



## INTISARI

Promosi merupakan salah satu faktor yang mempengaruhi berkembangnya sektor pariwisata. Pariwisata merupakan sektor global yang membutuhkan strategi promosi yang luas, efektif, efisien, dan berkelanjutan. Potensi pariwisata salah satunya adalah wisata alam yang dikembangkan untuk memperkuat daya saing pariwisata. Kekayaan wisata alam yang dimiliki oleh Indonesia merupakan daya tarik utama dalam mendatangkan wisatawan, sehingga dalam memperkenalkan wisata alam tersebut perlu dilakukan promosi. Salah satu upaya mempromosikan wisata alam ialah melalui bauran promosi. Pengelolaan bauran promosi terdiri dari lima teknik yaitu menganalisis strategi promosi menggunakan iklan, *personal selling*, *sales promotion*, *public relation*, dan *word of mouth marketing*. Penelitian ini bertujuan untuk mengetahui strategi promosi pariwisata Puncak Becici yang dilakukan oleh Sekretariat Puncak Becici berdasarkan kelima teknik di atas dalam mempromosikan pariwisata Puncak Becici. Keberhasilan strategi promosi pariwisata Puncak Becici didorong oleh beberapa faktor diantaranya sumber daya manusia, inovasi dan kemitraan. Namun masih terdapat kendala berupa sumber daya manusia yang kurang memadai serta kurangnya kesepahaman dalam pemikiran. Berdasarkan data tersebut, dapat ditarik kesimpulan bahwa strategi promosi pariwisata Puncak Becici yang dilakukan oleh Sekretariat Puncak Becici belum dapat dilakukan secara maksimal. Hal tersebut dikarenakan kurangnya sumber daya manusia yang memiliki kompetensi sehingga strategi promosi pariwisata Puncak Becici kurang mendapat atensi dari masyarakat, hal ini terbukti dari rendahnya pengetahuan wisatawan yang mengetahui promosi yang dilakukan oleh Sekretariat Puncak Becici.

Kata kunci: promosi, bauran promosi, wisata alam.



## ABSTRACT

Promotion is one of the factors that influence the development of tourism sector. Tourism is a global sector that requires a broad, effective, efficient, and sustainable promotion strategy. One of the most potential tourism is nature tourism that could be further developed to strengthen tourism competitiveness. The abundance of nature tourism owned by Indonesia itself are the main attraction in bringing in tourists, as such promotion is needed to introduce them. One way to promote nature tourism is through promotion mix. The promotion mix management consists of five techniques: analyzing promotion strategy using advertisement, personal selling, sales promotion, public relations, and word of mouth marketing. This study aims to find out the promotion strategy of Puncak Becici tourism conducted by the Secretariat of Puncak Becici based on the five techniques above in promoting Puncak Becici tourism. Based on the data obtained through in-depth interviews and direct observation of the promotion tourism through the five techniques of promotion mix, although in implementation there are still some shortcomings. The success of Becici's tourism promotion strategy are driven by several factors such as human resources, innovation and partnership. However there are still several obstacles in the form of inadequate human resources and difference of understanding the main objective. Based on these data, it can be concluded that Puncak Becici tourism promotion strategy conducted by Secretariat Peak Becici are still not done optimally. This happens because there is still human resources that did not have enough competence so that make tourism promotion strategy Becici Peak get less attention from the public, which can be seen evidently from the lack of knowledge from tourists who know the promotion made by Secretariat of Puncak Becici.

Keynote: promotion, promotion mix, natural tourism