

ABSTRAK

Salzafira Al Madinah MF. 220531100085. Program Studi Ilmu Komunikasi. “*Community Based Tourism* dalam Pemasaran Pantai Lon Malang, Kabupaten Sampang” Dosen Pembimbing: Dr. Dewi Quraisyin, S Pd.I, M. Si,

Tujuan dari penelitian ini adalah untuk menganalisis penggunaan *community based tourism* (CBT) dalam mendukung pengembangan pariwisata, pemasaran, dan komunikasi pariwisata dalam pembentukan citra destinasi di Pantai Lon Malang Kabupaten Sampang. Subjek dalam penelitian ini meliputi kepala desa, pengelola wisata, sekretaris BUMDes, masyarakat lokal, dan wisatawan. Subjek dipilih berdasarkan kontribusi serta keterlibatan mereka terhadap pengelolaan dan aktivitas wisata di Pantai Lon Malang.

Metode pengumpulan data pada penelitian ini meliputi observasi, wawancara, dan dokumentasi. Informan yang dijadikan sebagai subjek penelitian di pilih menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan teknik analisis Miles dan Huberman. Teknik keabsahan data menggunakan triangulasi teknik dan triangulasi sumber.

Hasil penelitian menunjukkan bahwa implementasi CBT di Pantai Lon Malang ditandai dengan adanya partisipasi masyarakat dalam pengelolaan wisata dalam berbagai aspek yang membantu meningkatkan kualitas hidup masyarakat, baik dari segi ekonomi maupun kapasitas sumber daya manusia. Di sisi lain, pemasaran di Pantai Lon Malang juga dilakukan tidak hanya melalui promosi konvensional, melainkan juga melalui komunikasi informal dengan cara word of mouth (WOM) dan *electric word of mouth* (e-WOM) yang berasal dari pengalaman wisatawan dan masyarakat. Pengalaman langsung, interaksi sosial, dan perilaku masyarakat adalah elemen utama dalam komunikasi pariwisata yang menciptakan citra destinasi yang positif dan berkelanjutan.

Kata Kunci : *Community Based Tourism*, Citra Destinasi, Komunikasi Pemasaran.

ABSTRACT

Salzafira Al Madinah MF. 220531100085. *Communication Science Study Program. "Community Based Tourism in the Marketing of Lon Malang Beach, Sampang Regency."* Academic Supervisor: Dr. Dewi Quraisyin, S Pd.I, M. Si,

The purpose of this study is to analyze the use of community based tourism (CBT) in supporting tourism development, marketing, and tourism communication in shaping the destination image of Lon Malang Beach, Sampang Regency. The subjects of this study include village heads, tourism managers, BUMDes secretaries, local communities, and tourist. The subjects were selected based on their contributions and involvement in the management and tourism activities at Lon Malang Beach.

The data collection methods in this study include observation, interviews, and documentation. The informants who were used as the subjects of the research were selected using the purposive sampling technique. The data analysis technique uses the Miles and Huberman analysis techniques. The data validity was ensured through methodological triangulation and source triangulation.

The research results indicate that the implementation of CBT at Pantai Lon Malang Beach is characterized by community participation in tourism management across various aspects, which helps improve the quality of life for the community, both economically and in terms of human resource capacity. On the other hand, marketing at Lon Malang Beach is conducted not only through conventional promotion via word of mouth (WOM) and electronic word of mouth (e-WOM) stemming from the experiences, social interactions, and community behavior are the primary elements in tourism communication that create a positive and sustainable destination image.

Keywords: *Community Based Tourism, Destination Image, Marketing Communication*