

Promotion Strategy for the Development of English-Based Tourism

Ita Purnama*

Institute of Economic Science of Bima
Bima, Indonesia
ita123purnama@gmail.com

Fenny Aryani

Institute of Economic Science of Bima
Bima, Indonesia
purnamaputri779@gmail.com

Intisari Haryanti

Institute of Economic Science of Bima
Bima, Indonesia
intisariharyanti@gmail.com

Nafisa Nurulrahmatia

Institute of Economic Science of Bima
Bima, Indonesia
nafisarachmatia@gmail.com

Abstract— Lakey Beach is a famous beach because of its beautiful sand and waves. However, the development of this beach as major tourists destination is hampered by several factors such as lack of promotion by local government, limited facilities and accommodation, and lack of English skills from human resources in the surrounding area. The English ability of the guide or the surrounding people will affect the satisfaction of visitors, especially foreign tourists. This study aims to determine the effect of promotion strategies on the development of Lakey beach as English-based tourism destinations. The research method used was associative research and the research location was located at Lakey beach, in Hu'u district, Dompu regency. The population of this study was local and foreign tourists who have visited Lakey Beach with total sample of 96 people. The variable measurement in this study used scores that refer to Likert scale and data analysis technique was using simple linear regression analysis. The results of the study showed that the promotion strategy has significant effect on the development of English-based tourism in Lakey Beach. This is proven by the score of t-count which is higher than t-table, i.e. 10.961 and 1.985, respectively, with a significance score of 0.000 which less than 0.05.

Keywords— promotion strategy, tourism development

I. INTRODUCTION

Indonesia is the largest archipelago country in the world which has five large islands and many small islands. This matter makes Indonesia has many differences in geographical conditions and typologies of the community so that there are many of cultures, customs, traditions that become a diverse ethnic group. Indonesia's diversity is not only attractive to local tourists, but also for foreign tourists and foreign tourists visit is rapidly increasing in recent years thanks to globalization in the world that makes people mobility become more affordable.

Good promotion strategies are needed to attract tourists for coming to tourist attractions and resorts. Tourism promotion consists of all activities that try to expect the activity of purchasing a product in short period [1]. Promotion is an important way in global marketing that must be designed to support and provide accurate and timely information, especially in crisis situations.

Promotions that are not designed properly can cause unwanted publicity and the loss of customers [2].

Tourism development that supports economic growth can be boosted by focusing efforts on strategic issue such as promotion. Promotional activities must be conducted variously by establishing reliable information system and good cooperation with tourism information centers. Promotion of tourism products has a supportive marketing role and increase transactions by informing, persuading, reminding, and differentiating tourism products that are promoted from various tourism products [3]. Tourism promotion is one-way information created to provide information to prospective tourists or tourism business institutions to be able to create exchange activities (buying and selling) in the marketing of tourism products. If each strategy and policies can function properly, then the development of tourism will be realized and can provide good effect for tourism in attracting the attention of tourists, increasing the number of visits, and accelerating the growth of tourism [4].

Lakey Beach is one of the famous surfing tourist destinations for foreign visitors. As many as 300 tourists came to visit Lakey beach from April to May 2019 to enjoy the beautiful views and waves. However, several obstacles hinder the development of Lakey beach to be more popular by wider public, especially foreign tourists. The lack of promotion and management of tourism information systems make tourists do not know about attractions and supporting industries, so the beach is unable to attract tourists to travel. Limited information about tourist attractions, interesting tourist objects, creative economic products such as handicrafts, culinary, local culture and traditions, as well as underdeveloped tourism facilities and infrastructures and insufficient human resources to promote and develop Lakey beach as the destination of English-based tourism has prevented the development of Lakey beach at the international level.

Based on the above description, the purpose of this study was to investigate and analyze the significant influence of promotion strategies on the development of Lakey beach as English-based tourist destinations in order able to give suggestion to the tourist community and the

local Government so that they can implement an appropriate promotional strategy and have alternative solutions in developing tourism potential to the international world.

II. LITERATURE REVIEW

A. Promotion Strategy

Promotion is one of the determining factors for the success of marketing program. Promotion is a form of marketing communication. Marketing communication is marketing activity to disseminate information, influence, and remind the target of the company in order to be willing to accept and buy products offered by the company concerned [5]. Promotion is one of the important variables in the marketing of service products to be conducted by the company. Promotional activities function not only as communication tool between companies and consumers, but also as an effort to influence consumers to shop and use services according to their needs [6].

The company must create the strategy to promote its products so that promotion can proceed effectively. In the business context, the strategy describes the direction of the business that follows the selected environment and guideline for allocating resources and efforts of an organization [7]. Promotion strategy is creativity to communicate product benefits and convince the target market [8]. In the tourism sector this promotion strategy is important because of competitiveness of this industry. In the rapid developing tourism industry, competition is becoming increasingly tight so that the tourism destination promotion strategy has an important role [9].

B. Development of English-Based Tourism Destinations

According to Decree No. 10 of 2009 concerning tourism, it stated that tourism is the variety of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, the Government, and Local Governments [9]. Tourism can be defined as the overall network and the symptoms associated with the residence of foreigners in one place, with the condition that they do not live there to do an important job that provides permanent or temporary benefits [9]. Tourism is a temporary journey from one place to another and conducted individually or in groups as an effort to find balance and harmony in the socio-cultural and scientific dimensions [10].

To develop the main sector of tourism, in this case the tourist destination, it requires the cooperation of all stakeholders consisting of the public and the government and cooperation from the business agencies and from the private sectors. In accordance with the duties and authorities, the government is facilitator whose roles and functions are providing all policies related to the development of tourism destination. The attractiveness of tourist destinations is one of the main capitals that must be possessed, and in an effort to improve and develop tourist attractions, language barriers, especially English-usage in the whole lines of tourism activities need to be overcome, especially in Lakey Beach. Tourism development is form of procurement and improvement in the quality of development by considering the global code of tourism

ethics in accordance with standards in tourism development in order to be improved.

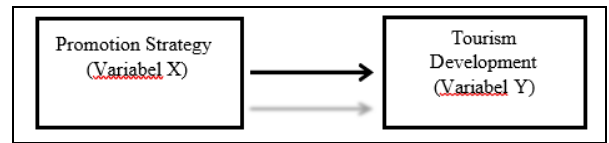


Fig. 1. Framework of Thinking

Research Hypothesis:

Ho : $\beta = 0$ The promotion strategy has no significant effect on the development of Lakey Beach as an English-based tourist destination.

Ha : $\beta \neq 0$ Promotion strategy has a significant influence on the development of Lakey beaches as English-based tourist destinations.

III. RESEARCH METHODS

This type of research is associative research that aims to determine the relationship between two or more variables. The variable X in this study is the promotion strategy and development of tourist destinations as variable Y [13]. The measurement of research variables uses score that refers to Likert scale of 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), 1 (strongly disagree).

The population in this study was tourists who had visited Lakey Beach, in Hu'u district, Dompu Regency whose numbers could not be measured (Unknown Population). The sampling technique was done by using incidental sampling, which is sampling technique based on coincidence with total of 96 samples.

IV. RESULTS AND DISCUSSION

Correlation Coefficient Test

This test is conducted to determine the degree or strength of the relationship between two variables. Correlation coefficient values was obtained to be 0.749. This shows that the level of closeness of the relationship between the promotion strategy to tourism development falls to strong category.

Determination coefficient test

The coefficient of determination is a tool to measure the magnitude of the influence of independent variables on the dependent variable. Determination Coefficient Test (Adjusted R²) in this study was 0.561. This shows that variable Y, namely tourism development is influenced by variable X, namely promotion strategy, i.e. by 56%, whereas the remaining 44% is influenced by other factors not included in this study .

T test

The T test statistical analysis of the promotional strategy variable led to the t-count of 10,961 and t-table of 1,985 with a significance value of 0,000 less than 0,05, hence the hypothesis stating that promotion strategy has a

significant effect on Lakey beach development as an English-based travel destination is accepted.

This finding support similar research conducted by Nisa Amalina Setiawan [11] who revealed that the promotion strategy influences the development of tourism in the Jelekong Tourism Village. In this example, an array of promotion media have been employed, such as television, newspapers, and the internet. In addition, the well-known Jelekong icons, puppet shows and paintings often become the media in the delivery of promotional messages.

V. CONCLUSION

Promotions that conducted by the Lakey Beach tourism agency and developer are festival activities, advertising through the media and creating tourism events. Promotion through printed or traditional media such as brochures, pamphlets are less effective to increase tourists visit to Lakey Beach. On the opposites, promotional activities through online media that reached potential overseas travellers prior to decision to visit Lakey Beach where english being used in such promotional media were revealed to significantly contribute to tourists visit to Lakey Beach. However, note should be taken that this is a preeliminary works with limited samples. A deeper analysis and inclusion of other variables need to be considered it in the future study.

REFERENCES

- [1] T. A. Shimp, "Komunikasi pemasaran terpadu dalam periklanan dan promosi," *Jakarta: Salemba Empat*, 2014.
- [2] U.-U. Nomor, "tahun 2009 tentang Kepariwisataaan." 10AD.
- [3] S. Chandra and D. Menezes, "Applications of multivariate analysis in international tourism research: The marketing strategy perspective of NTOs.," *J. Econ. Soc. Res.*, vol. 3, no. 1, 2001.
- [4] S. S. Hadiwijoyo, *Perencanaan pariwisata perdesaan berbasis masyarakat: Sebuah pendekatan konsep*. Graha Ilmu, 2012.
- [5] W. J. Keegan, *Global marketing management*. Pearson India, 2017.
- [6] K. Philip and A. Gary, "Prinsip Prinsip Pemasaran" edisi 1 jilid 8 Erlangga." Jakarta, 2001.
- [7] Soebagyo, "Strategi Pengembangan Pariwisata di Indonesia," *J. Liq.*, vol. 1, no. 2, pp. 153–158, 2012.
- [8] P. Sugiyono, "Metodologi penelitian kuantitatif kualitatif dan R&D," *Alfabeta, Bandung*, 2011.
- [9] M. L. Suryadana and V. Octavia, "Pengantar pemasaran pariwisata," *Bandung Alf*, 2015.
- [10] F. Tjiptono, "Strategi Pemasaran Edisi 3," *Yogyakarta Andi*, 2008.
- [11] Setiawan, A.N and Hamid, F. Strategi Promosi dalam Pengembangan Pariwisata Lokal di Desa Wisata Jelekong. *Trikonomika*, 13(2), 2014.