

ABSTRAK

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**AKTIVITAS PROMOSI DINAS PARIWISATA DAN KEBUDAYAAN
KABUPATEN GUNUNGKIDUL. (Studi kasus Aktivitas dan Strategi Promosi
Dinas pariwisata dan Kebudayaan Kabupaten Gunungkidul Dalam
Mengembangkan Potensi Wisata Alam dan Budaya di Gunungkidul).**

Tahun Skripsi : 2007, xix; + 114 halaman + 14 halaman lampiran + 6 tabel.

Daftar Kepustakaan : 18 Buku, 3 Majalah dan Surat Kabar, 1 Booklet (1984-2007)

Abstraksi

Kabupaten Gunungkidul memiliki berbagai macam potensi obyek dan daya tarik wisata yang sangat menarik. Wilayahnya yang berbentuk pegunungan dengan keunikan geomorfologi yang khas dan sangat menawan serta letaknya yang strategis memberikan keuntungan tersendiri bagi Kabupaten Gunungkidul dalam mengembangkan potensi wisata alam dan budaya yang ada, sehingga banyak diminati wisatawan domestik dan mancanegara. Namun, akibat terjadinya Gempa tektonik dan Isu Tsunami yang terjadi pada 27 Mei 2006 lalu, membawa dampak negatif bagi pariwisata Gunungkidul yang mayoritas wisata pantai, dimana pengunjung semakin menurun drastis. Hal ini tentu saja berakibat terhadap proses pengembangan obyek pariwisata lainnya menjadi terhambat.

Penelitian yang berjudul "Aktivitas Promosi Dinas Pariwisata dan Kebudayaan Kabupaten Gunungkidul. (Studi kasus Aktivitas dan Strategi Promosi Dinas Pariwisata dan Kebudayaan Kabupaten Gunungkidul dalam mengembangkan potensi wisata alam dan budaya Gunungkidul)" ini mencoba mengetahui tentang bagaimana bentuk aktivitas dan strategi yang diterapkan oleh Dinas Pariwisata dan Kebudayaan Kabupaten Gunungkidul untuk mempromosikan kembali potensi pariwisata Gunungkidul yang sangat beranekaragam pasca terjadinya Gempa Tektonik dan Isu Tsunami 27 Mei 2006 lalu.

Dalam penelitian ini, metode penelitian yang digunakan adalah metode

dilakukan melalui wawancara dengan Kepala dan Staff Seksi Promosi & Pemasaran Wisata, juga Kepala dan Staff Bidang Pengembangan Wisata, dan dokumentasi. Analisis data dilakuakn secara deskriptif yang bergerak secara induktif untuk memberikan deskripsi mengenai kasus sebagai obyek penelitian yaitu aktivitas promosi. Hasil penelitian yang didapat adalah, bahwa pemilihan strategi utama yang dilakukan dengan mengefektikan kegiatan *road show/travel dialogue*, pameran, dan pembuatan paket tour wisata bersama ternyata mampu membantu keberhasilan strategi promosi lainnya seperti *personal selling*, *direct marketing*, dan sebagainya.

ABSTRACT

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Promotions Activity of the Culture and Tourism Department in Gunungkidul Residence. (Case Study of activity and promotions strategy by the culture and tourism department in the Gunungkidul Residence for developing the culture and nature excursions potency in Gunungkidul).

The years of skripsi : 2007, xix; + 114 page + 14 lampiran page + 6 table.

The pustaka draft : 18 Books, 3 Magazines and news papers, 1 Booklet (1984-2007)

The Gunungkidul residence have various kind of object and grafiti in tourist potency which are very interesting. It's mountainousshaped region with the unique of specific and impressionable geomorphology, and it is strategical locations which gives so many advantages for the Gunungkdul Residence in the effort to developing the remain of culture and nature excursion potency, so that it is much wanted by domestic of foreign tourist. However, because of the tectonical earth quakes and the tsunami issue which happened in May, 27th 2006 ago, brings negative effect for the tourist destinations in Gunungkidul, whose beach is the, majority where the visitors decrease more and more drastically. Those are surely have the effect for other tourist object of developing process being stopped.

The Research who titled "Promotions Activity of the Culture and Tourism Department in Gunungkidul Residence. (Case Study of activity and promotions strategy by the culture and tourism department in Gunungkidul Residence for developing the culture and nature excursions potency in Gunungkidul). " tries to find out how about the activity and promotions form, which has been applied by culture and tourist department to re-promote the excursion potency in Gunungkidul residence that is existed after the disaster of the earth quakes and the tsunami issue

In this research, the method research which was used is descriptive method with analyze technique is case study of data. The data collecting technique was done through interview with the chairman and his staff of tourist marketing and promotions sections, the chairman and his staff of tourist development sections, and documentations. The analysis for data was descriptively done that moves inductively to give the descriptions to the cases, as research object that is promotions activity. The result of the research are which has got is that main strategy selections that was done by doing effectively some events like roadshow or travel dialogue, exhibitions, and tourist package making actually being able to give achievement for other strategy such as personall selling, direct marketing, etc. those could be profide by observing the existence of intentions of visitors who rise up by the early 2007.