

ABSTRAK

Candi Sipamutung merupakan peninggalan Kerajaan Pannai abad ke-9 yang berpotensi menjadi destinasi wisata budaya unggulan di Kabupaten Padang Lawas, Sumatera Utara. Namun, potensi tersebut belum berbanding lurus dengan tingkat kunjungan wisatawan akibat minimnya strategi komunikasi pemasaran yang terencana. Penelitian ini bertujuan untuk menganalisis implementasi *Marketing Public Relations* oleh Dinas Pemuda, Olahraga, dan Pariwisata Kabupaten Padang Lawas dalam meningkatkan kunjungan wisatawan ke Candi Sipamutung berdasarkan konsep *Three Ways Strategy* Thomas L. Harris, yang mengidentifikasi faktor pendukung dan penghambatnya. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui observasi, wawancara mendalam terhadap lima informan, dan dokumentasi, kemudian dianalisis melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan, dengan keabsahan data diuji melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa Dinas Pemuda, Olahraga dan Pariwisata telah menerapkan ketiga strategi Harris, yaitu *push strategy* melalui hubungan media dan koordinasi antarinstansi, *pull strategy* melalui penyelenggaraan *event*, pengembangan fasilitas, dan promosi media sosial, serta *pass strategy* melalui pembangunan citra dan edukasi sejarah. Ketiga strategi tersebut berkontribusi pada peningkatan kunjungan wisatawan dari 2.475 orang (2023) menjadi 3.800 orang (2025), namun belum berjalan terintegrasi dan belum mencapai target tahunan. Faktor pendukung meliputi nilai sejarah candi, dukungan pengelola dan masyarakat, serta kegiatan *monitoring* kunjungan. Faktor penghambat meliputi keterbatasan infrastruktur, fasilitas wisata, anggaran, dan sumber daya manusia pengelola media digital. Penelitian ini merekomendasikan integrasi strategi komunikasi pemasaran yang lebih sistematis dan dukungan realisasi infrastruktur agar potensi Candi Sipamutung dapat dioptimalkan.

Kata kunci: *Marketing Public Relations, Three Ways Strategy, kunjungan wisatawan, Candi Sipamutung*

ABSTRACT

Sipamutung Temple is a 9th-century relic of the Pannai Kingdom with the potential to become a premier cultural tourism destination in Padang Lawas Regency, North Sumatra. However, this potential has not translated into a commensurate level of tourist visits due to a lack of planned marketing communication strategies. This study aims to analyze the implementation of Marketing Public Relations by the Padang Lawas Regency Youth, Sports, and Tourism Office to increase tourist visits to Sipamutung Temple, based on Thomas L. Harris's "Three Ways Strategy" concept, and to identify the supporting and inhibiting factors. A qualitative approach with a descriptive method was employed. Data were collected through observation, in-depth interviews with five informants, and documentation; they were then analyzed through data reduction, data presentation, and conclusion drawing, with data validity tested via source and technique triangulation. The results indicate that the Youth, Sports, and Tourism Office has implemented all three of Harris's strategies: the push strategy (via media relations and inter-agency coordination), the pull strategy (via event organization, facility development, and social media promotion), and the pass strategy (via image building and historical education). These strategies contributed to an increase in tourist visits from 2,475 (2023) to 3,800 (2025); however, implementation has not yet been fully integrated, and annual targets have not been met. Supporting factors include the temple's historical value, support from management and the local community, and visitor monitoring activities. Inhibiting factors include limitations in infrastructure, tourism facilities, budget, and human resources for digital media management. The study recommends integrating marketing communication strategies more systematically and supporting infrastructure development to optimize the potential of Sipamutung Temple.

Keywords: *Marketing Public Relations, Three Ways Strategy, tourist visits, Sipamutung Temple*