

INTISARI

Penulisan laporan akhir ini bertujuan untuk membahas dan mengidentifikasi profil Dinas Pariwisata Daerah Istimewa Yogyakarta serta menganalisa pelaksanaan acara *Tour de Jogja 2019* sebagai kegiatan promosi pariwisata Yogyakarta. Penulis melaksanakan magang di Dinas Pariwisata Daerah Istimewa Yogyakarta dari 15 Januari 2019 sampai dengan 29 Maret 2019. Penulis juga berpartisipasi dalam kepanitiaan acara *Tour de Jogja 2019* pada 17 Maret 2019. Laporan akhir ini menggunakan tiga jenis metode pengumpulan data, diantaranya kajian lapangan, kajian pustaka, dan observasi peserta magang. Pada kajian lapangan, penulis mengadakan wawancara dan mengambil dokumentasi. Pada kajian pustaka, data diperoleh dari beberapa dokumen, buku, dan beberapa sumber dari internet. Pada observasi peserta magang, penulis membuat kuesioner yang diberikan kepada peserta dalam bentuk cetak. Setelah seluruh data terkumpul, data-data tersebut diolah dalam bentuk laporan menggunakan metode *descriptive-qualitative*. Berdasarkan hasil penelitian, pelaksanaan Tour de Jogja berkontribusi terhadap industri pariwisata di Yogyakarta. Kontribusi berupa sumbangan terhadap sumber pendapatan daerah dari peserta. Berdasarkan hasil observasi peserta magang, persentase tertinggi kontribusi Tour de Jogja pada industri pariwisata adalah bisnis kuliner. Sementara itu, persentase terendah adalah industri perjalanan. Melalui hasil penelitian, penulis menyimpulkan bahwa Tour de Jogja membuka kesempatan ekonomi bagi masyarakat lokal dan benar-benar mempromosikan sektor pariwisata di Yogyakarta.

Kata Kunci: Dinas Pariwisata DIY, Acara Pariwisata Olahraga, Tour de Jogja 2019, Kegiatan Promosi

ABSTRACT

This graduating paper aims to discuss and identify the profile of Yogyakarta Tourism Authority and analyze the implementation of Tour de Jogja 2019 as a promotional activity of Yogyakarta tourism. The writer conducted internship in Yogyakarta Tourism Authority from January 15th 2019 until March 29th 2019. The writer also participated in Tour de Jogja 2019 committee on March 17th 2019. This graduating paper used three types of data collection methods, including field study, library study, and internship participant observation. In field study, the writer conducted interviews and took documentations. In library study, the data were obtained from some documents, books, and several sources from internet. In internship participant observation, the writer made questionnaires given to the participants in printed form. After all of the data have been collected, these data were processed in the form of reports using descriptive-qualitative method. Based on the results of the research, the implementation of Tour de Jogja contributed to the tourism industry in Yogyakarta. The contributions were in the form of regional income source from the participants. Based on the results of internship participant observation, the highest percentage of the contribution of Tour de Jogja on the tourism industry is culinary business. Meanwhile, the lowest percentage is travel industry. Through the results of the research, the writer concludes that Tour de Jogja opened economic opportunities for local communities and truly promoted the tourism sector in Yogyakarta.

Keywords: Yogyakarta Tourism Authority, Sport Tourism Event, Tour de Jogja 2019, Promotional Activity