

## ABSTRAK

### REPOSISI PELAKSANAAN KAMPANYE KOMUNIKASI PARIWISATA DI MASA PANDEMI COVID-19 (STUDI KASUS PROGRAM *VISIT BATANG* 2022 – *HEAVEN OF ASIA* OLEH PEMERINTAH KABUPATEN BATANG)

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Kabupaten Batang mengembangkan destinasi wisata untuk memajukan sektor pariwisata sebagai basis ekonomi daerah. Oleh karena itu, Kabupaten Batang mencanangkan kampanye komunikasi pariwisata *Visit Batang 2022 – Heaven of Asia* sejak tahun 2017. Dalam sekian tahun berjalan, berbagai perkembangan telah terjadi salah satunya pandemi COVID-19 yang datang mengubah tatanan kehidupan. Tentunya dalam penerapan program kampanye tersebut, ada penyesuaian dalam perencanaan hingga realisasinya. Dari sini, perlu dilakukan perumusan ulang dan evaluasi terhadap program yang disebut reposisi agar tujuan utama tetap tercapai.

Dari latar belakang tersebut, peneliti mengajukan rumusan masalah yaitu bagaimana reposisi pelaksanaan program kampanye *Visit Batang 2022 – Heaven of Asia* di masa pandemi COVID-19. Adapun tujuan yang ingin dicapai adalah untuk menganalisis reposisi pelaksanaan program kampanye *Visit Batang 2022 – Heaven of Asia* di masa pandemi COVID-19. Dengan menggunakan model kampanye Ostergaard (2002), penelitian ini berusaha menganalisis penerapan program tersebut dari tahap pra-kampanye, pengelolaan, dan pasca-kampanye. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus yang dilakukan di Kabupaten Batang selama tiga bulan, dari bulan Juli-September 2021. Sumber data diambil dengan menggunakan teknik purposive sampling dan teknik *snowball* dengan delapan (8) informan.

Hasil penelitian menunjukkan bahwa terjadi reposisi pelaksanaan kampanye yang telah dan akan menjurus kepada sektor industri, namun sektor pariwisata tetap dimaksimalkan. Selain itu, temuan penelitian didapati bahwa program kampanye tetap berjalan dengan beberapa penyesuaian seperti (1) analisis kondisi awal pandemi; (2) pesan reposisi program kampanye; (3) pelaku dan pelaksana kampanye; (4) penggunaan media dan pemilihan segmentasi; dan (5) evaluasi efek pelaksanaan kampanye.

***Kata kunci: Kampanye komunikasi pariwisata, reposisi, Visit Batang 2022-Heaven of Asia, pandemi COVID-19***

## **ABSTRACT**

### **REPOSITIONING THE IMPLEMENTATION OF TOURISM COMMUNICATION CAMPAIGN DURING COVID-19 PANDEMIC (CASE STUDY OF VISIT BATANG 2022 – HEAVEN OF ASIA PROGRAM BY THE GOVERNMENT OF BATANG REGENCY)**

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*Batang Regency develops tourist destinations to advance the tourism sector as a regional economic base. Therefore, Batang Regency has launched a tourism communication campaign called “Visit Batang 2022 – Heaven of Asia” since 2017. In the past few years, various developments have occurred, one of which is the COVID-19 pandemic that broke out and changed the order of life. Certainly, in the implementation of the campaign program, there are adjustments in planning until its realization. Hence, it is necessary to reformulate and evaluate the campaign program which is then called repositioning so that the main objectives can still be achieved.*

*On this background, the researcher proposes a problem formulation, namely how to reposition the implementation of the Visit Batang 2022 – Heaven of Asia campaign program during the COVID-19 pandemic. The purpose of this research is to analyze the repositioning of the Visit Batang 2022 – Heaven of Asia campaign program during the COVID-19 pandemic. Using the campaign model of Ostergaard (2002), this study attempts to analyze the implementation of the program from the pre-campaign, management, and post-campaign stages. This research uses a qualitative approach with a case study method that will be carried out in Batang Regency for three months, from July-September 2021. The data sources are taken using purposive sampling and snowball techniques with (8) eight informants.*

*The results show that there has been a repositioning of campaigns that have been and will be carried out to the industrial sector, but under the notes that the tourism sector is still being maximized. In addition, the research findings found that the campaign program was still running with several adjustments, such as (1) analysis of the initial conditions of the pandemic; (2) campaign program repositioning messages; (3) campaign actors and implementers; (4) media use and segmentation selection; and (5) evaluation of the effect of the implementation of the campaign.*

**Keywords: Tourism communication campaign, repositioning, Visit Batang 2022-Heaven of Asia, COVID-19 pandemic**



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