

ABSTRACT

Mohammad Fauzan, Marketing Communication Strategy for tourism in Sumenep Regency during a Pandemic (Study on e-Kasoghi Beach). Under the guidance of Hadi Purnomo S.E., M.M.

The e-Kasoghi beach was opened in the midst of the Covid-19 pandemic, there were several findings in e-Kasoghi which showed that tourism development and communication were still limited and not optimal. E-Kasoghi Beach is located in Nonggunong Hamlet, Tanjung Village, Saronggi District, Sumenep Regency, Madura. The purpose of this study was to find out how marketing communications were carried out in the e-Kasoghi coastal tourist destination area during the pandemic.

The type of research in this study is qualitative. The data in this study were obtained from two sources, namely primary data and secondary data. Data collection techniques in this study used interviews, observation, library research, and documentation. This study uses two triangulation techniques to test the validity of the data, namely triangulation of data sources and triangulation of methods. Research data analysis is done by classifying or categorizing data based on several dimensions according to the research objectives.

This study has shown the results that e-Kasoghi Beach has implemented an integrated marketing communication strategy during the pandemic, among the elements used are promotion, public relations, personal selling, and direct marketing.

Keywords: e-Kasoghi, Covid-19 pandemic, communication strategy, marketing communication.

ABSTRAK

Mohammad Fauzan, Strategi Komunikasi Pemasaran Objek Wisata Kabupaten Sumenep di Masa Pandemi (Studi Pada Pantai e-Kasoghi). Dibawah bimbingan Hadi Purnomo S.E., M.M.

Pantai e-Kasoghi dibuka ditengah masa pandemi Covid-19 terdapat beberapa temuan yang ada di e-Kasoghi yang menunjukkan bahwa pengembangan dan komunikasi pariwisata masih terbatas dan belum optimal. Pantai e-Kasoghi terletak di Dusun Nonggunong, Desa Tanjung, Kecamatan Saronggi, Kabupaten Sumenep, Madura. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana komunikasi pemasaran yang dilakukan di Kawasan destinasi wisata pantai e-Kasoghi di masa pandemi.

Jenis Penelitian dalam penelitian ini adalah kualitatif. Data dalam penelitian ini diperoleh dari dua sumber, yaitu data primer dan data sekunder. Teknik pengumpulan data di dalam penelitian ini menggunakan wawancara, observasi, riset kepustakaan, dan dokumentasi. Penelitian ini menggunakan dua teknik triangulasi untuk mengguji keabsahan data, yaitu triangulasi sumber data dan triangulasi metode. Analisis data penelitian dilakukan dengan cara mengklasifikasikan atau mengkategorikan data berdasarkan beberapa dimensi sesuai tujuan penelitiannya.

Penelitian ini telah menunjukan hasil bahwa Pantai e-Kasoghi telah menerapkan strategi komunikasi pemasaran terpadu di masa pandemi, diantara elemen yang digunakan adalah promosi, hubungan masyarakat, *personal selling*, dan pemasaran secara langsung.

Kata kunci: e-Kasoghi, Pandemi Covid-19, strategi komunikasi, komunikasi pemasaran,