

ABSTRAK

KONSEP STRATEGI *INTEGRATED MARKETING COMMUNICATION* DALAM UPAYA MENINGKATKAN MINAT KUNJUNGAN WISATA EDUKATIF KAMPUNG LALI GADGET SIDOARJO.

Febia Idillio Masyufi

[e-mail : febia.idillio.masyufi-2020@fe.um-surabaya.ac.id](mailto:febia.idillio.masyufi-2020@fe.um-surabaya.ac.id)

Tujuan dari penelitian ini adalah untuk mengetahui konsep strategi *Integrated Marketing Communication* yang di gunakan oleh Kampung *Lali Gadget*, hambatan apa saja yang dialami, upaya seperti apa dalam meningkatkan minat kunjungan, serta perbaikan seperti apa yang bisa peneliti lakukan guna membantu tempat wisata edukatif ini. Jenis penelitian yang digunakan adalah deskriptif dan pendekatan penelitian kualitatif, sumber data diperoleh melalui wawancara mendalam pada pendiri Kampung *Lali Gadget*, anggota tiap divisi, warga sekitar serta beberapa pengunjung. Penelitian ini menggunakan teori *Integrated Marketing Communication*. Hasil pada penelitian ini menunjukkan bahwa Konsep strategi *Integrated Marketing Communication* yang sudah dilakukan Kampung *Lali Gadget* yakni berdasarkan bauran promosi yang sudah efektif hanya personal selling dan juga hubungan masyarakat. Mereka juga menerapkan periklanan, promosi penjualan dan *Direct Marketing* namun belum optimal. Hambatan dalam penerapan Konsep strategi *Integrated Marketing Communication* yang sudah dilakukan Kampung *Lali Gadget* berupa kurangnya sumber daya manusia (SDM) yang memenuhi dan kompeten di bidangnya masing-masing sehingga satu anggota bisa melakukan beberapa pekerjaan rangkap, konten media sosial yang kurang relevan dan inovasi karena keterbatasan SDM, serta kurangnya perhatian dan bantuan dari pemerintah daerah setempat sehingga pengembangan Kampung Lali Gadget belum bisa maksimal.

Kata Kunci: *Integrated Marketing Communication, Promotion Mix, Minat Kunjungan, Pariwisata*

ABSTRACT

CONCEPT OF INTEGRATED MARKETING COMMUNICATION STRATEGY IN AN EFFORT TO INCREASE INTEREST IN EDUCATIONAL TOURISM VISITS IN LALI GADGET KAMPUNG, SIDOARJO

Febia Idillio Masyufi

[e-mail : febia.idillio.masyufi-2020@fe.um-surabaya.ac.id](mailto:febia.idillio.masyufi-2020@fe.um-surabaya.ac.id)

The purpose of this research is to find out the concept of the Integrated Marketing Communication strategy used by Lali Gadget Kampung, what obstacles are experienced, what kind of efforts to increase interest in visiting, and what kind of improvements researchers can make to help educational tourist attractions This. The type of research used is a descriptive and qualitative research approach, data sources were obtained through in-depth interviews with the founder of Kampung Lali Gadget, members of each division, local residents and several visitors. This research uses Integrated Marketing Communication theory. The results of this research show that the Integrated Marketing Communication strategy concept that has been implemented by Kampung Lali Gadget is based on a promotional mix that is effective, only personal selling and public relations. They also implement advertising, sales promotions and Direct Marketing but this is not optimal. Obstacles in implementing the Integrated Marketing Communication strategy concept that has been implemented by Kampung Lali Gadget include a lack of human resources who are adequate and competent in their respective fields so that one member can do multiple jobs, social media content that is less relevant and innovative due to limited human resources, as well as a lack of attention and assistance from the local government so that Kampung Lali Gadget development cannot be maximized.

Keywords: Integrated Marketing Communication, Promotion Mix, Interest in Visits, Tourism