

# Strategi Kampanye Public Relations Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia (Studi Terhadap Kampanye Public Relations Wonderful Indonesia Tahun 2021) = Public Relations Campaign Strategy Of Ministry of Tourism and Creative Economy of the Republic of Indonesia (A Study on the Wonderful Indonesia Public Relations Campaign in 2021)

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## Abstrak

Kementerian Pariwisata dan Ekonomi Kreatif menjalankan tugas dan fungsinya melalui divisi hubungan masyarakat dalam mempromosikan keindahan dan potensi destinasi Indonesia dengan melakukan kampanye Wonderful Indonesia. Dalam hal ini, humas Kemenparekraf tentunya memerlukan suatu strategi agar kampanye berjalan sesuai dengan tujuan yang telah direncanakan. Tulisan ini membahas bagaimana strategi dan teknik kampanye public relations Wonderful Indonesia tahun 2021 oleh Kementerian Pariwisata dan Ekonomi Kreatif. Strategi dan teknik oleh Kemenparekraf dilakukan melalui kegiatan di dalam dan luar negeri dengan menggunakan media offline dan online. Kampanye public relations Wonderful Indonesia tahun 2021 berhasil dalam mempromosikan pariwisata Indonesia karena terjadi peningkatan jumlah kunjungan wisatawan domestik.

.....The Ministry of Tourism and Creative Economy carries out its duties and functions through the public relations division in promoting the beauty and potential of Indonesian destinations by conducting the Wonderful Indonesia campaign. In this case, Kemenparekraf's public relations certainly requires a strategy so that the campaign runs according to the planned objectives. This paper discusses the strategies and techniques of the Wonderful Indonesia public relations campaign in 2021 by the Ministry of Tourism and Creative Economy. Strategies and techniques by the Ministry of Tourism and Creative Economy are carried out through activities at home and abroad using offline and online media. The Wonderful Indonesia public relations campaign in 2021 was successful in promoting Indonesian tourism due to an increase in the number of domestic tourist visits.