

STRATEGI MARKETING KOMUNIKASI UNTUK PARIWISATA BERKELANJUTAN DI DESA PENGLIPURAN

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Abstrak

Penelitian ini membahas strategi marketing komunikasi untuk pariwisata berkelanjutan di Desa Wisata Penglipuran, Bali. Penelitian bertujuan untuk mengetahui penerapan strategi komunikasi pemasaran dalam mendukung pariwisata berkelanjutan serta komunikasi nilai budaya dan lingkungan kepada wisatawan. Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus melalui wawancara, observasi, dan dokumentasi. Penelitian ini menggunakan Konsep Marketing Komunikasi dari Kotler dan Keller (2016) serta Marketing Keberlanjutan 4C dari Belz dan Peattie (2012). Hasil penelitian menunjukkan bahwa strategi marketing komunikasi Desa Penglipuran diterapkan melalui advertising, sales promotion, public relations, personal selling, serta direct and digital marketing dengan memanfaatkan media digital dan aktivitas budaya sebagai sarana promosi dan edukasi. Penerapan Marketing Keberlanjutan 4C terlihat melalui pengalaman wisata budaya, komitmen wisatawan terhadap aturan adat dan lingkungan, kemudahan akses informasi digital, serta komunikasi nilai keberlanjutan melalui interaksi langsung dan media digital. Penelitian ini menyimpulkan bahwa strategi marketing komunikasi Desa Penglipuran tidak hanya berfungsi sebagai alat promosi, tetapi juga sebagai sarana edukasi budaya dan keberlanjutan kepada wisatawan.

Kata Kunci: Desa Penglipuran, Marketing Komunikasi, Pariwisata Berkelanjutan, Desa Wisata, Marketing Keberlanjutan

MARKETING COMMUNICATION STRATEGY FOR SUSTAINABLE TOURISM IN PENGLIPURAN TOURISM VILLAGE

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Abstract

This study discusses the marketing communication strategy for sustainable tourism in Penglipuran Tourism Village, Bali. The study aims to examine the implementation of marketing communication strategies in supporting sustainable tourism and communicating cultural and environmental values to tourists. This research employed a descriptive qualitative approach with a case study method through interviews, observation, and documentation. The study applied the marketing communication concept by Kotler and Keller (2016) and the sustainable marketing 4C theory by Belz and Peattie (2012). The results show that the marketing communication strategy of Penglipuran Village is implemented through advertising, sales promotion, public relations, personal selling, as well as direct and digital marketing by utilizing digital media and cultural activities as promotional and educational tools. The implementation of sustainable marketing 4C can be seen through culture-based tourism experiences, tourists' commitment to traditional regulations and environmental sustainability, easy access to digital information, and the communication of sustainability values through direct interaction and digital media. This study concludes that the marketing communication strategy of Penglipuran Village functions not only as a promotional tool but also as a medium for educating tourists about cultural and sustainability values.

Keywords: Marketing Communication, Penglipuran Village, Sustainable Tourism, Tourism Village, Sustainable Marketing,