

ABSTRAK

Skripsi dengan judul “Strategi Pemasaran Wisata Edukasi Kampung Tani Tulungagung Dalam Meningkatkan Minat Wisatawan” yang ditulis oleh Mochamad Zulfika Nakhroni NIM. 126407213122 Fakultas Ekonomi dan Bisnis Islam, Jurusan Bisnis dan Manajemen, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dibimbing oleh Citra Mulya Sari, S.E. Sy., M.E.

Kata Kunci: Kampung Tani Tulungagung, Marketing Mix, Minat Wisatawan, Strategi Pemasaran, Wisata Edukasi

Wisata Edukasi Kampung Tani Tulungagung merupakan wisata berbasis edukasi. Hingga saat ini, Wisata Edukasi Kampung Tani tetap berdiri dan menjadi tempat belajar sekaligus rekreasi bagi Masyarakat. Akan tetapi meskipun berbagai program dan kegiatan yang menarik telah disiapkan, masih terdapat kesenjangan antara potensi yang dimiliki dengan tingkat kunjungan wisatawan yang datang.

Tujuan penelitian ini adalah untuk: 1) mendeskripsikan perencanaan strategi pemasaran wisata edukasi kampung tani Tulungagung dalam meningkatkan wisatawan, 2) mendeskripsikan penerapan strategi wisata edukasi kampung tani Tulungagung dalam meningkatkan kunjungan wisatawan, dan 3) mendeskripsikan faktor pendukung dan penghambat yang dihadapi wisata edukasi kampung tani Tulungagung dalam meningkatkan wisatawan

Pendekatan ini adalah kualitatif dengan jenis penelitian analisis deskriptif pada Wisata Edukasi Kampung Tani Tulungagung. Data diperoleh melalui wawancara, observasi langsung, dan dokumentasi. Teknik analisis data yang digunakan yaitu konsep Miles dan Huberman. Kondensasi data, penyajian data, penarikan kesimpulan dan verifikasi. Pengecekan keabsahan temuan dilakukan dengan perpanjangan keikutsertaan dan triangulasi sumber.

Hasil penelitian menunjukkan bahwa; 1) Perencanaan strategi pemasaran wisata edukasi Kampung Tani Tulungagung menunjukkan pendekatan unik melalui penggabungan antara wisata edukatif dan rekreatif berbasis alam dan kearifan lokal. Dengan menyasar semua kalangan usia serta menawarkan pengalaman belajar yang menyenangkan dan bermakna. 2) Penerapan strategi pemasaran 7P yang mencakup aspek produk, harga, tempat, promosi, proses, orang, dan fasilitas fisik telah berjalan cukup efektif. Penawaran produk yang edukatif, harga yang terjangkau, lokasi strategis, promosi aktif melalui media sosial dan komunitas, sistem pelayanan yang tertata, fasilitator yang kompeten, serta fasilitas pendukung yang terus ditingkatkan menjadi kekuatan utama dalam menarik dan mempertahankan minat wisatawan Kampung Tani Tulungagung. 3) Strategi pemasaran Kampung Tani Tulungagung didukung oleh potensi alam yang melimpah, strategi promosi diferensiatif, dan keterlibatan komunitas lokal. Kendala yang dihadapi yaitu promosi yang belum maksimal, keterbatasan lahan yang luasnya hanya 2 hektar, serta pengelolaan anggaran yang masih terpusat. Pengelola menerapkan strategi seperti peningkatan promosi digital, perencanaan bertahap, evaluasi berkelanjutan, serta upaya perbaikan manajemen anggaran.

ABSTRACT

Thesis entitled "Marketing Strategy for Educational Tourism in Tulungagung Farmer Village in Increasing Tourist Interest" written by Mochamad Zulfika Nakhroni NIM. 126407213122 Faculty of Islamic Economics and Business, Department of Business and Management, Sayyid Ali Rahmatullah State Islamic University of Tulungagung supervised by Citra Mulya Sari, SE Sy., ME

Keywords: Kampung Tani Tulungagung, Marketing Mix, Tourist Interest, Marketing Strategy, Educational Tourism

Educational Tourism in Tulungagung Farmer Village is an educational-based tourism. Until now, Educational Tourism in Tulungagung Farmer Village still stands and is a place of learning and recreation for the community. However, although various interesting programs and activities have been prepared, there is still a gap between the potential owned and the level of tourist visits that come.

The purpose of this study is to: 1) describe the planning of educational tourism marketing strategies in Tulungagung farmer villages in increasing tourists, 2) describe the implementation of educational tourism strategies in Tulungagung farmer villages in increasing tourist visits, and 3) describe the supporting and inhibiting factors faced by educational tourism in Tulungagung farmer villages in increasing tourists.

The research method used in this study is qualitative with a descriptive analysis research type on the Kampung Tani Tulungagung Educational Tourism. Data were obtained through interviews, direct observation, and documentation. The data analysis technique used was the Miles and Huberman concept. Data condensation, data presentation, conclusion drawing and verification. Validation of findings is done by extending participation and triangulation of sources.

The results of the study indicate that; 1) The planning of the Kampung Tani Tulungagung educational tourism marketing strategy shows a unique approach through a combination of educational and recreational tourism based on nature and local wisdom. By targeting all ages and offering a fun and meaningful learning experience. 2) The implementation of a marketing strategy based on a marketing mix (marketing mix 7P) which includes aspects of product, price, place, promotion, process, people, and physical facilities has been quite effective. Offering educational products, affordable prices, strategic locations, active promotions through social media and communities, a well-organized service system, competent facilitators, and supporting facilities that continue to be improved are the main strengths in attracting and maintaining the interest of tourists to Kampung Tani Tulungagung. 3) The Kampung Tani Tulungagung marketing strategy is supported by abundant natural potential, differential promotion strategies, and local community involvement. The obstacles faced are less than optimal promotion, limited land area of only 2 hectares, and centralized budget management. The management implements strategies such as increasing digital promotion, gradual planning, continuous evaluation, and efforts to improve budget management.