

ABSTRAK

Reputasi Danau Toba yang mendunia tidak cukup sebagai pendorong keberhasilan perkembangan pariwisata di Kabupaten Toba. Oleh karena itu, perlu adanya penelitian yang mengkaji strategi promosi pariwisata beserta faktor pendukung dan penghambatnya. Penelitian ini menggunakan pendekatan kualitatif jenis deskriptif untuk memaparkan strategi promosi pariwisata di Kabupaten Toba. Teknik penarikan data menggunakan wawancara dengan informan dan studi dokumentasi dengan metode analisis SWOT.

Hasil dari penelitian menunjukkan bahwa Dinas Kebudayaan dan Pariwisata Kabupaten Toba telah mengimplementasikan 4 dari 7 aspek pemasaran social (*producers, purchasers, product, promotion*), telah menganut teori bauran pemasaran, serta cenderung menerapkan *push and pull strategy* dalam mempromosikan kepariwisataan, melalui pendekatan digital yang diharapkan dapat menjangkau pasar wisata yang lebih meluas dan peningkatan jumlah kunjungan wisatawan.

Faktor pendukung strategi promosi antara lain adanya *extra effort* pemerintah dalam memulai publikasi rangkaian kegiatan melalui beberapa bentuk media sosial serta melek konsumen dimana sudah dimulainya pemetaan golongan wisatawan dalam pemilihan media yang tepat. Faktor penghambat strategi promosi antara lain masih kurangnya kesiapan sarana dan prasarana wisata, konten media yang belum fokus terhadap destinasi wisata, serta belum adanya branding secara digital.

Kata Kunci: Kabupaten Toba, Strategi Promosi Pariwisata, SWOT

ABSTRACT

Lake Toba's worldwide reputation is not enough as a driver of tourism development in Toba Regency. Therefore, there is a need for research that examines promotion strategies and their supporting and inhibiting factors. This study uses a descriptive type approach to describe tourism promotion strategies in Toba Regency. Data collection techniques using interviews with informants and documentation studies with the SWOT analysis method.

The results of the study indicate that the Toba Regency Culture and Tourism Office has implemented 4 of 7 social aspects of marketing (producers, buyers, products, promotions), has applied marketing mix theory, and tends to apply push and pull strategies in promoting tourism, through a digital approach that uses a digital approach. is expected to reach a wider tourism market and increase the number of tourist visits.

Supporting the promotion strategy, including the government's extra efforts in starting the publication of activities through several forms of social media as well as consumer literacy wherein the triggering of tourism groups in the selection of the right media is initiated. The inhibiting factors for the promotion strategy include the lack of readiness of tourism facilities and infrastructure, media content that has not focused on tourist destinations, and the absence of digital branding.

Keywords: *Toba Regency, Tourism Promotion Strategy, SWOT*