

ABSTRAK

Joint promotion merupakan suatu pekerjaan yang relatif kompleks dan memerlukan kerjasama dan kesepakatan dari semua pihak yang terlibat. Museum HoS selaku penggagas beserta museum-museum rekanan yang terlibat di *joint promotion* program Wisata Museum memiliki berbagai latar belakang dan kepentingan yang mempengaruhi kerjasamanya. Maka penelitian ini mencoba menganalisa secara deskriptif bagaimana pelaksanaan *joint promotion* pada program Wisata Museum. Penelitian ini bersifat kualitatif-deskriptif dalam konteks sosiokultural dan menggunakan metode studi kasus. Obyek penelitian adalah para pengurus museum-museum yang terlibat dalam Wisata Museum selama periode 2008-2016 serta teks saluran komunikasi program Wisata Museum berupa media promosi dalam bentuk brosur dan situs web. Penelitian diadakan di pulau Jawa dikarenakan museum-museum rekanan berada di kota-kota besar di Jawa, yaitu DKI Jakarta, Bandung, Surakarta, dan Surabaya. Penelitian berlangsung selama 9 bulan semenjak November 2015 hingga Juli 2016. Analisa data berdasarkan indikator-indikator dari konsep (a) promosi destinasi wisata museum, (b) *joint promotion*, (c) media promosi destinasi wisata, dan (d) regulasi CSR, iklan, promosi, dan *sponsorship* produk tembakau.

Dari segi pelaksanaan, hasil penelitian menunjukkan bahwa *joint promotion* di program Wisata Museum direncanakan dengan cermat, terselenggara dengan cukup baik, dan memenuhi sebagian besar kriteria promosi destinasi wisata yang ideal. Semua rekanan memiliki tujuan yang relatif sama dan bisa menerima latar belakang Museum HoS dari perusahaan rokok. Kesemua museum rekanan merasakan dampak positif/keuntungan dari program ini. Arus informasi di program berjalan lancar walau cenderung hanya terjadi di antara Museum HoS dan masing-masing rekanan. Brosur dan situs web sebagai media promosi keluaran program ini memenuhi mayoritas kriteria media promosi wisata yang ideal. Selama pelaksanaan program ditemukan *brand image* rokok minimal sehingga program Wisata Museum tak bisa dibilang sebagai iklan/promosi rokok terselubung. Program ini lebih menunjukkan komitmen pelaksanaan filosofi “tiga tangan” dari perusahaan induk Museum HoS. Beberapa kekurangan program adalah kurangnya informasi identitas program Wisata Museum di media promosi, tidak adanya evaluasi program yang menyeluruh, promosi pendukung program relatif sedikit sehingga memerlukan dukungan promosi lebih banyak agar bisa menjangkau lebih banyak orang, kurangnya respons khalayak pada situs web, perencanaan program tidak diawali dengan riset khalayak sasaran, dan pemikiran yang mendasari program cenderung *organisation-centered*. Sesuai tujuannya, program Wisata Museum mampu menggugah museum rekanan berbenah agar layak menjadi destinasi wisata. Namun tidak adanya evaluasi program yang menyeluruh menyulitkan untuk menilai apakah telah berhasil dalam mengembangkan museum-museum sebagai destinasi wisata, atau tidak.

Kata kunci: *joint promotion*, program Wisata Museum, destinasi wisata.

ABSTRACT

Joint promotion is a relatively complex work and requires cooperation and agreement of all parties involved. Museum HOS as program inisiator and all museum partners involved in the joint promotion Wisata Museum program have a variety of backgrounds and interests that affect the cooperation. This study tried to analyze descriptively how joint promotion implemented at the Wisata Museum program. This study was qualitative-descriptive in the sociocultural context and using the case study method. The study objects were the managers of the museums involved in the Wisata Museum Program during year 2008-2016 and the program's text communication channels in the form of brochures and a website. Research was conducted on Java island due to the fact that all museum partners are located in big cities of Java: Jakarta, Bandung, Surakarta and Surabaya. Research was lasted 9 months since November 2015 to July 2016. The data was analysed based on indicators of concept, which were (a) the promotion of tourism destinations museum, (b) joint promotion, (c) media promotion of tourist destinations, and (d) the regulation of CSR, advertising , promotion and sponsorship of tobacco products.

In terms of implementation, study results showed that the joint promotion Wisata Museum program was carefully planned, held quite well and meets most of the ideal tourist destination promotion. All partners had relatively similar goals and bear no objection to Museum HoS background from a tobacco company. All museum partners benefited or received positive impact from this program. Information flow during the program ran smoothly despite tends only happened between Museum HOS and each partner. The program brochures and website met the majority of ideal tourism promotion media criteria. Minimal brand image was found during the program implementation so the program couldn't be said as a cigarette advertising/promotion in disguise. Otherwise, this program demonstrated the Museum HoS parent company's commitment to its "three hands" philosophy. Some drawbacks lies in the lack of identity information in media promotion of Wisata Museum program, the program never have any comprehensive evaluation, the program is lacking from promotional efforts hence it requires more in order to be more known, the lack of audience access on the website, the program planning wasn't based on any target audience research, and the rationale underpinning the program tend to be organization-centered. Fit to it's purpose, results showed that the program was able to arouse need-of-improvements awareness to be a better tourist destination on its museum partners. However, the absence of a thorough evaluation of the program makes it difficult to assess whether it has succeeded in developing museums as a tourism destination or not.

Keywords: joint promotion, Wisata Museum program, tourism destination.