

## ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi strategi pengelolaan program Komunikasi Pemasaran Terintegrasi (*Integrated Marketing Communication*) *brand* Visiting Jogja di era digital serta menganalisis relevansi strategi IMC terhadap penguatan dimensi *brand equity* Visiting Jogja yang dijalankan oleh Dinas Pariwisata Daerah Istimewa Yogyakarta (DIY) pada periode 2023-2024. Kajian ini menggunakan kerangka empat pilar IMC, yaitu *stakeholder*, *channel*, *content*, *result*, dan *digital marketing communication* serta pengelolaan ekuitas merek seperti *brand loyalty*, *brand awareness*, *perceived quality*, dan *brand association* di era digital. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus serta teknik pengumpulan data melalui wawancara semi-terstruktur dan studi dokumentasi. Hasil penelitian ini menunjukkan bahwa strategi Komunikasi pemasaran Visiting Jogja telah menunjukkan arah yang adaptif terhadap transformasi digital, dengan koordinasi lintas bidang yang cukup kuat. Namun, masih terdapat hambatan struktural yang membatasi integrasi kanal dan sinergi pesan antar media. Strategi kanal dan konten telah menyesuaikan preferensi audiens digital, tetapi pengelolaan masih bersifat paralel dan belum sepenuhnya terintegrasi. Evaluasi program juga belum didukung oleh sistem pengukuran berbasis data yang terstruktur. Dari sisi pengelolaan merek, Visiting Jogja berhasil membangun *brand awareness* dan *perceived quality* melalui identitas visual yang konsisten dan layanan digital yang relevan. Namun, dimensi *brand loyalty* dan *brand association* masih memerlukan penguatan, terutama dalam hal konsistensi narasi dan keterlibatan publik. Penelitian ini memberikan kontribusi terhadap pemahaman strategi komunikasi merek di sektor publik, serta membuka peluang studi lanjutan yang lebih berfokus pada persepsi dan pengalaman audiens sebagai pengguna *brand*.

Kata kunci: *Integrated Marketing Communication*, *Brand Equity*, *Digital Branding*, Pariwisata, Destinasi

## **ABSTRACT**

*This study aims to explore the management strategies of the Visiting Jogja brand's Integrated Marketing Communication (IMC) program in the digital era and analyze the relevance of IMC strategies to strengthening the brand equity dimensions of Visiting Jogja, which is run by the Special Region of Yogyakarta (DIY) tourism office for the 2023-2024 period . This study employs the four pillar IMC framework, namely stakeholders, channels, content, results, and digital marketing communication, as well as brand management, including brand loyalty, brand awareness, perceived quality and brand association in the digital era. This research employs a qualitative approach using case study method and data collection techniques through semi-structured interviews and documentary studies. The findings indicate that the Visiting Jogja marketing communication strategy has demonstrated an adaptive direction toward digital transformation, with strong cross-sectoral coordination. However, structural barriers still limit channel integration and message synergy across media. Channel and content strategies have adapted to digital audience preferences, but management remains parallel and not fully integrated. Program evaluation is also not supported by a structured data-based measurement system. From a brand management perspective, Visiting Jogja has successfully built brand awareness and perceived quality through consistent visual identity and relevant digital services. However, brand loyalty and brand association still need to be strengthened, especially in terms of narrative consistency and public engagement. This study contributes to the understanding of brand communication strategies in the public sector and opens opportunities for further studies that focus more on the perceptions and experiences of audiences as brand users.*

*Keywords: Integrated Marketing Communication, Brand Equity, Digital Branding, Tourism, Destination*