

RINGKASAN

Desa wisata merupakan salah satu penerapan pembangunan yang berbasis masyarakat dan berkelanjutan, diharapkan menjadi pembangunan ekonomi berbasis pariwisata sekaligus pemberdayaan masyarakat. Untuk meningkatkan kunjungan wisatawan, perlu dilakukan promosi pemasaran dengan menggunakan komunikasi dan media yang tepat, yaitu *integrated marketing communication* (IMC). Penerapan IMC dilakukan dengan partisipasi seluruh *stakeholder* desa wisata. Tujuan penelitian ini adalah untuk menganalisis dinamika dan peran *stakeholder* dalam promosi pemasaran, sekaligus mendesain model pemberdayaan berbasis IMC untuk Desa Wisata Cikakak.

Dasar teori yang digunakan dalam penelitian ini adalah teori *integrated marketing communication* yang dikemukakan oleh Robyn Blakeman yang terdiri atas 9 (sembilan) bauran media promosi. Lokasi penelitian dilakukan di Desa Cikakak, Kecamatan Wangon, Kabupaten Banyumas, Provinsi Jawa Tengah, Indonesia. Penelitian ini menggunakan *explanatory sequential mixed method*. Pengumpulan data melalui kuisioner, observasi, wawancara mendalam, *Focus Group Discussion* (FGD), dan *Participatory Rural Appraisal* (PRA). Data kualitatif dianalisis menggunakan analisis deskriptif, sedangkan data kuantitatif dianalisis menggunakan *software* NVivo 12 dengan menggunakan fitur *word cloud*, *hierarchy chart*, dan *cluster analysis*.

Hasil penelitian mengenai dinamika promosi pemasaran di Desa Wisata Cikakak menunjukkan media promosi yang selalu digunakan adalah media sosial dan internet (51,85%) dan paling banyak dibicarakan berdasarkan hasil analisis menggunakan NVivo. Media promosi ini banyak digunakan karena efektif dalam meningkatkan kunjungan wisata (40,74% sangat setuju, 59,26% setuju). Selain itu, media sosial dan internet juga memiliki banyak *platform* yang dapat menjangkau calon wisatawan target dengan profil yang berbeda-beda. Hasil penelitian mengenai *stakeholder* yang berperan dalam promosi pemasaran adalah Kelompok Sadar Wisata (Pokdarwis). Pokdarwis berperan dalam penentuan media promosi (37,04%), pembuatan konten promosi (21,43%), serta pengelola media sosial (34,62%). Pokdarwis juga menjadi *stakeholder* yang paling banyak dibicarakan berdasarkan hasil analisis NVivo. Model pemberdayaan Desa Wisata Cikakak berbasis *Integrated Marketing Communication* (IMC) menggunakan 6 (enam) tahap pemberdayaan, yaitu tahap sosialisasi, pengenalan potensi, peningkatan kapasitas, penguatan, penerapan dan aksi, serta evaluasi. Media promosi yang digunakan dikelompokkan menjadi 3 (tiga) kelompok, yaitu media promosi utama (media sosial dan internet), media promosi penting (telepon dan sms, media alternatif, penjualan personal, dan hubungan masyarakat), serta media promosi penunjang (iklan, reklame, pemasaran langsung, serta promosi pemasaran).

Kata kunci: Desa wisata, Cikakak, *integrated marketing communication*, IMC, media promosi pemasaran, bauran media, *stakeholder*, model pemberdayaan

SUMMARY

The tourist village is one of the implementations of community-based and sustainable development, which is expected to become tourism-based economic development and community empowerment. It is necessary to carry out marketing promotions using appropriate communications and media to increase tourist visits, namely integrated marketing communication (IMC). The application of IMC is carried out with the participation of all tourism village stakeholders. This research aims to analyze the dynamics and role of stakeholders in marketing promotions and design an IMC-based empowerment model for Cikakak Tourism Village.

The basic theory used in this study is the theory of integrated marketing communication put forward by Robyn Blakeman, which consists of 9 (nine) promotional media mixes. The informants were determined by purposive sampling, with 30 research informants coming from elements of the village government, tourism village managers, women's groups, business groups, and tourism observers. The research location was in Cikakak Village, Wangon District, Banyumas Regency, Central Java Province, Indonesia. This study uses an explanatory sequential mixed method, in which the research begins with a quantitative approach, then continues with a qualitative approach. Data collection through questionnaires, observations, in-depth interviews, Focus Group Discussion (FGD), and Participatory Rural Appraisal (PRA). Qualitative data were analyzed using descriptive analysis, while qualitative data were analyzed using NVivo 12 software using word cloud, hierarchy chart, and cluster analysis features.

The results of research on the dynamics of marketing promotions in Cikakak Tourism Village show that the promotional media that are always used are social media and the internet (51.85%) and are most talked about based on the results of analysis using NVivo. This promotional media is widely used because it is effective in increasing tourist visits (40.74% strongly agree, 59.26% agree). In addition, social media and the internet also have many platforms that can target potential tourists with different profiles. The results of research on stakeholders who play a role in marketing promotion are Tourism Awareness Groups (Pokdarwis). Pokdarwis played a role in determining promotional media (37.04%), creating promotional content (21.43%), and managing social media (34.62%). Pokdarwis is also the most discussed stakeholder based on the results of the NVivo analysis. The Cikakak Tourism Village empowerment model based on Integrated Marketing Communication (IMC) uses 6 (six) stages of empowerment, namely the stages of socialization, introduction of potential, capacity building, strengthening, application and action, and evaluation. The promotional media used are grouped into 3 (three) groups, namely the main promotional media (social media and the internet), important promotional media (phone and sms, alternative media, personal selling, and public relations), and supporting promotional media (advertising, billboards, direct marketing, and marketing promotion).

Keywords: Tourism village, Cikakak, integrated marketing communication, IMC, marketing promotion media, media mix, stakeholder, empowerment model