

INTISARI

Proyek akhir ini menganalisa strategi promosi sendratari Sugriwa Subali oleh pemerintahan Kulon Progo untuk menarik wisatawan di mulai dari proses produksi hingga pementasan. Hal ini dilatarbelakangi oleh adanya beberapa program di Kulon Progo untuk mengembangkan Kabupaten Kulon Progo dan salah satunya melalui Sendratari Sugriwa Subali. Informasi diperoleh dari studi lapangan dan kajian pustaka. Ketika melakukan studi lapangan di Kulon Progo, penulis melakukan wawancara dengan sutradara sendratari Sugriwa Subali. Penulis juga merekam, mencatat, mendokumentasikan, dan juga memperoleh beberapa dokumen terkait strategi promosi sendratari Sugriwa Subali. Penulis juga melakukan kajian pustaka dengan membaca jurnal dan artikel online. Data hasil penelitian disajikan dalam bentuk kualitatif yang disusun berdasarkan hasil observasi. Hasil penelitian menunjukkan bahwa promosi yang digunakan pemerintah Kulon Progo dibantu dengan pengelola sendratari Sugriwa Subali dengan menggunakan media seperti billboard, brosur, media online, dan konferensi pers.

Kata Kunci: Promosi, Pemerintah Kulon Progo, Sugriwa Subali, Sendratari.

ABSTRACT

This final project analyses the promotion strategy of Sugriwa Subali ballet by Kulon Progo government to attract tourists, starting from the production process to the performance. This is motivated by the several excellence programs made by Kulon Progo government to develop the Kulon Progo and one of this through the Sugriwa Subali ballet. Information was obtained from field studies and literature reviews. While conducting a field study in Kulon Progo, the writer conducts an interview with the director of the Sugriwa Subali. The writer also took a note, recorded, documented, and obtained several related documents. The writer also conducts a literature review by reading journals and online articles. The data were presented in qualitative form has been compiled through observation. The results showed that the promotion used by the Kulon Progo government was assisted by the organizers of the Sugriwa Subali ballet by using media such as billboards, brochures, online media, and press conferences.

Keywords: Promotion, Kulon Progo government, Sugriwa Subali, Ballet.