

Pemasaran Sosial Protokol Pariwisata melalui Media Sosial (Studi Kampanye #InDOnesiaCARE oleh Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif) = "Social Marketing of Tourism Protocol Through Social Media (Study of the #InDOnesiaCARE Campaign by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency)"

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Abstrak

Dampak pandemi COVID-19 pada sektor pariwisata membuat Kementerian Pariwisata dan Ekonomi Kreatif/ Badan Pariwisata dan Ekonomi Kreatif (Kemenparekraf/ Baparekraf) merancang strategi pemasaran sosial kampanye program #InDOnesiaCARE. Kampanye program #InDOnesiaCARE bertujuan untuk membangun keyakinan (building confidence) pelaku usaha pariwisata dan meraih kepercayaan (gaining trust) calon wisatawan melalui protokol pariwisata CHSE (cleanliness, health, safety, dan environment sustainability). Penelitian ini memiliki tujuan menganalisis strategi komunikasi pemasaran sosial program #InDOnesiaCARE melalui media sosial (Facebook, Twitter, Instagram, YouTube, dan TikTok) milik Kemenparekraf/ Baparekraf. Analisis penelitian berawal dari ketepatan penggunaan elemen pemasaran sosial: Cause, Change Agent, Target Adopters, Channels, Change Strategy dan elemen pemasaran media sosial: Content, Context, Connectivity, Conversation. Kemudian dilakukan analisis pada konten media sosial. Peneliti menemukan bahwa Kemenparekraf/ Baparekraf telah mengerti elemen penting dari pemasaran sosial sehingga mempengaruhi ketepatan pembentukan konten program #InDOnesiaCARE. Setiap platform media sosial dikelola dengan baik, namun ditemukan bahwa akun Pesona Indonesia lebih massif daripada akun Wonderful Indonesia. Komunikasi terjalin dua arah karena setiap konten yang diunggah mendapatkan respon positif dengan menggunakan fitur masing-masing platform, begitu juga dengan komentar atau pertanyaan mendapatkan tanggapan. Kemenparekraf/ Baparekraf juga melakukan kegiatan monitoring dan evaluasi dengan menggunakan alat analisis digital. Kampanye program #InDOnesiaCARE berhasil dilakukan selama kondisi high crisis pandemi.

.....The impact of the COVID-19 pandemic on the tourism sector prompted the Ministry of Tourism and Creative Economy/ Tourism and Creative Economy Agency (Kemenparekraf/ Baparekraf) to design a social marketing strategy for the #InDOnesiaCARE program campaign. The #InDOnesiaCARE program campaign aims to build confidence in tourism businesses and gain the trust of potential tourists through the CHSE tourism protocol (cleanliness, health, safety, and environment sustainability). This study aims to analyze the social marketing communication strategy of the #InDOnesiaCARE program through social media (Facebook, Twitter, Instagram, YouTube and TikTok) owned by the Ministry of Tourism and Creative Economy. The research analysis begins with the appropriate use of social marketing elements: Cause, Change Agent, Target Adopters, Channels, Change Strategy, and social media marketing elements: Content, Context, Connectivity, Conversation. Then an analysis of social media content is carried out. The researcher found that Kemenparekraf/ Baparekraf had understood the important elements of social marketing so that it influenced the accuracy of creating the #InDOnesiaCARE program content. Each social media platform is well managed, but it was found that the Pesona Indonesia account is more massive than the Wonderful

Indonesia account. Communication is two-way because every uploaded content gets a positive response by using the features of each platform, as well as comments or questions that get responses. Kemenparekraf/Baparekraf also conducts monitoring and evaluation activities using digital analysis tools. The #InDOnesiaCARE program campaign was successfully carried out during the high crisis conditions of the pandemic.