Strategi Pemasaran Desa Wisata Kemetul
Kecamatan Susukan Kabupaten Semarang
dalam Upaya Memperkenalkan Kepada Wisatawan Lokal
(Studi Kasus: Desa Wisata Kemetul Kecamatan Susukan Kabupaten Semarang Jawa Tengah)

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Abstract
Tourism Village is one of an alternative in the development of nature tourism that is able to attract domestic tourists to love the potential of tourism in Indonesia. This led to tourism becoming a suitable alternative for those who yearn for a peaceful atmosphere and quiet travel. Kemetul Village located in the District of Susukan, Semarang regency, Central Java is able to provide that interesting experiences. The development of information and communication technologies creates numerous problems that Kemetul Tourist Village should face. The weak marketing is one of the problems that make Kemetul Village has not been famous and known by people in Central Java especially in Semarang Regency. Despite of the fact that Kemetul Village is one of the leading tourist village in the district of Semarang because of its human resources as strong factor.

This research will discuss marketing strategic to introduce potential of Kemetul Village by using SWOT analysis and concept of marketing strategies that appropriate for Kemetul Village. This research resulted in SWOT analysis to create a marketing strategy and branding of Kemetul Tourist Village in attempt to promote to local tourists especially for in Semarang Regency.

Keywords : Marketing Strategy, Tourism Village

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