

Strategi Promosi Digital Dinas Pariwisata Dalam Pengembangan Wisata Religi Di Kecamatan Buru Kabupaten Karimun

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi promosi digital yang dilakukan oleh Dinas Pariwisata Kabupaten Karimun dalam pengembangan wisata religi di Kecamatan Buru. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Pengumpulan data dilakukan melalui wawancara mendalam, dan dokumentasi, sedangkan analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian menggunakan teori promosi digital dari Kotler dan Keller yang meliputi periklanan (*advertising*), promosi penjualan (*sales promotion*), hubungan masyarakat (*public relations*), penjualan personal (*personal selling*), serta pemasaran langsung dan digital (*direct and digital marketing*).

Hasil penelitian menunjukkan bahwa strategi promosi digital wisata religi di Kecamatan Buru belum berjalan secara optimal. Pada aspek periklanan, Dinas Pariwisata telah memanfaatkan media sosial untuk publikasi, namun belum menggunakan iklan digital berbayar sehingga jangkauan promosi masih terbatas. Pada aspek promosi penjualan, belum tersedia media informasi digital yang terintegrasi seperti e-brochure dan peta digital. Hubungan masyarakat masih bersifat reaktif dan lebih bergantung pada inisiatif masyarakat serta pengelola situs religi. Penjualan personal belum didukung oleh keberadaan pemandu wisata religi yang tersertifikasi, sedangkan pemasaran langsung dan digital masih terkendala belum adanya pusat pengelolaan pemasaran digital dan kurangnya informasi operasional yang mudah diakses wisatawan. Kondisi tersebut menyebabkan promosi wisata religi belum mampu meningkatkan kunjungan wisatawan secara optimal dan masih bergantung pada promosi dari masyarakat melalui media sosial dan komunikasi dari mulut ke mulut.

Penelitian ini menyimpulkan bahwa strategi promosi digital Dinas Pariwisata Kabupaten Karimun masih memerlukan penguatan melalui optimalisasi media digital, pemanfaatan iklan berbayar, penyediaan informasi wisata yang terintegrasi, peningkatan kolaborasi lintas sektor, serta pengembangan sumber daya manusia di bidang promosi dan pelayanan wisata religi agar mampu meningkatkan daya tarik dan jumlah kunjungan wisatawan ke Kecamatan Buru.

Kata Kunci: Strategi Promosi Digital, Wisata Religi, Promosi Digital, Dinas Pariwisata, Kecamatan Buru.

***Digital Promotion Strategy of the Tourism Office for the Development of
Religious Tourism in Buru District, Karimun Regency***

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ABSTRACT

This study aims to analyze the digital promotion strategy implemented by the Tourism Office of Karimun Regency in developing religious tourism in Buru District. This research employed a descriptive qualitative approach. Data were collected through observation, in-depth interviews, and documentation, while data analysis consisted of data reduction, data presentation, and conclusion drawing. The study adopted Kotler and Keller's promotion mix theory, which includes advertising, sales promotion, public relations, personal selling, and direct and digital marketing.

The findings indicate that the digital promotion strategy for religious tourism in Buru District has not yet been implemented optimally. In terms of advertising, the Tourism Office has utilized social media for promotional activities but has not adopted paid digital advertising, resulting in limited promotional reach. Regarding sales promotion, integrated digital information media such as e-brochures and digital maps are not yet available. Public relations activities remain reactive and largely depend on local communities and religious site managers. Personal selling has not been supported by certified religious tour guides, while direct and digital marketing is constrained by the absence of a centralized digital marketing management system and the lack of accessible operational information for tourists. Consequently, religious tourism promotion has not been able to significantly increase tourist arrivals and still relies heavily on community-generated social media content and word-of-mouth communication.

This study concludes that the digital promotion strategy of the Tourism Office of Karimun Regency requires further improvement through the optimization of digital media, the implementation of paid digital advertising, the provision of integrated tourism information, stronger cross-sector collaboration, and the development of human resources in tourism promotion and services to enhance the attractiveness of religious tourism and increase tourist visits to Buru District.

Keywords: *Digital Promotion Strategy, Religious Tourism, Promotion Mix, Tourism Office, Buru District.*