

ABSTRAK

Penelitian ini dilatarbelakangi oleh sebuah fenomena pasang surutnya kunjungan wisatawan pada destinasi wisata sejarah dan budaya Kota Blitar, khususnya Makam Bung Karno dan Istana Gebang. Pasang surut tersebut terjadi pada rentang tahun 2022 hingga awal 2025. Menurut Dinas Kebudayaan dan Pariwisata Kota Blitar naik turunnya jumlah kunjungan tersebut dikarenakan banyaknya wisata baru yang menjadi perhatian masyarakat. Maka, Disbudpar perlu mengevaluasi strategi promosi wisata agar jumlah kunjungan tersebut kembali stabil dan terus meningkat serta memperbaiki citra Kota Blitar sebagai Kota Sejarah. Tujuan dari penelitian ini diharapkan dapat memberikan sumbangsih keilmuan mengenai implementasi RACE (*Research, Action, Communicaton, Evaluation*) khususnya pada promosi sektor pariwisata.

Metode penelitian yang digunakan yakni metode kualitatif dengan jenis penelitian studi kasus. Data diperoleh dari hasil wawancara, observasi, dan dokumentasi di lokasi penelitian yakni Disbudpar Kota Blitar serta dokumen-dokumen instansi. Hasil Penelitian ini menunjukkan, bahwa dalam mempromosikan wisata sejarah dan budaya Kota Blitar, Disbudpar menerapkan komponen-komponen RACE seperti melakukan riset terhadap fenomena yang terjadi, kemudian membuat perencanaan strategi promosi. Selanjutnya, Disbudpar melakukan promosi dengan menerapkan pembuatan media cetak berupa leaflet dan media digital seperti website resmi [visitblitar](http://visitblitar.com) dan media sosial instagram serta Tiktok. Tahap terakhir yakni melakukan evaluasi terhadap promosi yang telah dilakukan dengan rentang waktu satu minggu hingga satu bulan sekali.

Kata Kunci: RACE (*Research, Action, Communicaton, Evaluation*), Pariwisata Sejarah, Strategi Promosi, Kota Blitar, Dinas Kebudayaan dan Pariwisata

ABSTRACT

This research is based on the phenomenon of fluctuating tourist visits to historical and cultural tourism destinations in Blitar City, particularly to the Tomb of Bung Karno and Istana Gebang. These fluctuations occurred between 2022 and early 2025. According to the Department of Culture and Tourism of Blitar City, the rise and fall in visitor numbers are due to the emergence of many new tourist attractions that have drawn public attention. Therefore, the department needs to evaluate its tourism promotion strategies to stabilize and increase visitor numbers, as well as to enhance the image of Blitar City as a Historical City.

The aim of this study is to contribute to academic knowledge regarding the implementation of the RACE model (Research, Action, Communication, Evaluation), particularly in the promotion of the tourism sector. The research method used is qualitative with a case study approach. Data were collected through interviews, observations, and documentation at the research site, namely the Department of Culture and Tourism of Blitar City, as well as through institutional documents. The results of the study show that in promoting historical and cultural tourism in Blitar City, the department applies the RACE components by conducting research on emerging phenomena, followed by planning promotional strategies. Subsequently, the department implements promotional actions by producing print media such as leaflets and digital media through the official website [visitblitar](#) and social media platforms such as Instagram and TikTok. The final stage involves evaluating the implemented promotional efforts, which is carried out weekly or monthly.

Keywords: *RACE (Research, Action, Communication, Evaluation), Historical Tourism, Promotion Strategy, Blitar City, Department of Culture and Tourism*