayaan Kab. Halmahera Utara)

Widia Yudit Salamat, Christian Lilik H.S.N, M.Kom

Fakultas Teknologi Informasi
Universitas Kristen Satya Wacana
Jl. Diponegoro 52-60, Salatiga 50711, Indonesia
Email: 732013001@student.uksw.edu, Christian.nivak@staff.uksw.edu

Abstract

The development of tourism in Indonesia is in line with the government program to promote tourism as foreign exchange adder countries outside the oil and gas sector. Tourism development programs launched since 1988 is expected to attract domestic and foreign tourists’ presence which will eventually bring in revenue for the State finances. This research was conducted using qualitative approach through the case study method. Data were obtained through interviews, observation, literature study, and documentation. Based on the results obtained, the method used is qualitative descriptive and SWOT analysis while also using the marketing mix 7P. This study aims to analyze developing promotion strategy attractions Telaga Paca, and to know the factors that support or hinder the promotion strategy will be undertaken by the Department of Tourism and Culture of North Halmahera regency in promoting attractions Telaga Paca. Efforts to optimize the tasks and functions in the promotion of tourism are through events or exhibitions or via the Internet or website. It is necessary for improving the quality of tourism human resources and community participation in developing tourism to North Halmahera more widely known in Indonesia and overseas. The results showed that the factors causing less optimal duties and functions, namely the quality of tourism human resources is still low, the lack of participation by local communities.

Keyword: Marketing Mix 7P, Analysis of Marketing Strategies, Telaga Paca

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