

ABSTRACT

The era of regional autonomy, making every region in Indonesia seek to optimize the potential of human and natural resources in order to increase the income of area is mainly tourism. Digital marketing communication activities undertaken by DISPAREKPORA South Pesisir Regency of Wes Sumatra, namely to promote the southern coast to the costumer more broadly. This research is intended to know the response of consumers in the marketing communication strategy DISPAREKPORA in the tourist area of Mandeh South Pesisir Regency. This study uses qualitative methods, with a descriptive study. Determination of informants by using purposive procedure, determine in accordance with the criteria of informants determined. This research uses a triangulation Source is Admin Minang world experts in the field of digital marketing. From the results of this research it can be concluded that the strategy that carried out DISPAREKPORA is digital marketing through website and social media to take advantage of many colleagues and working with outside parties and advertise through other electronic media such as Radio. So get a consumer response in accordance with the theory of the AISAS, consumers pay attention to the information obtained. And then appears an interest in tourist areas, furthermore happen Mandeh search process more complete information on the internet, to finally take action by coming directly to the tourist area, and the last level Mandeh is consumers doing the giving of information and share it to other people.

Keywords: consumer response, digital marketing.