

ABSTRACT

This final project discusses the role of a Partnership Officer in establishing strategic cooperation between Telkom University's Center of Excellence (CoE) Smart Tourism & Hospitality with external partners in two main projects: digitization of Cirebon Kasepuhan Palace tourist destinations through the Online Travel Agent (OTA) platform and development of startups in the field of tour and travel. The purpose of this activity is to improve the accessibility of tourist information, increase the number of visits, and encourage the involvement of the younger generation in digital tourism innovation. The methods used include market research, field observations, filling out legal documents, SWOT and STP analysis, and preparing digital marketing strategies after business onboarding. The tools used include Google Workspace. In the first project, the author succeeded in onboarding Keraton Kasepuhan to five major OTA platforms, namely Traveloka, Tiket.com, Locket.com, Atourin, and Goers, which contributed to a significant increase in ticket sales. In the second project, the author helped design a business model and helped establish a startup called Arsy Go Tour that focuses on Bandung and surrounding areas. These two projects show that digital collaboration through the right partnership strategy can be a solution to overcome the limitations of access and promotion of culture-based tourism. This report is tangible evidence of the practical application of digital marketing knowledge in the tourism industry as well as the real contribution of students in the Merdeka Belajar-Kampus Merdeka ecosystem.

Keywords: (partnership officer, OTA, tourism digitalization, tourism startup, Kasepuhan Palace, digital marketing)