

Abstrak

Pariwisata berkelanjutan merupakan konsep yang sedang dikembangkan pemerintah dan akademisi di destinasi wisata, termasuk di Desa Ekowisata Pancoh. Kampanye pariwisata berkelanjutan hadir sebagai salah satu upaya untuk mengenalkan terkait konsep tersebut. Penelitian ini bertujuan untuk mengembangkan kampanye pariwisata berkelanjutan bagi Desa Ekowisata Pancoh di Instagram. Pengembangan kampanye #ContohPancoh berdasar pada metode *Participatory Action Research* (PAR) melalui pendekatan pembelajaran kolaboratif dengan Pengelola Desa Ekowisata Pancoh. Kampanye #ContohPancoh terbagi atas empat tahapan, yakni perencanaan, kampanye percontohan, kampanye kolaboratif, dan kampanye mandiri. Terdapat 37 konten kampanye dengan total capaian 107.675 *reach*, 167.791 *impression*, dan 2.603 *profile visit*. Peneliti menitikberatkan pada tiga tahapan manajemen kampanye yang meliputi strategi, implementasi, dan evaluasi. Dalam prosesnya, peneliti berupaya menentukan strategi kampanye yang paling relevan dengan memaksimalkan sumber daya kampanye yang terbatas. Melalui pengembangan kampanye secara kolaboratif, Pengelola Desa Ekowisata Pancoh memperoleh pengetahuan perihal pengelolaan kampanye. Selain itu, kampanye #ContohPancoh juga telah berhasil memberikan kesadaran dan pemahaman audiens akan nilai-nilai pariwisata berkelanjutan yang diterapkan Desa Ekowisata Pancoh.

Kata Kunci: kampanye pariwisata berkelanjutan, Desa Ekowisata Pancoh, *Participatory Action Research*, pembelajaran kolaboratif, manajemen kampanye,

Sustainable tourism is a concept that is being intensively developed by the government and academics in tourism destinations, including in Pancoh Eco-Tourism Village. Sustainable tourism campaigns emerge as one of the approaches to the concept itself. This research aims to develop a sustainable tourism campaign for Pancoh Eco-Tourism Village on Instagram. The development of the #ContohPancoh campaign is based on the Participatory Action Research (PAR) method through a collaborative learning approach with Pancoh Eco-Tourism Village Managers. The #ContohPancoh campaign is divided into four stages, including the planning process, pilot campaign, collaborative campaign, and independent campaign. There were 37 campaign contents with a total achievement of 107,675 reach, 167,791 impressions, and 2,603 profile visits. The researcher focuses on the three stages of campaign management which include strategy, implementation, and evaluation. Throughout the process, researcher tried to determine the most relevant campaign strategy in the context of Pancoh Eco-Tourism Village by maximizing limited campaign resources. Through collaborative campaign development, Pancoh Eco-Tourism Village Managers gained knowledge about campaign management. In addition, the #ContohPancoh campaign has also succeeded in providing audience awareness and understanding of the sustainable tourism values applied by Pancoh Eco-Tourism Village.

Keywords: sustainable tourism campaign, Pancoh Eco-Tourism Village, *Participatory Action Research*, collaborative learning, campaign management.