

INTISARI

Objek wisata Air Terjun Jumog merupakan salah satu objek wisata alam di Desa Berjo, Kecamatan Ngargoyoso, Kabupaten Karanganyar, Propinsi Jawa Tengah. Objek wisata Air Terjun Jumog memiliki konsep wisata massa, sehingga objek wisata ini dapat diakses oleh berbagai golongan wisatawan yang ingin mendapatkan kenyamanan dan hiburan di objek wisata ini. Penelitian ini akan mengkaji, (1) strategi pemasaran yang dilakukan BUMDes Desa Berjo selaku pengelola objek wisata Air Terjun Jumog berdasarkan analisis produk, promosi dan harga, dan (2) penerapan hasil dari strategi pemasaran yang telah dilaksanakan BUMDes Desa Berjo. Jenis penelitian ini merupakan penelitian kualitatif. Metode pengumpulan data yang digunakan dalam penelitian ini melalui wawancara, observasi, dokumentasi dan studi pustaka. Teknik analisis yang digunakan dalam penelitian ini adalah analisis deskriptif dan menggunakan analisis berdasarkan produk, promosi dan harga. Hasil penelitian menunjukkan bahwa : (1)Badan Usaha Milik Desa (BUMDes) Desa Berjo, Kecamatan Ngargoyoso, Kabupaten Karanganyar telah melakukan strategi pemasaran dengan menggunakan analisis produk, promosi dan harga untuk memasarkan objek wisata Air Terjun Jumog, namun masih ada beberapa hal yang perlu diperbaiki (2) hasil dari strategi pemasaran yang dilakukan BUMDes Desa Berjo telah diimplementasikan melalui beberapa program ke dalam lingkungan organisasional BUMDes dan lingkungan masyarakat Desa Berjo.

Kata Kunci : Objek Wisata Air Terjun Jumog, Pemasaran, Analisis Produk, Analisis Promosi, Analisis Harga, Badan Usaha Milik Desa Desa Berjo Kecamatan Ngargoyoso Kabupaten Karanganyar Propinsi Jawa Tengah

ABSTRACT

Attraction Waterfalls Jumog is one of the natural attractions in the Berjo Village, Ngargoyoso District, Karanganyar Regency, Province Central Java. Attractions Waterfalls Jumog has the concept of mass tourism, so the tourist attractions are accessible by many different groups of tourist who want to get comfort and entertainment in this tourism object. This research will examine, (1) marketing strategy done BUMDes of Berjo Village as waterfalls attractions manager Jumog based on the analysis of products, promotion and price, and (2) the application of the result of a marketing strategy that has been implemented BUMDes of Berjo Village. This type of research is qualitative research. The data collection methods used in this study through interviews, observation, documentation and study of the literature. Analytical techniques used in this research is descriptive and analysis use analysis based on products, promotions and pricing. The research results showed that : (1) business entities belongs to village (BUMDes) Village of Berjo, District Ngargoyoso, Regency Karanganyar has conducted a marketing strategy by using analysis of product, promotion and price to market attractions waterfalls of Jumog, but there are still some things that need to be fixed (2) result from marketing strategy done BUMDes Berjo Village has been implemented through several programs into the organizational environment BUMDes and environmental Berjo village community.

Keywords : Jumog Waterfall tourist attraction, Marketing, product analysis, promotion analysis, price analysis business entity belonging to the village of Berjo Ngargoyoso Sub District Regency Karanganyar Central Java Province (BUMDes)