

ABSTRAK

Jawa Timur memiliki potensi objek wisata yang sangat melimpah baik wisata alam maupun budaya. Salah satunya desa wisata yang ada di Wonosalam Kabupaten Jombang yaitu Desa Wisata Wanawisata Sumber Biru. *Digital marketing* yang digunakan di Desa Wisata Wanawisata Sumber Biru sayangnya masih belum maksimal dalam penerapannya. Penelitian ini bertujuan untuk mengetahui faktor yang mempengaruhi *digital marketing* di Desa Wisata Wanawisata Sumber Biru dan memberikan formulasi strategi pengembangan *digital marketing* Desa Wisata Wanawisata Sumber Biru menggunakan metode analisis SWOT (*Strengths, Weaknesses, Opportunities and Threats*). Selain itu, metode *Analytical Hierarchy Process* (AHP) digunakan untuk menentukan bobot setiap faktor strategi dan *Quantitative Strategi Planning Matrix* (QSPM) digunakan untuk menentukan alternatif strategi terbaik. Hasil perhitungan QSPM diperoleh strategi 4 sebagai urutan pertama yaitu mendelegasikan karyawan untuk mengikuti seminar atau workshop *digital marketing* desa wisata wanawisata sumber biru dengan nilai TAS sebesar 14,98. Mendelegasikan karyawan untuk mengikuti pelatihan *workshop* atau seminar ini diharapkan dapat meningkatkan keahlian serta bermanfaat bagi pengelola dan karyawan Wanawisata Sumber Biru .

Kata Kunci : *Digital Maketing, Desa Wisata, Matrikss SWOT, AHP, QSPM*

ABSTRACT

East Java has great potential in tourist attraction visit factors that are very abundant both natural and cultural tourism. One of them is a tourist village in wonosalam jombang district, namely Sumber Biru Wanawisata Tourism Village. Digital marketing used in Sumber Biru Wanawisata Tourism Village is unfortunately still far different from other tourist destinations, namely the tourist village of Pujon Malang cafe. This study aims to determine the factors that influence digital marketing in Sumber Biru Wanawisata Tourism Village and provide a formulation of digital marketing development strategies for Sumber Biru Wanawisata Tourism Village using the SWOT analysis method (Strengths, Weaknesses, Opportunities and Threats). In addition, the Analytical Hierarchy Process (AHP) method is used to determine the weight of each strategy factor and the Quantitative Strategy Planning Matrix (QSPM) is used to determine the best alternative strategy. The results of the QSPM calculation obtained strategy 4 as the first order, namely delegating employees to attend seminars or workshops on digital marketing of the blue source tourism village with a TAS value of 14.98. Delegating employees to attend training workshops or seminars is expected to increase expertise and benefit local residents.

Keyword : *Digital marketing, Matriks SWOT, AHP, QSPM*