

INTISARI

Wisata kuliner berbasis bahan pangan lokal pada umumnya memanfaatkan potensi komoditas unggulan suatu daerah untuk dikomersilkan menjadi daya tarik wisata. Kota Medan Sebagai Ibu Kota Sumatera Utara memiliki citra yang cukup melekat dengan destinasi kuliner durian. Hal ini dapat dilihat dari banyaknya bisnis kuliner yang menjadikan durian sebagai produk andalannya hingga bisa menjadi ikon wisata kuliner Kota Medan. Tujuan penelitian ini adalah untuk mengidentifikasi karakteristik daya tarik, pengelolaan dan bauran promosi produk wisata kuliner pada tiga gerai durian unggulan di Kota Medan, yaitu Ucok Durian, Pelawi Durian dan Durian Ucok Tanjung. Metode yang digunakan dalam penelitian ini adalah kualitatif eksploratif dengan teknik pengumpulan data menggunakan wawancara mendalam, observasi, studi kepustakaan dan dokumentasi. Analisis data deskriptif menggunakan *software* NVivo 14 melalui tahapan *input* data, *coding* (pengkodean), eksplorasi, visualisasi dan penyajian data. Hasil penelitian menunjukkan, bahwa karakteristik daya tarik produk wisata kuliner di Kota Medan secara fisik menawarkan gerai durian yang dikembangkan dengan konsep rumah makan permanen dan mampu menyediakan durian sepanjang tahun baik saat musim maupun tidak musim durian. Konsep pelayanan yang diberikan adalah pelanggan dapat memilih karakteristik durian yang ingin dinikmati dan diberikan kesempatan untuk mencicipi terlebih dahulu. Kualitas dan nilai produk yang ditawarkan dapat dilihat pada pemilihan durian lokal, inovasi olahan durian, distribusi olahan durian, kemasan produk dan layanan pengiriman durian antar kota. Penerapan fungsi pengelolaan *planning* diterapkan pada proses pengadaan buah durian melalui kerja sama dengan agen dan petani durian di berbagai daerah pulau Sumatera. Fungsi *organizing* diterapkan dengan merekrut pekerja melalui jaringan bisnis dan buruh angkut durian, pembagian tugas, pembagian *shift* dan pemberian *benefit* untuk karyawan. Fungsi *actuating* dilakukan terhadap model kepemimpinan, hubungan kekeluargaan, pelatihan dan pemotivasian karyawan. Fungsi *controlling* diterapkan pada produk, pelayanan dan kinerja karyawan. Bauran promosi pengiklanan (*advertising*) dilakukan dengan media sosial, media cetak, media elektronik dan papan tanda (*display sign*). Metode *sales promotion* ditawarkan melalui pemberian *free trials* atau percobaan produk durian gratis, potongan harga dan promo menarik saat musim durian. Metode *personal selling* dilakukan pengelola setiap kali mengisi pameran dagang dan festival. Dan metode *public relation* dilakukan melalui kerja sama dengan agen durian, menjadi narasumber seminar dan media serta menjadi sponsor untuk sebuah kegiatan.

Kata Kunci: wisata kuliner durian, karakteristik daya tarik, pengelolaan, bauran promosi.

ABSTRACT

Culinary tourism based on local food ingredients generally takes advantage of the potential of a region's superior commodities to be commercialized into tourist attractions. Medan City As the Capital City of North Sumatra has an image that is quite attached to the durian culinary destination. This can be seen from the many culinary businesses that use durian as their flagship product so that it has become an icon of Medan City's culinary tourism. The aim of this research is to identify the attractiveness characteristics, management and promotion mix of culinary tourism products at three leading durian outlets in Medan City, namely Ucok Durian, Pelawi Durian and Durian Ucok Tanjung. The method used in this research is exploratory qualitative with data collection techniques using in-depth interviews, observation, literature study and documentation. Descriptive data analysis using NVivo 14 software through the stages of data input, coding, exploration, visualization and data presentation. The results of the research show that the attractive characteristics of culinary tourism products in the city of Medan are that they physically offer durian outlets developed with a permanent restaurant concept and are able to provide durian throughout the year, both in and out of durian season. The concept of the service provided is that customers can choose the characteristics of the durian they want to enjoy and are given the opportunity to taste it first. The quality and value of the products offered can be seen in the selection of local durian, innovation in processed durian, distribution of processed durian, product packaging and inter-city durian delivery services. The implementation of the planning management function is applied to the process of procuring durian fruit through collaboration with agents and durian farmers in various areas of the island of Sumatra. The organizing function is implemented by recruiting workers through business networks and durian transport workers, dividing tasks, dividing shifts and providing benefits for employees. The actuating function is carried out on leadership models, family relations, employee training and motivation. The controlling function is applied to products, services and employee performance. The advertising promotion mix (advertising) is carried out using social media, print media, electronic media and display signs. The sales promotion method is offered by providing free trials or free trials of durian products, discounts and attractive promotions during durian season. The personal selling method is carried out by the manager every time he attends trade shows and festivals. And the public relations method is carried out through collaboration with durian agents, becoming a seminar and media resource and becoming a sponsor for an activity

Keywords: *durian culinary tourism, attraction characteristics, management, Promotion Mix*