

Deskripsi IMC (integrated marketing communication) program promosi "Enjoy Jakarta" Dinas Pariwisata dan Kebudayaan Provinsi DKI Jakarta pada new media dan sponsorship = Description of IMC (integrated marketing communication) "Enjoy Jakarta" promotional program of Jakarta Tourism and Culture Office on new media and sponsorship /
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Abstrak

ABSTRAK

Tesis ini mendeskripsikan Program Promosi "Enjoy Jakarta" yang dilakukan oleh Dinas Pariwisata dan Kebudayaan Provinsi DKI Jakarta dalam upayanya mempromosikan pariwisata di DKI Jakarta. Penelitian ini mendeskripsikan strategi komunikasi yang digunakan yaitu Integrated Marketing Communication (IMC) pada bauran New Media (Internet) dan Sponsorship. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. 2 jenis metode pengumpulan data yaitu data primer dan data sekunder digunakan dalam pengumpulan data penelitian ini dan metode analisis data dilakukan dengan cara mengolah data yang didapat dari wawancara, data lapangan dan studi pustaka sehingga dapat memberikan gambaran yang lengkap. Berdasarkan hasil penelitian, peneliti menemukan bahwa Program Promosi "Enjoy Jakarta" di Dinas Pariwisata dan Kebudayaan Provinsi DKI Jakarta dijalankan di bagian promosi dan tidak adanya bagian humas di struktur organisasi namun ada di kegiatan operasional. Hambatan-hambatan yang dihadapi dalam melaksanakan Program Promosi "Enjoy Jakarta" di Dinas Pariwisata dan Kebudayaan Provinsi DKI Jakarta diantaranya keterbatasan dana dan sumber daya manusia yang kompeten untuk menjalankan program tersebut.

ABSTRAK

This thesis discuss the Enjoy Jakarta Promotional Program in Jakarta Tourism and Culture Office, in order to promote tourism in DKI Jakarta. This thesis describe the strategy used which is Integrated Marketing Communication, specifically on two aspects, New Media (Internet) and Sponsorship. This research was conducted with descriptive design and was a qualitative design. This research used Two types of data collection methods, they are primary data and secondary data and methods of analysis of data was done by processing data obtained from interviews, literature studies and field data so as to provide a complete picture. Based on the results of the study, researchers found that Enjoy Jakarta Promotional Program was conducted by Promotional Office in Jakarta Tourism and Culture Office and was absence of Public Relations Office in the

organizational structure but exist in operational activities. Constraints faced in exercising the Enjoy Jakarta Promotional Program were budget constraints and competent human resources to run the program.