

Model strategi pemasaran potensi kawasan: studi kasus Muarajambi = The model of marketing strategy of potential area: case study Muarajambi

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Abstrak

Disertasi ini bertujuan untuk merumuskan Model Strategi Pemasaran Potensi Kawasan dan bagaimana masyarakat di sekitar lokasi berpotensi menjadi audiens sekaligus pelaku pemasaran di kawasan tersebut. Metode penelitian kualitatif digunakan dalam disertasi ini. Kajian potensi kawasan menggunakan pendekatan pemasaran, sedangkan kajian potensi masyarakat menggunakan studi eksploratori dan pendekatan pembelajaran pilihan bebas (free-choice learning). Untuk studi eksploratori dipilih sepuluh informan dengan menggunakan metode wawancara semi-terstruktur. Untuk validasi dipilih seorang pakar yang memiliki otoritatif di kawasan. Muarajambi digunakan sebagai studi kasus kajian disertasi ini, dalam pengertian bukan memecahkan kasus di Muarajambi, namun Muarajambi dipilih menjadi kasus untuk studi ini.

Hasil yang diperoleh memperlihatkan Muarajambi memiliki potensi untuk menjadi: (1) Cagar budaya (Cultural heritage); (2) Cagar alam (Natural heritage); dan (3) Tempat umum (Public place). Hasil studi eksploratori memperlihatkan bahwa pengunjung datang dengan motivasi berbeda yang tergantung pada identitasnya yakni: Explorer, Experience Seeker, Facilitator, Professional/ Hobbyist dan Recharger.

The objective of this dissertation is to formulate the model of marketing strategy of potential area and how communities around become the audience as well as the marketers of the area. Qualitative research method was used in this dissertation. The study of potential area uses marketing approach, and the study of the audience uses exploratory study and free-choice learning approach. Ten informants were selected for the purpose of exploratory study using semi-structured interviews. An authority figure was selected for the purpose of expert validation. Muarajambi was used as a case study of this dissertation, in the sense of not solving the case in Muarajambi, but Muarajambi was chosen to be the case for this study.

The results obtained showed that Muarajambi has the potential to be: (1) Cultural heritage; (2) Natural heritage; and (3) Public place. The results of exploratory study showed that visitors come with their identity-related motivations which are: Explorer, Experience Seeker, Facilitator, Professional/Hobbyist and Recharger.