

ABSTRAK

Ikhwan Aulia, Diana Rina, dan Syukri. *Marketing Communication* Pantai Punagaan di Desa Patilereng Kecamatan *Marketing Communication* Pantai Punagaan di Desa Patilereng Kecamatan Bontosikuyu Kabupaten Kepulauan Selayar (Badan Usaha Milik Desa dalam Menarik Wisatawan).

Komunikasi pemasaran adalah strategi perusahaan untuk menyampaikan pesan kepada target pasarnya. Tujuannya adalah untuk menginformasikan, membujuk, dan mengingatkan konsumen tentang produk dan merek yang dijual. Berdasarkan hal tersebut, kajian penelitian ini bertujuan mendeskripsikan dan menjelaskan *Marketing Communication* Pantai Punagaan di Desa Patilereng Kecamatan Bontosikuyu Kabupaten Kepulauan Selayar (Badan Usaha Milik Desa dalam Menarik Wisatawan).

Penelitian ini menggunakan metode kualitatif untuk mendeskripsikan dan menjelaskan pengaruh pemaksimalan *Marketing Communication* dalam menggait wisatawan. Berdasarkan hasil penelitian Pantai Punagaan menggunakan 5 (lima) strategi *marketing communication* yaitu, iklan informatif, iklan persuasif, acara dan pengalaman, publisitas serta promosi dari mulut ke mulut (*word of mouth*) sehingga masih terbilang dalam kategori pengembangan strategi komunikasi pemasaran yang komprehensif.

Hambatan *marketing communication* diantaranya ada hambatan fisik berupa kondisi ekologis, hambatan semantik berupa strategi komunikasi yang tidak efektif, dan hambatan mekanis yaitu kurangnya promosi di media sosial. Namun ada beberapa strategi *marketing communication* yang dapat dilakukan yaitu identitas *brand* yang konsisten, strategi pemasaran digital yang agresif, BUMDES bekerjasama dengan agen perjalanan, peningkatan hubungan masyarakat, penggunaan user generated content, dukungan infrastruktur dan aksesibilitas, dan evaluasi dan pengembangan lanjutan.

Kata kunci : *Marketing Communication*, Badan Usaha Milik Desa

ABSTRACT

Ikhwan Aulia, Diana Rina, and Syukri. *Marketing Communication of Punagaan Beach in Patilereng Village, Bontosikuyu District, Selayar Islands Regency (The Role of Village-Owned Enterprises in Attracting Tourists).*

Marketing communication is a corporate strategy used to convey messages to its target market. Its purpose is to inform, persuade, and remind consumers about the products and brands being offered. Based on this premise, this study aims to describe and explain the marketing communication of Punagaan Beach in Patilereng Village, Bontosikuyu District, Selayar Islands Regency, particularly the role of Village-Owned Enterprises in attracting tourists.

This research employs a qualitative method to describe and explain the impact of optimizing marketing communication in attracting tourists. The findings indicate that Punagaan Beach implements five marketing communication strategies, namely informative advertising, persuasive advertising, events and experiences, publicity, and word-of-mouth promotion. These strategies demonstrate a relatively comprehensive development of marketing communication practices.

The barriers to marketing communication include physical barriers in the form of ecological conditions, semantic barriers related to ineffective communication strategies, and mechanical barriers such as the lack of promotion through social media. However, several marketing communication strategies can be implemented to address these challenges, including maintaining a consistent brand identity, adopting aggressive digital marketing strategies, establishing cooperation between Village-Owned Enterprises and travel agencies, strengthening public relations, utilizing user-generated content, improving infrastructure and accessibility, and conducting continuous evaluation and further development.

Keywords: Marketing Communication, Village-Owned Enterprises

