

Strategi komunikasi pemasaran dinas kebudayaan dan pariwisata kota medan dalam memasarkan kota medan sebagai kota wisata / Indah Cindy Simamora

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Abstrak

The title of this research is The Strategy Marketing Communication of Department of Culture and Tourism Medan City In Market Medan City as a Tourism City. The purpose of this study is to see the strategy marketing communication and the obstacles that is faced by the Department and Tourism Medan City in market Medan city as a tourism city. This research is a qualitative research with a constructivism approach. Research subject is determined through the purposive method and obtain ten (10) informants that consist of Head Marketing of Department of Culture and Tourism Medan City, the secretary of PHRI North Sumatera, The Head of ASITA North Sumatera, the member of Medan city parliament, the representation from the Highways Department, the representation from travel agency, two public figures and two tourists who came visiting Medan city.

Data collection methods were done by observation, depth interview, and documentation study. Data analysis was done through data reduction, display data, and taking conclusion. The results showed that the strategy marketing communication that is done by the Department of Culture and Tourism Medan City in market Medan city as a tourism city was done by segmentation, targeting, and positioning. These three strategies was supported with various forms of promotion mix, such as advertising, personal selling direct marketing, word of mouth marketing, and marketing via social media. The obstacles that is faced are inadequate infrastructure, unprofessional of tourism human resources, attraction tourism management which is not maximized, the people who are not travel aware, the communication and coordination which is not maximized done among the Department of Culture and Tourism Medan City and some of the stakeholders, limited budget, and joint promotion that haven't implemented yet by the Department of Culture and Tourism Medan City with the other region.