

# Upaya JNTO (Japan National Tourism Organization) dalam mempromosikan pariwisata Jepang = Into japan national tourism organization efforts to promote tourism in Japan / Fania Oktaliani

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## Abstrak

[Wisatawan asing yang berkunjung ke Jepang setiap tahun mengalami peningkatan. JNTO sebagai organisasi promosi pariwisata Jepang berperan penting dalam melakukan kegiatan promosi di luar negeri. Dalam skripsi ini membahas mengenai upaya-upaya apa saja yang dilakukan oleh JNTO dalam mempromosikan pariwisata Jepang dan pengaruhnya baik terhadap Jepang sendiri maupun terhadap wisatawan asing yang berkunjung ke Jepang. Penelitian ini merupakan kajian kepustakaan dengan metode kualitatif. Hasil dari penelitian menunjukkan kegiatan promosi yang dilakukan oleh JNTO untuk menarik wisatawan asing berkunjung ke Jepang membawa dampak yang positif. Selain mempengaruhi perekonomian Jepang, wisatawan asing yang berkunjung ke Jepang mengalami peningkatan. Every year, the number of foreign tourist visiting Japan is increasing. As Japan's tourism promotion organization, JNTO has played an important role in the act of foreign promotion. This study will focused on discussing about the efforts that JNTO did in promoting Japan's tourism and how that effects visiting foreign tourist and to the nation itself. This study is a literature review using the qualitative method. The results of this study shows that JNTO's promotional act to attract foreign tourist has brought a positive impact. In addition to influencing the nation's economy, the number of foreign tourist that comes to japan has also increased., Every year, the number of foreign tourist visiting Japan is increasing. As Japan's tourism promotion organization, JNTO has played an important role in the act of foreign promotion. This study will focused on discussing about the efforts that JNTO did in promoting Japan's tourism and how that effects visiting foreign tourist and to the nation itself. This study is a literature review using the qualitative method. The results of this study shows that JNTO's promotional act to attract foreign tourist has brought a positive impact. In addition to influencing the nation's economy, the number of foreign tourist that comes to japan has also increased.]