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Analisa Strategi Komunikasi Pemasaran *Business-To-Business Philippines Department Of Tourism* Dalam Promosi Pariwisata Filipina Di Indonesia Tahun 2017

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ABSTRAK

Indonesia adalah salah satu dari lima pasar berkembang dengan potensi kelas menengah terbaik. Hal ini membawa tren positif perkembangan dalam dunia jasa khususnya industry jasa pariwisata. Melihat peluang besar pasar Indonesia untuk dikembangkan dan ditingkatkan departemen pariwisata Filipina melalui *Phillipines Department of Tourism* (PDOT) melakukan kegiatan promosi secara global. Hal ini dilakukan melalui komunikasi pemasaran B2B yang dilakukan melalui kerjasama PDOT Pusat dengan PDOT di Indonesia dengan para travel agent.

Persaingan di pasar jasa yang ditawarkan oleh industry pariwisata ini menekankan pada pentingnya strategi komunikasi pemasaran. Teori Chris Fill menyebutkan pemasaran merupakan sebuah proses yang mencakup sasaran pasar, keinginan pasar dan proses pengembangan produk maupun jasa untuk memenuhi secara keseluruhan melalui bantuan proses komunikasi.

Strategi komunikasi menurut Kotler, mencakup perencanaan, implementasi dan evaluasi. Ketiga proses ini menjadi alur komunikasi pemasaran business-to-business yang dijalankan PDOT di Indonesia. Elemen bauran pemasaran B2B digunakan sebagai metode pendekatan PDOT Indonesia terhadap para mitra kerja yakni travel agent.

Peneiti menggunakan paradig post-positivisme dalam menyusun penelitian ini. Secara kualitatif deskriptif peneliti menjabarkan dan menyajikan penelitian melalui observasi lapangan dan melakukan wawancara mendalam kepada pihak PDOT di Indonesia. Pengumpulan data-data terkait kegiatan PDOT di Indonesia pun dilakukan guna memperkuat hasil penelitian.

Hasil penelitian menunjukkan sejumlah kegiatan promosi B2B yang dilakukan PDOT di Indonesia menghasilkan dampak signifikan terhadap awareness dan peningkatan jumlah outbound travelers Indonesia ke Filipina. Personal selling yang merupakan elemen pemasaran B2B memiliki peran penting dalam hal menjalin relasi dan meningkatkan awareness travel agent dalam promosi wisata Filipina di Indonesia.

Kata Kunci: *strategi komunikasi, pemasaran B2B, promosi, wisata Filipina*



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ABSTRACT

Indonesia is one of the five developing markets with the best middle class potential. This brings a positive trend in developments in the world of services, especially the tourism services industry. Seeing the great opportunity of the Indonesian market to be developed and enhanced by the Philippine tourism department through the Philippines Department of Tourism (PDOT) to carry out promotional activities globally. This is done through B2B marketing communications conducted through the collaboration of the PDOT Center with PDOT in Indonesia with the travel agents.

Competition in the service market offered by the tourism industry emphasizes the importance of marketing communication strategies. Chris Fill's theory states that marketing is a process that includes market objectives, market desires and the process of developing products and services to fulfill the whole through the help of the communication process.

Communication strategy according to Kotler, includes planning, implementation and evaluation. These three processes become the business-to-business marketing communication channel run by PDOT in Indonesia. B2B marketing mix elements are used as a method of approaching PDOT Indonesia towards partners, namely travel agents.

Researchers use the post-positivism paradigm in compiling this research. Qualitatively descriptive, the researcher described and presented research through field observations and conducted in-depth interviews with PDOT in Indonesia. The collection of data related to PDOT activities in Indonesia was carried out to strengthen the results of the research.

The results showed that a number of B2B promotional activities carried out by PDOT in Indonesia had a significant impact on awareness and an increase in the number of outbound Indonesian travelers to the Philippines. Personal selling which is a B2B marketing element has an important role in terms of establishing relationships and increasing awareness of travel agents in promoting tourism in the Philippines in Indonesia.

Keywords: communication strategy, B2B marketing, promotion, Philippine tourism