

Program kampanye humas finding Jakarta pengembangan sistem informasi kepariwisataan kota Jakarta = Finding Jakarta PR campaign programme tourism information system development of Jakarta

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Abstrak

[ABSTRAK

RINGKASAN EKSEKUTIF

Analisis Situasi

Dinas Pariwisata dan Kebudayaan DKI Jakarta telah melakukan upaya-upaya untuk mempromosikan kepariwisataan Kota Jakarta, salah satunya adalah dengan melakukan branding Enjoy Jakarta.

Akan tetapi, banyak orang belum mengetahui apa yang dapat dinikmati dari Enjoy Jakarta. Jangankan wisatawan mancanegara atau nusantara, kebanyakan masyarakat lokal tidak mengetahui potensi kepariwisataan Kota Jakarta.

Melalui survei yang dilakukan terhadap 144 responden, mayoritas mengeluhkan sulitnya memperoleh informasi mengenai kepariwisataan Kota Jakarta. Berbagai alternatif diusulkan mereka terkait di mana seharusnya terdapat lokasi Tourist Information Center.

Materi komunikasi yang dibuat oleh Disparbud DKI Jakarta sudah baik, namun demikian konten informasi di dalamnya tidak tepat sasaran.

Tujuan

Untuk memperluas dan mempermudah akses informasi terkait kepariwisataan Kota Jakarta, sekaligus sebagai bagian dari partisipasi memeriahkan ulang tahun Kota Jakarta. Tujuan jangka panjang adalah untuk menjadikan Kota Jakarta sebagai salah satu kota destinasi wisata unggulan di Asia pada tahun 2020.

Sasaran Program Komunikasi

Mempermudah akses informasi kepariwisataan Kota Jakarta dengan penyediaan dan pemaksimalan sarana-sarana penyampaian informasi sehingga mudah diakses oleh siapa saja.

Meningkatkan awareness masyarakat, wisatawan mancanegara, dan wisatawan domestik akan tempat-tempat serta aktivitas-aktivitas wisata di Kota Jakarta.

Memperkuat branding Enjoy Jakarta sebagai upaya membangun reputasi Kota Jakarta sebagai kota festival destinasi wisata.

Strategi

Memosisikan Kota Jakarta sebagai salah satu kota destinasi wisata unggulan yang informasi kepariwisataannya mudah diakses oleh siapa saja.

Khalayak Sasaran

Masyarakat Kota Jakarta

Wisatawan mancanegara

Wisatawan domestik

Media massa

Komunitas

Para pelaku usaha pariwisata

Pesan Kunci

Melalui rangkaian program Finding Jakarta, Disparbud DKI Jakarta mengembangkan sistem informasi kepariwisataan Kota Jakarta yang terintegrasi sehingga mudah diakses oleh siapa saja.

Melalui program Lomba Desain Logo dan Finding Jakarta, Disparbud DKI Jakarta mengajak masyarakat untuk menumbuhkan rasa peduli dan memiliki masyarakat terhadap Kota Jakarta.

Melalui program-program stakeholders gathering, Disparbud DKI Jakarta membangun komunikasi dengan komunitas dan para pelaku usaha pariwisata untuk berpartisipasi memajukan sektor kepariwisataan Kota Jakarta.

Melalui pengembangan sistem informasi kepariwisataan, Disparbud DKI Jakarta memudahkan masyarakat untuk mencari informasi mengenai lokasi wisata dan aktivitas yang dapat dilakukan di Kota Jakarta.

Program

Lomba desain logo Finding Jakarta

Finding Jakarta Race

Riset Kepariwisata

Pembenahan Sistem Informasi Kepariwisata

Pencarian Sponsor

Media Briefing

Konferensi Pers

Tourism Gathering

Jadwal

Januari 2015 - Juni 2015

Anggaran

Total anggaran yang dibutuhkan untuk penyelenggaraan rangkaian kampanye humas Finding Jakarta adalah Rp828.520.000,00

Evaluasi

Metode evaluasi yang digunakan adalah metode input, output, dan outcome.

Input: mengadakan evaluasi terhadap proses pelaksanaan kegiatan.

Output: mengadakan evaluasi terhadap hasil dari pelaksanaan kegiatan.

Outcome: melakukan pengukuran dampak dan evaluasi dari pelaksanaan kegiatan.;

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ABSTRACT

EXECUTIVE SUMMARY

Situation Analysis

Jakarta Tourism and Cultural Office has done many efforts to promote Jakarta Tourism, one of which is by making Enjoy Jakarta as its brand.

However many people do not know what to enjoy from Enjoy Jakarta. Local, foreigners, and domestic tourists don't fully recognise the tourism potential of Jakarta.

A survey has been conducted towards 144 respondents. The majority complained on how hard it is to derive information about Jakarta tourism. They suggested alternative locations for building Tourism Information Centre.

Communication materials made by Jakarta Tourism and Cultural Office DKI Jakarta are well made. Nevertheless, their contents aren't quite targeted yet.

Goal

To extend and simplify information access on Jakarta tourism, as well as a participation in celebrating Jakarta's birthday. Long term goal is to erect Jakarta as one of the top tourism city destination in Asia in 2020.

Communication Objectives

To simplify information access on Jakarta tourism by providing and maximise information mediums, so that it is accessible by everyone.

To raise locals, foreigners, and domestic tourists' awareness on places and tourism activities in Jakarta.

To strengthen city branding Enjoy Jakarta as an effort to erect Jakarta's reputation as a festival city destination.

Strategy

To put Jakarta as one of the top tourism city destinations and everyone can easily access its tourism information.

Target Audience

People of Jakarta

Foreigners

Domestic tourists

Mass media

Communities

Tourism stakeholders

Key Messages

Through Finding Jakarta, Jakarta Tourism and Cultural Office is developing an integrated tourism information system which is accessible by everyone.

Through Logo Design Competition and Finding Jakarta Race, Jakarta Tourism and Cultural Office is persuading people to love and care for Jakarta.

Through stakeholders gathering programmes, Jakarta Tourism and Cultural Office is creating relations with communities and tourism stakeholders to participate in advancing Jakarta tourism.

Through the development of tourism information system, Jakarta Tourism and Cultural Office is trying to ease people on finding information, such as tourism location and activities in Jakarta.

Programmes

Logo Design Competition Finding Jakarta

Finding Jakarta Race

Tourism Research

Development of Tourism Information System

Sponsorships

Media Briefing

Press Conference

Tourism Gathering

Schedule

January 2015 - June 2015

Budget

Total budget needed for Finding Jakarta PR campaign is Rp828.520.000,00

Evaluation

Evaluation methods being used are input, output, and outcome method.

Input: evaluating implementation process.

Output: evaluating results of implementation.

Outcome: measuring impact and evaluation of implementation., EXECUTIVE SUMMARY

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