

ABSTRACT

DAIRI DISTRICT TOURISM IMPROVEMENT STRATEGY WITH E-COMMERCE MARKETING STRATEGY METHOD

Oleh

Monica Dwi Nanda Br. Karosekali 17103076

Taman Wisata Iman is a religious tourism object located in Sitinjo District. Dermaga Silalahi is a place to relax while enjoying the beauty of Lake Toba Silalahi. Taman Wisata Iman and Dermaga Silalahi have problems, namely fluctuating income on these tours due to an increase in the number of tourists on holidays, a decrease in the number of tourists due to the pandemic, most of the tourist attractions are still not managed properly, limited facilities and lack of use of technology to attract tourists. The purpose of this study is to recommend E-commerce Marketing Strategy and IT for Taman Wisata Iman and Dermaga Silalahi. This research has seven stages of E-Commerce Marketing Strategy to improve marketing that can compete in industry 4.0. Based on the results of the interviews, it was found that the Dairi Regency Tourism Office expects an increase in the use of technology through general and interactive E-Commerce strategies to attract tourists and increase the number of tourists. Based on the various problems that have been described, this research was carried out by compiling an E-Commerce Marketing Strategy because it is more comprehensive in all aspects and can be combined with a SWOT analysis to formulate the current situation of the organization. SWOT analysis is a method for systematically identifying various factors to formulate a strategy based on logic that can maximize strengths and opportunities as well as create weaknesses and threats. SWOT analysis is used not only to analyze the current situation, but also as a tool for formulating strategies. The results of this study are recommendations for E-commerce Marketing Strategy and IT for Taman Wisata Iman and Dermaga Silalahi..

Keywords : Dermaga Silalahi, E-Commerce Marketing Strategy, SWOT, Taman Wisata Iman