



ABSTRAK

STRATEGI KOMUNIKASI DINAS PARIWISATA KABUPATEN BANTUL DALAM MEMPROMOSIKAN DESA WISATA WUKIRSARI

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Penelitian ini bertujuan untuk mengetahui strategi Dinas Pariwisata Kabupaten Bantul dalam mempromosikan desa wisata wukirsari. Penelitian ini merupakan jenis penelitian kualitatif deskriptif dengan menggunakan model analisis 7C atau The Seven Communications yang dikembangkan oleh Cutlip, Center & Broom. 7C terdiri dari *Credibility, Context, Content, Clarity, Continuity and Consistency, Channel, dan Capability of the audience*. Teknik pengumpulan data dalam penelitian ini menggunakan tiga cara yakni : observasi, wawancara dan dokumentasi. Hasil dari penelitian ini menunjukkan bahwa Dinas Pariwisata Kabupaten Bantul telah mengimplementasikan strategi 7C sebagai usaha dalam memberikan pelayanan kepada masyarakat terhadap informasi yang disampaikan. Sebagai instansi pemerintah, Dinas Pariwisata Kabupaten Bantul juga memiliki tanggungjawab dalam mempromosikan desa wisata, yang bertujuan agar terciptanya destinasi wisata yang berkelanjutan yang dapat mendatangkan wisatawan secara berulang sehingga membawa kemanfaatan ekonomi bagi masyarakat.

Kata Kunci: Strategi Komunikasi, Dinas pariwisata, 7C (The Seven Communications)

ABSTRACT

COMMUNICATION STRATEGY OF THE BANTUL REGENCY TOURISM OFFICE IN PROMOTING WUKIRSARI TOURISM VILLAGE

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This study aims to determine the strategy of the Bantul Regency Tourism Office in promoting the Wukirsari tourist village. This study is a type of descriptive qualitative research using the 7C analysis model or The Seven Communications developed by Cutlip, Center & Broom. 7C consists of Credibility, Context, Content, Clarity, Continuity and Consistency, Channel, and Capability of the audience. There are three data collection techniques used in this study, namely: observation, interviews and documentation. The results of this study indicate that the Bantul Regency Tourism Office has implemented the 7C strategy as an effort to provide services to the community regarding the information conveyed. As a government agency, the Bantul Regency Tourism Office also has the responsibility to promote tourist villages, which aims to create sustainable tourist destinations that can attract tourists repeatedly so as to bring economic benefits to the community.

Keywords: *Communication Strategy, Tourism Office, 7C (The Seven Communications)*