

ABSTRAK

Media komunikasi memiliki berbagai macam media komunikasi sebagai saluran, destinasi, aksesibilitas maupun saluran media SDM dan kelembagaan pariwisata. Dalam perspektif modern, destinasi, aksesibilitas, SDM, dan kelembagaan pariwisata, serta elemen-elemen yang ada menjadi kesatuan produk pariwisata disebut destinasi yang dikemas didalam suatu brand destinasi, sehingga destinasi, aksesibilitas, SDM dan kelembagaan pariwisata jadi kesatuan produk pariwisata. Oleh karena itu penelitian ini dilakukan untuk mengetahui strategi komunikasi Dinas Parawisata Sumatera Barat dalam melakukan *branding* Di Masa *New Normal* menggunakan Media *Youtube*. Penelitian ini menggunakan metode kualitatif guna mendeskripsikan strategi komunikasi menggunakan *youtube* sedangkan teknik pengumpulan data menggunakan observasi dan wawancara mendalam. Wawancara dilakukan terhadap Pegawai Dinas Parawisata Sumatera Barat terkhususnya tim kreatif. Hasil penelitian menunjukkan bahwa terdapat 4 tahapan penggunaan *youtube* sehingga dapat di pergunakan hingga mengalami kendala dan dipergunakan secara berkelanjutan yakni : 1.Tahap Kemunculan (*Emergence*) dibentuknya *youtube* dikarenakan lomba dari Kemendagri, 2.Tahap Penggabungan (*Coalescence*) penggabungan penggunaan media *youtube* dengan media lainya seperti instagram dan facebook, 3.Tahap Formalisasi (*Bureaucratization*) terjadwalnya postingan pada media *youtube* seperti 3 kali 1 minggu, 4.Tahap Hasil Atau Penurunan (*Decline*) tidak adanya anggaran khusus untuk pengoperasian akun *youtube* Dinas Parawisata. Strategi komunikasi yang dilakukan yaitu membentuk tim khusus pengelola media-media agar berjalan dengan efektif, serta gencar mengupload video-video guna meningkatkan perhatian dan ketertarikan wisatawan dalam *youtube* juga terdapat deskripsi objek yang sedang ditayangkan.

Kata kunci : Strategi Komunikasi, Daya Tarik, Objek Wisata, *New Normal*, *Youtube*..

ABSTRACT

Communication helps tourism marketing in various marketing elements, communication plays a role both in communication media and communication content. In communication media, there are various kinds of communication media as marketing channels, destinations, accessibility and media channels for human resources and tourism institutions. In a modern perspective, the components of marketing, destinations, accessibility, human resources, and tourism institutions, as well as the existing elements become a unified tourism product in a destination that is packaged in a destination brand, so that destinations, accessibility, marketing, human resources and tourism institutions become a unified product. tourist. Therefore, this study was conducted to determine the communication strategy of the West Sumatra Tourism Office in conducting branding in the New Normal era using Youtube. This study uses qualitative methods to describe communication strategies using youtube while data collection techniques use observation and in-depth interviews. Interviews were conducted with employees of the West Sumatra Tourism Office, especially the creative team. The results of the study show that there are 4 stages of using youtube so that they can be used until they experience problems and are used sustainably, namely: 1. Emergence stage where youtube was formed due to competition from the Ministry of Home Affairs, 2. Coalescence stage merging the use of youtube media with other media such as Instagram and Facebook, 3. The Formalization Stage (Bureaucratization) scheduled postings on YouTube media such as 3 times a week, 4. The Result or Decline stage (Decline) there is no special budget for the operation of the Tourism Office youtube account. The communication strategy carried out is to form a special team for managing media to run effectively, as well as aggressively uploading videos to increase the attention and interest of tourists on YouTube, there is also a description of the object that is being broadcast.

Keywords: *communication strategy, attractiveness, tourist attraction, new normal, youtube.*