

ABSTRAK

Konsep ekowisata merupakan salah satu alternatif wisata yang saat ini sedang menjadi primadona di kalangan wisatawan. Taman Nasional merupakan kawasan konservasi yang memiliki tujuan utama dalam pelestarian dan pengawetan sumber daya hayati khas kawasan. Penerapan konsep ekowisata dalam kawasan taman nasional tentu menjadi peluang dan tantangan yang harus diperhatikan bersama. Pengelolaan ekowisata diterapkan di beberapa taman nasional di Indonesia salah satunya Taman Nasional Bogani Nani Wartabone. Taman Nasional Bogani Nani Wartabone merupakan kawasan yang luasnya mencakup Provinsi Gorontalo hingga Provinsi Bolaang Mongondow.

Pada penelitian ini peneliti memiliki tujuan untuk menganalisis konsep wisata berkelanjutan, menganalisis strategi komunikasi pemasaran, menganalisis tantangan dan hambatan serta merancang konsep strategi komunikasi yang dapat diimplementasikan di Taman Nasional Bogani Nani Wartabone Provinsi Gorontalo. Peneliti menggunakan metode penelitian kualitatif dengan Teknik wawancara mendalam, observasi dan dokumentasi.

Hasil dari penelitian ditemukan bahwa Taman Nasional Bogani Nani Wartabone secara umum di semua kawasan menerapkan konsep ekowisata berkelanjutan berdasarkan prinsip konservasi, partisipasi masyarakat, edukasi, ekonomi dan wisata. Taman Nasional Bogani Nani Wartabone Provinsi Gorontalo melakukan strategi komunikasi pemasaran melalui *advertising, sales promotion, personal selling, public relation dan word of mouth*. Dalam melaksanakan strategi tersebut terdapat hambatan pada sumber daya manusia, jaringan yang tidak stabil dan wisata yang kompetitif. Untuk dapat memaksimalkan strategi komunikasi pemasaran ekowisata berdasarkan tantangan dan kondisi setempat dapat dilakukan melalui peningkatan sumber daya manusia terus-menerus, optimalisasi di strategi komunikasi yang sudah dilakukan sebelumnya dan menambah strategi dengan membangun *brand awareness, direct marketing dan interactive marketing* secara sederhana.

Kata Kunci : Taman Nasional Bogani Nani Wartabone Provinsi Gorontalo, Strategi Komunikasi Pemasaran, Ekowisata

ABSTRACT

The concept of ecotourism is one of the alternative tourism that is currently being excellent among tourists. National Parks are conservation areas that have the main goal of preserving and preserving the natural resources of the region. The application of the concept of ecotourism in the national park area is certainly an opportunity and a challenge that must be considered together. Ecotourism management is implemented in several national parks in Indonesia, one of which is the Bogani Nani Wartabone National Park. Boganni Nani Wartabone National Park is an area which covers Gorontalo Province to Bolaang Mongonwow Province.

In this study, researchers have a goal to analyze the concept of sustainable tourism, analyze marketing communication strategies, analyze challenges and obstacles and design the concept of communication strategies that can be implemented in the Bogani Nani Wartabone National Park, Gorontalo Province. Researchers used qualitative research methods with in-depth interview techniques, observation and documentation.

The results of the study found that Bogani Nani Wartabone National Park in general in all areas applies the concept of sustainable ecotourism based on the principles of conservation, community participation, education, economy and tourism. Bogani Nani Wartabone National Park, Gorontalo Province, implements a marketing communication strategy through advertising, sales promotion, personal selling, public relations and word of mouth. In implementing this strategy there are obstacles in human resources, unstable networks and competitive tourism. To be able to maximize ecotourism marketing communication strategies based on local challenges and conditions, it can be done through continuous improvement of human resources, optimization of communication strategies that have been carried out previously and adding strategies by building brand awareness, direct marketing and interactive marketing in a simple way.

Keywords: Bogani Nani Wartabone National Park, Gorontalo Province, Marketing Communication Strategy, Ecotourism