ABSTRAK

Penelitian ini bertujuan menganalisis penerapan strategi pemasaran digital, mengidentifikasi faktor pendukung dan penghambatnya, serta mengkaji pemanfaatan konten lokal dalam meningkatkan daya saing destinasi wisata Pantai Kuthang, Kabupaten Pidie Jaya, Aceh. Penelitian menggunakan pendekatan kualitatif deskriptif dengan jenis penelitian lapangan. Data diperoleh melalui wawancara semi terstruktur, observasi, dan dokumentasi. Informan penelitian berjumlah tujuh orang yang terdiri atas satu orang dari Dinas Pariwisata Kabupaten Pidie Jaya, satu orang pengelola Pantai Kuthang, dan lima orang pedagang di kawasan wisata. Data dianalisis menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa strategi pemasaran digital Pantai Kuthang belum diterapkan secara optimal. Promosi telah memanfaatkan Facebook, Instagram, dan TikTok, tetapi belum dikelola secara profesional, terencana, konsisten, dan terintegrasi. Sebagian besar informasi digital masih berasal dari unggahan pribadi pengunjung. Pengelola juga belum menggunakan data analitik untuk mengukur jangkauan, keterlibatan audiens, dan hasil pemasaran. Faktor pendukung pemasaran digital meliputi potensi keindahan pantai, kemudahan akses, kuliner hasil laut, suasana wisata keluarga bernuansa Islami, serta partisipasi masyarakat. Faktor penghambatnya meliputi keterbatasan literasi digital, sumber daya manusia, anggaran, konsistensi publikasi, dan koordinasi pengelolaan. Konten lokal berupa kuliner khas, budaya masyarakat pesisir, tradisi lokal, nilai-nilai Islami, dan aktivitas masyarakat memiliki potensi besar untuk membangun identitas destinasi. Optimalisasi perlu dilakukan melalui pembentukan akun resmi, penyusunan kalender konten, peningkatan kompetensi digital, pemanfaatan data analitik, dan penguatan kolaborasi antara pemerintah, pengelola, masyarakat, serta pelaku usaha.

Kata kunci: *pemasaran digital, daya saing, konten lokal, destinasi wisata, Pantai Kuthang.*

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ABSTRACT

This study aims to analyze the implementation of digital marketing strategies, identify their supporting and inhibiting factors, and examine the use of local content to improve the competitiveness of Kuthang Beach as a tourist destination in Pidie Jaya Regency, Aceh. This study employed a descriptive qualitative approach through field research. Data were collected through semi-structured interviews, observation, and documentation. The study involved seven informants, consisting of one representative from the Pidie Jaya Tourism Office, one Kuthang Beach manager, and five traders operating in the tourism area. The data were analyzed using the interactive model of Miles and Huberman, which includes data reduction, data presentation, conclusion drawing, and verification. The results show that the digital marketing strategy of Kuthang Beach has not been implemented optimally. Promotion has used Facebook, Instagram, and TikTok, but these platforms have not been managed professionally, consistently, systematically, or in an integrated manner. Most digital information still comes from visitors' personal posts. The management has also not used digital analytics to measure promotional reach, audience engagement, and marketing outcomes. Supporting factors include the natural beauty of the beach, easy accessibility, seafood products, an Islamic family tourism atmosphere, and community participation. Inhibiting factors include limited digital literacy, human resources, promotional budgets, publication consistency, and management coordination. Local content, including coastal cuisine, community culture, local traditions, Islamic values, and local activities, has strong potential to build a distinctive destination identity. Optimization requires an official social media account, a structured content calendar, digital skills development, the use of analytics, and stronger collaboration among the government, destination managers, local communities, and business actors.

Keywords: *digital marketing, competitiveness, local content, tourist destination, Kuthang Beach.*

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