

ABSTRAK

MAWAR TERESA AL MAIDAH DOLOKSARIBU. Strategi *Branding* Destinasi Wisata Meat. Dibimbing oleh Prof. Dr. M. Yuwana Marjuka dan Asmara Wildani Pasaribu S.Sos,M.M

Brand adalah identitas atau tanda pengenal bagi sebuah destinasi. Desa Meat berusaha untuk menciptakan sebuah strategi *brand* dalam bentuk nama, logo dan tagline bagi destinasi wisata Meat. Mengingat masyarakat desa tidak mengetahui ataupun mengenal *brand* destinasi wisata mereka, minimnya penggunaan secara administratif dan *brand* tersebut tidak memiliki makna yang jelas. Penelitian ini bertujuan untuk mengetahui hasil tahapan strategi *destination branding* yang dilakukan destinasi wisata Meat. Penelitian ini menggunakan metode penelitian Kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan dengan cara *focus group disccusion* (FGD), wawancara dan dokumentasi. Adapun hasil penelitian destinasi wisata Meat yaitu melakukan lima tahapan strategi *destination branding* dalam merancang *brand* destinasi yaitu pemetaan potensi wisata berdasarkan daya tarik yang dimiliki oleh Desa Meat yaitu atraksi wisata, aksesibilitas, amenitas sebagai upaya menyusun dan memilih komponen *brand*. Pengembangan *brand* berdasarkan identitas Desa Meat yaitu alam, budaya serta aktivitas Desa Meat untuk membentuk citra serta mampu mencerminkan jati diri dari sebuah destinasi, konsep *launching brand* Desa Meat dengan menjalin kerjasama bersama masyarakat, Rumah Karya Indonesia dan *event*. Tidak hanya itu, adapun proses dalam memperkenalkan *brand* kepada masyarakat melalui tiga cara yakni sosialisasi, rapat, *door to door*, sosial media seperti grup whatsapp masyarakat, Implementasi *brand* pada pelaksanaan *event*, sosial media, pamflet/spanduk, serta souvenir seperti kaos, stiker dan lainnya. Strategi *branding* yang telah diterapkan destinasi wisata Meat yaitu penggunaan *brand* pada setiap promosi melalui sosial media Desa Meat, menciptakan konten-konten lebih kreatif dan menarik seputar *brand* Desa Meat serta memantau dan mengevaluasi agar membentuk dan mengangkat citra serta meningkatkan jumlah kunjungan wisatawan. Sehingga perlu adanya strategi *destination branding* destinasi wisata Meat.

Kata Kunci: *Brand*, Strategi *Branding*, Destinasi Wisata

ABSTRACT

MAWAR TERESA AL MAIDAH DOLOKSARIBU. Meat Tourism Destination Branding Strategy. Supervised by Prof. Dr. M. Yuwana Marjuka and Asmara Wildani Pasaribu S.Sos, M.M

A brand is the identity or identifying mark of a destination. Meat Village is attempting to create a brand strategy in the form of a name, logo, and tagline for its meat tourism destination. Considering that the village community is unaware of or familiar with their tourism destination brand, its administrative use is minimal, and the brand lacks a clear meaning, this study aims to determine the results of the destination branding strategy stages implemented by Meat Tourism Destination. This study uses a qualitative research method with a descriptive approach. Data collection was carried out through focus group discussions (FGDs), interviews, and documentation. The results of the meat tourism destination research are to carry out five stages of destination branding strategy in designing a destination brand, namely Mapping tourism potential based on the attractions owned by Meat Village, namely tourist attractions, accessibility, amenities as an effort to compile and select brand components, Brand development based on the identity of Meat Village, namely Nature, Culture and Meat Village activities to form an image and be able to reflect the identity of a destination, the concept of launching the Meat Village brand by collaborating with the community, Indonesian work houses and events. Not only that, the process of introducing the brand to the community through three ways, namely Socialization, meetings, Door to door, social media such as community WhatsApp groups, Brand implementation in event implementation, social media, pamphlets/banners and souvenirs such as t-shirts, stickers and others as well as branding strategies that have been implemented by meat tourism destinations, namely the use of brands in every promotion through Meat Village social media, Creating more creative and interesting content about the Meat Village brand and monitoring and evaluating in order to form and lift the image and increase the number of tourist visits. So there needs to be a destination branding strategy for meat tourism destinations.

Keywords: *Brand, Branding Strategy, Tourist Destination*