

INTISARI

Destinasi wisata yang memiliki jumlah kunjungan wisatawan sedikit dapat disebabkan oleh berbagai faktor seperti atraksi, aksesibilitas, fasilitas, pelayanan, dan pemasaran yang belum optimal. Pemasaran memerlukan komunikasi pemasaran yang melibatkan pengelola dan pemangku kepentingan agar tujuan pemasaran tercapai. Kondisi tersebut ditemukan di destinasi wisata Pantai Goa Cemara yang memiliki atraksi, aksesibilitas, fasilitas, dan pelayanan yang optimal, namun upaya komunikasi pemasarannya masih belum optimal. Penelitian ini mengkaji peran dan kolaborasi pemangku kepentingan dalam komunikasi pemasaran di Pantai Goa Cemara, yang selanjutnya dianalisis berdasarkan proses komunikasi pemasaran dan kriteria optimalisasi komunikasi pemasaran. Pengumpulan data penelitian dilakukan melalui metode wawancara, observasi, studi pustaka dan dokumen. Kemudian akan dianalisis menggunakan metode berupa pengumpulan data, reduksi data, penyajian data, serta verifikasi dan penarikan kesimpulan, yang dilengkapi dengan teknik analisis tematik dan analisis konten secara komplementer.

Hasil penelitian menunjukkan bahwa pemangku pemangku kepentingan seperti pemerintah, komunitas, dan media telah berperan dalam komunikasi pemasaran sesuai wewenang dan fungsinya, Namun pelaksanaan tersebut belum sepenuhnya optimal karena belum memenuhi kriteria *Top down Communications Optimization Model*, dalam aspek *commonality*, *coverage*, *complementarity*, dan *conformability*.

Kemudian, pemangku kepentingan seperti pemerintah, komunitas, akademisi, pelaku usaha, dan media telah berkolaborasi dalam komunikasi pemasaran yang disesuaikan dengan program kolaborasi masing-masing melalui tahapan *assembling*, *ordering*, *implementation*, *evaluation*, dan *transformation*. Namun pelaksanaannya belum sepenuhnya optimal, karena belum memenuhi kriteria *Top down Communications Optimization Model*. Pada tahap *assembling*, terdapat aspek *commonality* dan *complementarity* belum terbentuk arah komunikasi pemasaran yang sama. Pada tahap *ordering*, terdapat aspek *commonality* dan *contribution* belum terbentuk kesepakatan dan penyelarasan kontribusi. Pada tahap *implementation*, terdapat aspek *commonality* dan *cross effects* yang berjalan parsial, dan strategi bersama belum terintegrasi. Pada tahap *evaluation*, terdapat aspek *contribution* dan *conformability* masih menggunakan indikator berbeda. Pada tahap *transformation*, aspek *commonality* dan *conformability* masih bergantung pada dinamika program kolaborasi masing-masing.

Kata kunci: peran, kolaborasi, pemangku kepentingan, komunikasi pemasaran, optimalisasi komunikasi pemasaran

ABSTRACT

Tourist destinations with low visitor numbers may be influenced by various factors, including suboptimal attractions, accessibility, facilities, services, and marketing. Marketing requires marketing communication involving destination managers and stakeholders to achieve its intended objectives. This condition is observed at Goa Cemara Beach, which has adequate attractions, accessibility, facilities, and services, while its marketing communication efforts remain suboptimal. This study examines the roles and collaboration of stakeholders in marketing communication at Goa Cemara Beach, which are subsequently analyzed based on the marketing communication process and marketing communication optimization criteria. Data were collected through interviews, observations, and document analysis. The data were then analyzed through data collection, data reduction, data display, verification, and conclusion drawing, complemented by thematic analysis and content analysis as complementary analytical techniques.

The findings indicate that stakeholders, including the government, community, and media, have played roles in marketing communication in accordance with their respective authorities and functions. However, the implementation has not been fully optimal, as it does not yet fulfill the criteria of the Top-down Communications Optimization Model in terms of commonality, coverage, complementarity, and conformability.

Stakeholders, including the government, community, academia, business actors, and media, have collaborated in marketing communication through respective collaboration programs, following the stages of assembling, ordering, implementation, evaluation, and transformation. However, the implementation has not been fully optimal, as it does not yet fulfill the criteria of the Top-down Communications Optimization Model. At the assembling stage, the aspects of commonality and complementarity indicate that a shared direction for marketing communication has not yet been established. At the ordering stage, the aspects of commonality and contribution indicate that agreement and alignment regarding stakeholder contributions have not yet been established. At the implementation stage, the aspects of commonality and cross effects are only partially achieved, and the joint strategy has not yet been integrated. At the evaluation stage, the aspects of contribution and conformability indicate that different indicators are still being used. At the transformation stage, the aspects of commonality and conformability remain dependent on the dynamics of each collaboration program.

Keywords: *stakeholder roles, stakeholder collaboration, marketing communication, marketing communication optimization.*