

INTISARI

Penulisan tugas akhir ini bertujuan mengetahui bagaimana Dinas Pariwisata Kabupaten Bantul memanfaatkan hasil dari lomba fotografi “Pesona Destinasi Wisata Bantul 2019.” Selain itu, tugas akhir ini juga bertujuan mengetahui bagaimana proses jalannya lomba fotografi “Pesona Destinasi Wisata Bantul 2019” sejak persiapan, pengumpulan karya, hingga upacara penyerahan hadiah. Tugas akhir ini juga ditujukan untuk mengetahui potensi dari hasil lomba sebagai bahan promosi milik Dinas Pariwisata Kabupaten Bantul. Metode penelitian yang digunakan adalah metode penelitian kualitatif deskriptif menggunakan studi lapangan dan studi pustaka. Studi lapangan dilakukan dengan melaksanakan observasi langsung pada saat acara Lomba Fotografi “Pesona Destinasi Wisata Bantul 2019” berlangsung, melakukan wawancara dengan Markus Purnomo Adi, SE selaku penanggung jawab lomba, serta wawancara dengan staf dari Dinas Pariwisata Kabupaten Bantul, dan studi pustaka. Hasil penelitian menunjukkan bahwa Dinas Pariwisata Kabupaten Bantul memanfaatkan hasil lomba fotografi “Pesona Destinasi Wisata Bantul 2019” sebagai materi promosi untuk buku panduan dan *booth* pameran sesuai dengan tujuan diadakannya lomba tersebut. Potensi penggunaan media lain untuk memanfaatkan hasil lomba fotografi “Pesona Destinasi Wisata Bantul 2019” masih terbuka, seperti dalam media lini bawah dan media luar ruangan. Diselenggarakannya lomba fotografi ini membawa dampak positif terhadap Dinas Pariwisata Kabupaten Bantul dalam menambah dan meningkatkan variasi bahan promosinya.

Kata kunci: Dinas Pariwisata Kabupaten Bantul, Lomba Fotografi, Pemanfaatan Hasil Lomba, Media Promosi.

ABSTRACT

The writing of this graduating paper aims to find out how the Bantul Regency Tourism Office is utilizing the results of "Pesona Destinasi Wisata Bantul 2019" photography competition. In addition, this final project also aims to find out how "Pesona Destinasi Wisata Bantul 2019" photography competition was done starting from the beginning, artwork gathering, to the awarding ceremony. This final project is also intended to determine the potential of the results of the competition as promotional material for Bantul Regency Tourism Office. The research method used is descriptive qualitative research method using field studies and literature studies. The field study was carried out by carrying out direct observations during the event of "Pesona Destinasi Wisata Bantul 2019" photography competition, interviews with Markus Purnomo Adi as the person in charge for this event, and interviews with staff from Bantul Regency Tourism Office. The results showed that the Bantul Regency Tourism Office used the results of "Pesona Destinasi Wisata Bantul 2019" photography competition as promotional material for guidebooks and exhibition booths in accordance with the purpose of the photography competition. The potential for using other media to take advantage of the results of "Pesona Destinasi Wisata Bantul 2019" photography competition are still open, such as in the form of bootom line media and outdoor media. The photography competition that was held by Bantul Regency Tourism Office has a positive impact on Bantul Regency Tourism Office in adding and increasing the variety of promotional materials.

Keywords: Bantul Regency Tourism Office, Photography Competition, Utilization of the Results of the Competition, Media Promotion.