

***The Role of Influencer Marketing as a Promotional Strategy to Boost Tourist Interest in
Dusun Semilir, Semarang***

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ABSTRACT

This study aims to analyze the role of influencer marketing as a promotional strategy to increase tourist interest in visiting Dusun Semilir in Semarang. This study employs a qualitative descriptive method. Data collection was conducted through observation, interviews, documentation, and a literature review involving 22 informants selected using purposive sampling. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions. The results of the study indicate that the implementation of Influencer Marketing in Dusun Semilir is carried out through collaboration with nano, micro, and macro-category influencers via programs such as visit reviews, paid promotions, and barter collaborations. The role of Influencer Marketing in increasing tourist interest is influenced by the influencers' expertise, popularity, and reach in conveying information that is engaging, easy to understand, and capable of reaching a wider audience. Thus, Influencer Marketing serves as an effective digital promotion strategy for increasing tourist interest in visiting Dusun Semilir, Semarang.

Keywords: *Influencer Marketing, promotional strategies, tourist interest, Dusun Semilir.*