

ABSTRAK

Kabupaten Rejang Lebong memiliki potensi desa wisata yang besar dengan 16 desa wisata resmi, namun masih mencatat kunjungan wisatawan terendah (539.523 kunjungan) dibandingkan kabupaten lain di Provinsi Bengkulu. Desa Wisata Sumber Urip, meski berstatus rintisan, berhasil mencatat 85.619 kunjungan dan meraih berbagai prestasi namun menghadapi kendala optimalisasi strategi komunikasi pemasaran. Penelitian ini bertujuan untuk menganalisis komunikasi pemasaran BUM Desa Urip Jaya dalam pengelolaan Desa Wisata dan memberikan rekomendasi desain strategi komunikasi pemasaran untuk pengembangan potensi wisata. Metode penelitian menggunakan pendekatan kualitatif dengan desain studi kasus deskriptif. Data dikumpulkan melalui observasi partisipatif, wawancara mendalam dengan 7 informan kunci, Focus Group Discussion (FGD), dan dokumentasi. Teknik analisis data menggunakan model interaktif Miles dan Huberman, sedangkan keabsahan data diuji melalui triangulasi sumber. Hasil penelitian menunjukkan BUM Desa Urip Jaya belum memiliki strategi komunikasi pemasaran terstruktur, ditandai ketiadaan dokumen perencanaan formal dan target terukur. Pengelolaan platform digital menunjukkan ketimpangan signifikan dengan dominasi promosi Bukit Kaba, sementara destinasi lain terabaikan. Kolaborasi dengan stakeholder masih minimal dan sporadis tanpa struktur kerjasama berkelanjutan. Penelitian menghasilkan strategi U-JITS (Urip Jaya Integrated Tourism Strategy) sebagai solusi komprehensif yang mengintegrasikan 9 strategi utama melalui pendekatan bertahap 18 bulan untuk menciptakan komunikasi pemasaran terintegrasi dan berkelanjutan guna meningkatkan daya saing dan kesejahteraan masyarakat.

Kata Kunci: strategi komunikasi pemasaran, BUM Desa, desa wisata, pemasaran digital, pariwisata berkelanjutan

ABSTRACT

Rejang Lebong Regency possesses significant tourism village potential with 16 officially designated tourism villages, yet records the lowest tourist visits (539,523 visits) compared to other regencies in Bengkulu Province. Sumber Urip Tourism Village, despite its pioneer status, successfully recorded 85,619 visits and achieved various accolades but faces challenges in optimizing marketing communication strategies. This research aims to analyze the marketing communication of BUM Desa Urip Jaya in tourism village management and provide design recommendations for marketing communication strategies to develop tourism potential. The research methodology employs a qualitative approach with descriptive case study design. Data were collected through participatory observation, in-depth interviews with 7 key informants, Focus Group Discussions (FGD), and documentation. Data analysis techniques utilized the interactive model of Miles and Huberman, while data validity was tested through source triangulation. Research findings indicate that BUM Desa Urip Jaya lacks a structured marketing communication strategy, characterized by the absence of formal planning documents and measurable targets. Digital platform management shows significant disparities with promotional dominance of Bukit Kaba, while other destinations remain neglected. Stakeholder collaboration remains minimal and sporadic without sustainable cooperative structures. The research produces the U-JITS (Urip Jaya Integrated Tourism Strategy) as a comprehensive solution integrating 9 key strategies through an 18-month phased approach to create integrated and sustainable marketing communication aimed at enhancing competitiveness and community welfare.

Keywords: *marketing communication strategy, BUM Desa, tourism village, digital marketing, sustainable tourism*