

ABSTRAK

Fitrah Yasinta, Strategi *Destination Branding* Agrowisata Sebagai Upaya Membangun Citra Desa Wisata (Studi Kasus Pada Agrowisata Agricamp Papayan, Kabupaten Tasikmalaya)

Desa Papayan merupakan salah satu desa yang berada di Kabupaten Tasikmalaya yang memiliki sumber daya alam pertanian yang subur. Sebagai desa agraris, Desa Papayan memanfaatkan potensi lokal menjadi destinasi wisata berbasis pertanian yang berfokus pada budi daya tanaman sorgum. Agrowisata Agricamp Papayan menjadi strategi *branding* Desa Papayan untuk dapat meningkatkan citra dan daya tarik sebagai desa wisata.

Pada penelitian ini berfokus pada penggambaran Strategi *Destination Branding* Agrowisata Sebagai Upaya Membangun Citra Desa Wisata, melalui lima tahapan *destination branding* yaitu *market investigation, analysis, and strategic recommendation, brand identity development, brand launch and introduction, brand implementation*, dan *monitoring, evaluation, and review* yang digagas oleh Morgan dan Pritchard. Penelitian ini menggunakan paradigma konstruktivisme, pendekatan kualitatif, dan metode studi kasus, kemudian data yang diperoleh melalui observasi, wawancara, dan dokumentasi.

Hasil penelitian ini strategi *destination branding* Agrowisata Agricamp Papayan ditinjau melalui empat tahapan, yaitu pertama, *market investigation, analysis, and strategic recommendation*, Agricamp melakukan langkah-langkah analisis untuk mengetahui target wisatawan, melalui analisis kolaborasi, dan kompetitor. Kedua, *brand identity development* Agricamp mengembangkan identitas mereknya melalui identitas visual (logo, dan warna), konsep wisata, dan konten digital. Ketiga, *brand launch and introduction* Agricamp melakukan pengenalan mereknya melalui kegiatan peresmian yang mengundang wisatawan dan mitra yang kemudian dipublikasikan melalui media sosial. Keempat, *brand implementation* Agricamp mengaplikasikan identitas mereknya melalui penggunaan media digital, kemasan produk, dan kegiatan pelatihan. Kelima, *monitoring, evaluation, and review* dengan melakukan evaluasi secara periodik dan pemantauan secara *online* untuk mengetahui efektivitas *branding* yang telah dilakukan.

Berdasarkan hasil penelitian, dapat diperoleh kesimpulan bahwa Agrowisata Agricamp Papayan telah melakukan strategi *branding* sebagai destinasi wisata pertanian yang membentuk citra desa wisata Desa Papayan. Hasil penelitian ini sesuai dengan konsep *destination branding* oleh Morgan dan Pritchard.

Kata Kunci: Strategi, *Destination Branding*, Citra

ABSTRACT

Fitrah Yasinta, Agrotourism Destination Branding Strategy as an Effort to Build a Tourism Village Image (Case Study on Agricamp Papayan Agrotourism, Tasikmalaya Regency)

Papayan Village is one of the villages in Tasikmalaya Regency which has fertile agricultural natural resources. As an agricultural village, Papayan Village utilizes local potential into an agriculture-based tourist destination that focuses on sorgum cultivation. Agricamp Papayan Agrotourism is a branding strategy for Papayan Village to be able to improve its image and attractiveness as a tourist village.

This research focuses on describing the Agrotourism Destination Branding Strategy as an Effort to Build a Tourism Village Image, through five stages of destination branding, namely market investigation, analysis, and strategic recommendation, brand identity development, brand launch and introduction, brand implementation, and monitoring, evaluation, and review initiated by Morgan and Pritchard. This research uses the constructivism paradigm, qualitative approach, and case study method, then the data obtained through observation, interviews, and documentation.

The results of this study indicate that the destination branding strategy of Agricamp Papayan Agrotourism is reviewed through four stages, namely first market investigation, analysis, and strategic recommendation, Agricamp takes analytical steps to find out the target tourists, through collaboration, and competitor analysis. Second, brand identity development Agricamp develops its brand identity through visual identity (logo, and colors), tourism concept, and digital content. Third, brand launch and introduction Agricamp introduces its brand through inauguration activities that invite tourists and partners which are then publicized through social media. Fourth, brand implementation Agricamp applies its brand identity through the use of digital media, product packaging, and training activities. Fifth, monitoring, evaluation, and review by conducting periodic evaluations and online monitoring to determine the effectiveness of the branding that has been carried out.

Based on the results of the research, it can be concluded that Agricamp Papayan Agrotourism has carried out a branding strategy as an agricultural tourism destination that shapes the image of the Papayan Village tourism village. The results of this study are in accordance with the concept of destination branding by Morgan and Pritchard.

Keywords: *Strategy, Destination Branding, Image*