

Moh. Andika Irawan. (2022). *Analisis pemanfaatan media sosial Instagram sebagai sarana promosi wisata Bukit Kehi di era New Normal*. Skripsi. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura.

ABSTRAK

Penelitian ini bertujuan untuk Untuk mengetahui media sosial Instagram di manfaatkan sebagai sarana promosi wisata oleh Pokdarwis desa kertagena dajah di era *New Normal*. Serta untuk mengetahui kendala promosi wisata melalui akun Instagram yang di hadapi oleh Pokdarwis selaku pengelola Bukit Kehi di era *new normal*. Metode penelitian menggunakan Deskriptif Kualitatif dengan metode pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Teknik penentuan informan dengan menggunakan metode *purposive sampling*. Analisis data menggunakan teknik model *miles and huberman*. Dan teknik keabsahan data menggunakan Triangulasi sumber. Hasil penelitian diketahui bahwa pemanfaatan media sosial Instagram oleh kelompok sadar wisata (Pokdarwis) desa Kertagena Dajah sudah berjalan baik. Strategi promosi yang dilakukan oleh Pokdarwis desa Kertagena Dajah yaitu menerapkan bauran promosi melalui akun Instagram Bukit Kehi. Serta mengoptimalkan fitur-fitur Instagram dalam proses promosi wisata Bukit Kehi. Dari proses promosi tersebut terdapat peningkatan wisatawan pada masa *new normal* sehingga bisa dikatakan berhasil dan terlaksana dengan baik. Dan kendala yang dihadapi oleh Pokdarwis desa Kertagena Dajah adalah Kesulitan dalam pembuatan konten, kekurangan SDM dalam hal editor video dan desainer grafis, kekurangan alat dalam membantu proses promosi, kurang maksimal dalam melakukan postingan, dan pihak pengelola juga kesulitan dalam pembuatan *caption* yang menarik.

Kata Kunci : Instagram, Promosi, Wisata Bukit Kehi, New Normal, Promosi

Moh. Andika Irawan. (2022). Analysis of the use of Instagram social media as a means of promoting Bukit Kehi tourism in the New Normal era. Thesis. Communication Science Study Program, Faculty of Social and Cultural Sciences, Trunojoyo Madura University.

ABSTRACT

This study aims to find out Instagram social media is used as a means of tourism promotion by Pokdarwis kertagena dajah village in the New Normal era. Sera to find out the obstacles to tourism promotion through the Instagram account faced by Pokdarwis as the manager of Bukit Kehi in the new normal era. The research method uses Descriptive Qualitative with data collection methods using observation, interviews, and documentation. Informant determination techniques using the purposive sampling method. Data analysis using miles and Huberman model techniques. And the data validity technique uses source Triangulation. The results of the study found that the use of Instagram social media by the tourism awareness group (Pokdarwis) of Kertagena Dajah village has been running well. The promotion strategy carried out by pokdarwis of Kertagena Dajah village is to implement a promotional mix through the Bukit Kehi Instagram account. As well as optimizing Instagram features in the process of promoting Bukit Kehi tourism. From the promotion process, there is an increase in tourists during the new normal period so that it can be said to be successful and well carried out. And the obstacles faced by Pokdarwis of Kertagena Dajah village are difficulties in creating content, lack of human resources in terms of video editors and graphic designers, lack of tools in helping the promotion process, Lack of optimal in doing posts, and the manager also has difficulty in making interesting captions.

Keywords : Instagram, Promotion, Bukit Kehi Tourism, New Normal, Promotion

DAFTAR ISI

HALAMAN JUDUL.....	Error! Bookmark not defined.
PERNYATAAN KEASLIAN KARYA ILMIAH.....	Error! Bookmark not defined.
HALAMAN PENGESAHAN.....	Error! Bookmark not defined.
HALAMAN PERSEMBAHAN.....	Error! Bookmark not defined.
UCAPAN TERIMA KASIH.....	Error! Bookmark not defined.
MOTTO	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI TUGAS AKHIR UNTUK KEPENTINGAN AKADEMIS	Error! Bookmark not defined.
ABSTRAK.....	x
ABSTRACT.....	xi
DAFTAR ISI.....	xii
DAFTAR TABEL	xiv
DAFTAR GAMBAR	xv
DAFTAR LAMPIRAN.....	xvi
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Masalah	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA	Error! Bookmark not defined.
2.1 Karangka Teoritis	Error! Bookmark not defined.
2.2 Karangka Konseptual	Error! Bookmark not defined.
2.3 Penelitian Terdahulu.....	Error! Bookmark not defined.
2.4 Karangka Berfikir.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN.....	Error! Bookmark not defined.
3.1 Jenis Penelitian	Error! Bookmark not defined.
3.2 Subjek dan Objek Penelitian	Error! Bookmark not defined.
3.3 Teknik Penentuan Informan	Error! Bookmark not defined.
3.4 Teknik Pengumpulan Data	Error! Bookmark not defined.
3.5 Teknik Analisis Data	Error! Bookmark not defined.
3.6 Teknik Keabsahan Data.....	Error! Bookmark not defined.
3.7 Lokasi Penelitian	Error! Bookmark not defined.
BAB IV DESKRIPSI OBJEK PENELITIAN	Error! Bookmark not defined.
4.1 Bukit Keki Pamekasan	Error! Bookmark not defined.
4.2 Instagram Wisata Bukit Keki	Error! Bookmark not defined.
4.3 Profil Informan	Error! Bookmark not defined.
BAB V HASIL DAN PEMBAHASAN.....	Error! Bookmark not defined.
5.1 Media Sosial Instagram Sebagai Sarana Promosi Wisata Bukit Keki Di Era <i>New Normal</i>	Error! Bookmark not defined.
5.2 Kendala Promosi Wisata Melalui Media Sosial Instagram.....	Error! Bookmark not defined.
BAB VI PENUTUP	Error! Bookmark not defined.
6.1 Kesimpulan.....	Error! Bookmark not defined.

6.2	Saran	Error! Bookmark not defined.
	DAFTAR PUSTAKA	Error! Bookmark not defined.
	LAMPIRAN	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 1. 1 Jumlah kunjungan wisata Bukit Kehi (2020-2021)...**Error! Bookmark not defined.**

Tabel 2. 1 Penelitian Terdahulu.....**Error! Bookmark not defined.**

Tabel 4. 1 Daftar pengunjung wisata Bukit Kehi pada tahun 2020 pertiga bulan
.....**Error! Bookmark not defined.**

Tabel 4. 2 Daftar pengunjung wisata Bukit Kehi pada tahun 2021 pertiga bulan
.....**Error! Bookmark not defined.**

Tabel 4. 3 Daftar pengunjung wisata Bukit Kehi pada tahun 2022 pertiga bulan
.....**Error! Bookmark not defined.**

DAFTAR GAMBAR

Gambar 2. 1	Kerangka Berfikir	Error! Bookmark not defined.
Gambar 4. 1	Wisata Bukit Keki Pamekasan.....	Error! Bookmark not defined.
Gambar 4. 2	Wahana Sepeda Gantung	Error! Bookmark not defined.
Gambar 4. 3	Spot Foto Balon Udara	Error! Bookmark not defined.
Gambar 4. 4	Spot Foto Bukit love	Error! Bookmark not defined.
Gambar 4. 5	Spot Foto Sangkar Burung	Error! Bookmark not defined.
Gambar 4. 6	Kolam Berenang Bukit Keki	Error! Bookmark not defined.
Gambar 4. 7	Area Camping Bukit Keki	Error! Bookmark not defined.
Gambar 4. 8	Taman	Error! Bookmark not defined.
Gambar 4. 9	Café Bukit Keki	Error! Bookmark not defined.
Gambar 4. 10	Followers	Error! Bookmark not defined.
Gambar 4. 11	Hastag	Error! Bookmark not defined.
Gambar 4. 12	Arroba	Error! Bookmark not defined.
Gambar 4. 13	Tanda Like	Error! Bookmark not defined.
Gambar 4. 14	Faridatul Jannah selaku Informan Kunci 1	Error! Bookmark not defined.
Gambar 4. 15	Moh. Arisandi selaku informan kunci 2	Error! Bookmark not defined.
Gambar 4. 16	Informan Pendukung 1	Error! Bookmark not defined.
Gambar 4. 17	Informan Pendukung 2	Error! Bookmark not defined.
Gambar 4. 18	Informaan Pendukung 3.....	Error! Bookmark not defined.
Gambar 4. 19	Informan Pendukung 4	Error! Bookmark not defined.
Gambar 4. 20	Infroman Pendukung 5	Error! Bookmark not defined.
Gambar 4. 21	Informan Pendukung 6	Error! Bookmark not defined.
Gambar 4. 22	Informan Pendukung 7	Error! Bookmark not defined.
Gambar 5. 1	Kerjasama antara Instagram Bukit Keki dengan salah satu Konten kreator wisata	Error! Bookmark not defined.
Gambar 5. 2	Instastory pada Instagram Bukit Keki	Error! Bookmark not defined.
Gambar 5. 3	Pin Feed pada Instagram Bukit Keki..	Error! Bookmark not defined.

DAFTAR LAMPIRAN

Lampiran 1 Pedoman Observasi	Error! Bookmark not defined.
Lampiran 2 Interview Guide Penelitian	Error! Bookmark not defined.
Lampiran 3 Hasil Observasi	Error! Bookmark not defined.
Lampiran 4 Transkrip Wawancara	Error! Bookmark not defined.
Lampiran 5 Dokumentasi Penelitian	Error! Bookmark not defined.