

ABSTRAK

Abdul Bar, NIM. 160531100009. Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Budaya Universitas Trunojoyo Madura. **E-Marketing sebagai Strategi Promosi Pariwisata di Kabupaten Sampang** Dibawah bimbingan dari Ibu Dr. Bani Eka Dartiningsih, S.Sos., M.SI.

Strategi *marketing public relation* dalam meningkatkan pengunjung Wisata menjadi sangat penting. Saat ini *marketing public relation* menjadi sangat penting dalam sebuah pengelolaan wisata yang menjadi penopang pemasaran, promosi, pemberian informasi kepada khalayak dan menarik perhatian khalayak. Oleh sebab itu, peneliti ingin mengetahui Strategi *marketing public relation* sebagai Strategi Promosi Pariwisata di Kabupaten Sampang.

Metode pengumpulan data menggunakan observasi dan wawancara serta dokumentasi. Informan dipilih dengan menggunakan metode *purposive sampling*. Langkah-langkah analisis data yaitu reduksi data, penyajian data dan penarikan kesimpulan. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber dan metode.

Hasil penelitian menunjukkan dari temuan teori *marketing public relation* bahwa strategi *marketing public relation* Pantai Lon Malang dalam mempromosikan wisata telah sesuai dengan teori yang disampaikan oleh Ruslan R tentang *three ways strategy*. Tingkat pengunjung pun mengalami peningkatan di Pantai Lon Malang dengan adanya *marketing public relation* dengan menerapkan *three ways strategy* tersebut.

Kata Kunci : E-Marketing, Strategi Marketing Public Relation, Meningkatkan Pengunjung Pantai Lon Malang.

ABSTRACT

Abdul Bar, NIM. 160531100009. Communication Studies Program, Faculty of Social and Cultural Sciences, Trunojoyo University, Madura. ***E-Marketing as a Tourism Promotion Strategy in Sampang Regency.*** Under the guidance of Dr. Bani Eka Dartiningsih, S. Sos ., M.Sc.

Public relation marketing strategies in increasing tourism visitors become very important. Because at this time *marketing public relation* has become very important in a tourism management that supports marketing, promotion, providing information to the public and attracting the attention of the public. Therefore, researchers want to know the Public Relation Marketing Strategy as a Tourism Promotion Strategy in Sampang Regency.

Methods of data collection using observation and interviews and documentation. Informants were selected using a purposive sampling method . Steps a nalysis the data that is the reduction of data, presentation of data and withdrawal of conclusion . The technique of checking the validity of the data uses source and method triangulation.

The results showed from the findings of the *Marketing public relation* theory that the public relation marketing strategy of Lon Malang Beach in Promoting Tourism was in accordance with the theory conveyed by Ruslan R about the three ways strategy. The level of visitors also increased in Lon Malang Beach with the *marketing public relation* by implementing the three ways strategy.

Keywords : *E-Marketing, Public Relation Marketing Strategy , Increasing Visitors of Lon Malang Beach.*