

STRATEGI PROMOSI DIGITAL DINAS PARIWISATA DALAM MENINGKATKAN KUNJUNGAN WISATAWAN DI KOTA TANJUNGPINANG

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ABSTRAK

Kota Tanjungpinang memiliki potensi besar pada sektor pariwisata, khususnya wisata sejarah dan budaya. Jumlah kunjungan wisatawan mancanegara belum mencapai target yang ditetapkan, pada tahun 2025 realisasi kunjungan hanya mencapai 57.230 wisatawan dari target 100.000 kunjungan. Penelitian ini bertujuan untuk menganalisis strategi promosi digital Dinas Kebudayaan dan Pariwisata Kota Tanjungpinang dalam meningkatkan kunjungan wisatawan, serta mengidentifikasi faktor penghambatnya. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara mendalam, observasi langsung di lapangan, dan dokumentasi. Data dianalisis menggunakan Teori Strategi dari Fred R. David (2023) yang mengkaji tiga indikator utama, yaitu perumusan strategi, implementasi strategi, dan evaluasi strategi. Pada tahap perumusan strategi, penentuan target pasar dan fokus destinasi "Segitiga Emas" sudah tepat, namun terhambat birokrasi internal karena Bidang Pemasaran tidak memegang otoritas penuh atas *Website* resmi serta komunikasi dengan POKDARWIS masih bersifat satu arah (*top-down*). Pada tahap implementasi, promosi melalui *Instagram* dan *YouTube* berdampak positif bagi peningkatan ekonomi UMKM lokal, tetapi terdapat celah besar antara visual media dengan realitas lapangan yang masih rusak, ditambah pasifnya akun *Tiktok* dinas sejak tahun 2024 serta minimnya konten berbahasa Inggris. Pada tahap evaluasi strategi, evaluasi mencatat kegagalan pencapaian target wisatawan mancanegara karena minimnya variasi acara rutin, kurangnya pemeliharaan objek wisata, dan belum optimalnya kerja sama dengan influencer internasional. Hasil evaluasi secara keseluruhan kemudian ditindaklanjuti ke dalam penyusunan arah kebijakan baru pada dokumen Renstra serta pembenahan teknis pada platform *website* resmi saat ini masih berada dalam tahap proses pemulihan dan penataan ulang pengelolaan

Kata Kunci: Strategi, Promosi Digital, Wisatawan, Pariwisata

DIGITAL PROMOTION STRATEGY OF THE TOURISM OFFICE TO INCREASING TOURIST VISITS IN TANJUNGPINANG CITY

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ABSTRACK

Tanjungpinang City has great potential in the tourism sector, particularly historical and cultural tourism. The number of foreign tourist visits has not yet reached the set target, in 2025 the realization of visits only reached 57,230 tourists out of the target of 100,000 visits. This study aims to analyze the digital promotion strategy of the Tanjungpinang City Culture and Tourism Office in increasing tourist visits, and identify the inhibiting factors. This study uses a descriptive qualitative method with data collection techniques such as in-depth interviews, direct observation in the field, and documentation. Data were analyzed using Fred R. David's Strategy Theory (2023) which examines three main indicators: strategy formulation, strategy implementation, and strategy evaluation. At the strategy formulation stage, the determination of the target market and the focus of the "Golden Triangle" destination was appropriate, but was hampered by internal bureaucracy because the Marketing Division does not have full authority over the official website and communication with POKDARWIS is still one-way (top-down). During the implementation phase, promotions through Instagram and YouTube had a positive impact on the local MSME economy. However, there was a significant gap between the visual media and the reality on the ground, which remained damaged, compounded by the inactivity of the official TikTok account since 2024 and the lack of English-language content. During the strategy evaluation phase, the evaluation noted the failure to achieve the target of foreign tourists due to the limited variety of routine events, inadequate maintenance of tourist attractions, and suboptimal collaboration with international influencers. The overall evaluation results were then followed up in the development of a new policy direction in the Strategic Plan document, and technical improvements to the official website platform are currently in the recovery and management restructuring process.

Keywords: Strategy, Digital Promotion, Tourists, Tourism