

ABSTRAK

Skripsi dengan judul “Implementasi Digital Marketing dan Pengaruhnya terhadap Pengalaman Wisatawan Gen Z dalam Menggunakan Jasa Biro PT. Ferrari Tour Kediri”. Ditulis oleh Yusita Virdian Ayu Lestari, NIM. 1860407221003 Jurusan Pariwisata Syariah, Pembimbing Uswatun Nafi’ah, M.M.

Kata Kunci: Pengalaman Wisatawan, Digital Marketing.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital dan media sosial yang semakin pesat yang mendorong pelaku usaha pariwisata memanfaatkan digital marketing sebagai strategi promosi dan komunikasi dengan konsumen. PT. Ferrari *Tour and Travel* Kediri merupakan salah satu biro perjalanan wisata yang aktif menggunakan media sosial seperti TikTok dalam mempromosikan paket wisata serta menarik minat wisatawan.

Fokus penelitian ini adalah: (1) Bagaimana implementasi *digital marketing* yang dilakukan oleh PT. Ferrari *Tour and Travel* Kediri melalui platform TikTok dalam mempromosikan layanan perjalanan wisata? (2) Bagaimana pengalaman yang dirasakan wisatawan gen Z dalam menggunakan jasa layanan PT. Ferrari *Tour and Travel* Kediri? Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dokumentasi, dan survei kepuasan wisatawan. Informan dalam penelitian ini terdiri dari tim marketing, admin, serta wisatawan Gen Z yang pernah mengikuti perjalanan wisata bersama PT. Ferrari *Tour and Travel* Kediri.

Hasil penelitian menunjukkan bahwa: (1) PT. Ferrari *Tour and Travel* Kediri telah mengimplementasikan digital marketing melalui pemanfaatan media sosial sebagai sarana promosi, komunikasi, dan penyebaran informasi wisata. Strategi yang dilakukan meliputi pembuatan konten video perjalanan, dokumentasi wisata, penggunaan testimoni wisatawan, serta interaksi aktif dengan konsumen melalui platform digital. (2) Digital marketing yang diterapkan PT. Ferrari *Tour and Travel* Kediri memberikan pengaruh positif terhadap pengalaman wisatawan Gen Z.

ABSTRACT

The thesis titled “The Implementation of Digital Marketing and Its Impact on Gen Z Tourist Experience in Using the Services of PT. Ferrari Tour Kediri.” Written by Yusita Virdian Ayu Lestari, Student NIM. 1860407221003, Islamic Tourism Departement, Supervisor: Uswatun Nafi’ah, M.M.

Keywords: Digital Marketing. Tourist Experience.

This study was motivated by the rapid development of digital technology and social media, which has encouraged tourism businesses to utilize digital marketing as a strategy for promotion and communication with consumers. PT. Ferrari Tour and Travel Kediri is a travel agency that actively uses social media platforms such as TikTok to promote travel packages and attract tourists.

The focus of this study is: (1) How does PT. Ferrari Tour and Travel Kediri implement digital marketing through the TikTok platform to promote its travel services? (2) What are the experiences of Gen Z tourists after using the services of PT. Ferrari Tour and Travel Kediri? This study employs a qualitative approach with a descriptive research design. Data collection techniques included interviews, observations, documentation, and a tourist satisfaction survey. Informants in this study consisted of the marketing team, administrative staff, and Gen Z tourists who had previously participated in tours organized by PT. Ferrari Tour and Travel Kediri.

The results of the study show that: (1) PT. Ferrari Tour and Travel Kediri has implemented digital marketing by utilizing social media as a means of promotion, communication, and dissemination of tourism information. The strategies employed include creating travel video content, documenting travel experiences, using traveler testimonials, and actively engaging with customers through digital platforms. (2) The digital marketing implemented by PT. Ferrari Tour and Travel Kediri has a positive impact on the travel experiences of Gen Z travelers.