



Analysis of Tourism Marketing Mix for Morotai KSPN Development

Iwan Muraji^(✉), Firda Hidayati, and Niken Lastiti Veri Anggani

Department Public Administration, Universitas Brawijaya, Malang, Indonesia
iwanmuraji90@student.ub.ac.id

Abstract. This study aims to determine the development of tourism marketing in Morotai Island Regency which has been designated as one of the 10 National Tourism Strategic Areas (KSPN) in Indonesia. The method used in this study is a literature review. The focus in this study is to analyze the marketing mix approach in developing tourism in Morotai Island Regency. The results of the analysis show that the Morotai Island Regency Tourism Office as the technical agency administering tourism choice affairs can develop tourism marketing using the elements of product, price, place, and promotion. Product elements in tourism marketing can be done by developing a number of available attractions such as developing tourist villages, designing tourism products from the history of World War II, developing artificial tourism, and packaging international standard tourism event products. The Place element in tourism marketing in Morotai can be carried out by structuring and building physical tourism facilities consisting of home stays, restaurants, shelters, monitoring sites, parking lots on land and on the beach, accessibility arrangements, construction and improvement of sanitation, provision of electricity and water. The Price element of the tourism agency can use the Quick Penetration Strategy element, namely by offering a lower price but with quite high promotional costs. This is done to introduce more tourism products to the tourist market. Promotional elements can be implemented using four strategies, namely Advertising, Personal Selling, Publicity and Sales Promotion.

Keywords: Marketing Mix · Beach based Tourism Development · Tourism Strategy

1 Introduction

Tourism has now become one of the industries that has received growing attention. This industry growth is escalated in larger scale than ever and believed to bring about bigger benefits to countries social economic development. An increase in visits certainly has an impact on increasing foreign exchange reserves for tourist destination countries [1–3]. The tourism related industry is considered as labor intensive industry since it has provided job for many people including the poor in remote areas. Some remote areas even have largely been depend on tourism to provide jobs and social development for their people. The tourism destination in Morotai Island Regency is also one of the destination that is

remotely located which is largely depend their local-source revenue from it. The growth of the tourism industry in Indonesia take place as the result of the enactment of the regional autonomy law which gives administrative authority to the regions to formulate their own regional development including in the tourism sector [4].

In order to increase development in a more equitable manner but within a shorter periodic of time, the government of the Republic of Indonesia has established a policy regarding the development of the first 10 National Tourism Strategic Areas (Kawasan Strategis Pariwisata Nasional/KSPN) out of a total of 88 KSPNs. These 10 KSPNs consists of: Lake Toba, Tanjung Kelayang, Seribu Islands, Tanjung Lesung, Brobudur, Bromo Tengger, Mandalika, Labuhan Bajo, Wakatobi, and Morotai [5]. This policy was issued which aimed to the expedite the budget to improve a number of tourism infrastructure and resources in order to increase the attractiveness of Indonesian tourism.

As one of the 10 KSPN, Mmorotai is chosen as the object of this study as it represents worst case management. It development is left behind compare to nine other KSPN, despite its beauty that mystify many. Morotai as destination is located at Morotai Island Regency which is positioned in 20 00' North Latitude and 20 40' North Latitude, and 128015' and 129008' East Longitude. Morotai Island is geographically located between the Pacific Ocean and Halmahera Island (northern). Morotai Island Regency is located at the cross point of intercontinental transportation traffic in the Pacific region which is the entrance to the Pacific trade area. Tourism development in Morotai has been supported by a number of national policies, including PP No. 26 of 2008 concerning the Establishment of National Strategic Areas which has designated the capital of Morotai Daruba Island Regency as the locus of the National Strategic Project. There is also PP No. 50 of 2011 concerning the National Tourism Development Master Plan (Rencana Induk Pariwisata Nasional/Riparnas) and PP No. 50 of 2014 concerning Special Economic Zones (KEK). Those national regulation has been source of this Island, even though the local government is not providing special support to bost the development.

As one of strategic policy (KSPN), central government has built high quality as well as artistic infrastructure to boost the development. This strategy is proven effective to make Morotai as one of the regencies in North Maluku Province which has the best competitiveness value in terms of infrastructure. According to Muharto, Morotai ranks first in terms of ranking the regional strategy index in North Maluku with a score of 74.8, following Kab. Central Halmahera with a score of 72.64, North Halmahera 64.64, West Halmahera 60.90, City of Tidore Archipelago 50.00, East Halmahera, is 44.81, City of Ternate is 38.47, and Sula Archipelago district is 10.14 and South Halmahera district is only 2.53. This proven that included infrastructure and accessibility to make easier for tourists to visit the tourist destinations in the regional strategy has effectively increase its competitiveness [6].

The massive and planned Investment in tourism related sector has helped the Morotai Island District to be able to increase its tourist visit number. Within the last 5 years, tourist visits are growing every year. Data on tourist visits in Morotai Island Regency can be seen in the following Table 1:

However, the increase number of visit, is not accompanied with proper local government policy. Cahyo and Nuryanti [7] stated that local government was not provided adequate support to boost its development, where Tourism Office of North Maluku

Table 1. Data on tourist visits in Morotai Island Regency.

Tourist types	Year				
	2015	2016	2017	2018	2019
Foreign	3254	5255	12545	14130	28590
Domestic	479	437	584	944	511
Total	3733	5792	13129	15044	29101

Province and Morotai Island Regency only allocated limited sources since it is only a small sub office. Many believed that improving tourism infrastructure must be in line with strengthening good marketing as to be able to boost tourist visits to a tourist destination for government with limited resources.

In general, Kotler and Keller define marketing as a process by which companies or organizations create value and build good relationships with customers to attract customer interest in a product offered [8]. One of the marketing concepts developed in the tourism industry today is the marketing mix which is a combination of 4 variables that are interconnected with one another. The four variables are: tourism product, tourist location, and selling price of tourism product, as well as tourism promotion [9].

Likewise, the concept of the marketing mix in tourism development is a policy that has been formulated by the Regency Government of Morotai Island through Regional Regulation Number 9 of 2014 concerning the 2011–2025 Regional Tourism Development Master Plan (Riparda) which will then be reviewed (revised) in 2021 In this Riparda, a number of tourism marketing steps are described, however, whether this policy will be implemented or not will depend heavily on internal and external analysis to determine green strategic in tourism marketing in Morotai Island Regency.

An overview of the decisions taken by the government in tourism development in Morotai Island Regency is part of a strategic policy in public administration governance in the Unitary State of the Republic of Indonesia. According to Dye public policy is whatever choices and steps are implemented or not implemented by the government to answer a public problem [10]. This research is intended to see how to improve the quality of tourism marketing development policies in Morotai Island Regency with a mix marketing approach. By focusing on the marketing mix, the writer hoped that the local government will know which aspects need to be improved with limited resources.

2 Literature Review

The marketing mix is the unification of marketing elements, which are interrelated, put together, organized, and used appropriately to achieve organizational goals [8]. The elements in the marketing mix as listed in Riparda and according to Sunyoto [11], Suryadana & Ovtavia [8] consist of:

2.1 Tourism Product

Tourism products are anything that becomes a bargaining value in the form of physical goods, services, people, locations, organizations and ideas. Thus the product in tourism includes all the elements of attraction that can attract tourist visits [8, 12].

2.2 Tourism Place

Places in the marketing is associated with where tourists can find information, or can also make purchases of a product [9].

2.3 Price

The price in tourism is defined as the amount of money spent by tourists to obtain products or services [9].

2.4 Tourism Promotion

Promotion is an important element in the tourism marketing development strategy. Tourism promotion activities are carried out by disseminating the widest possible information to stakeholders who have the potential to become potential tourists [13].

The four marketing elements can be meaningful if they are directly related to the target market. If related to the target market in tourism marketing, the elements of tourism marketing above can be described as follows (Fig. 1):

Marpaung defines tourism development as an effort to provide facilities and accessibility to support tourist attractions in order to attract tourist motivation to visit [13]. The definition of development was also put forward by Swarbrooke who saw tourism development as an effort to integrate internal and external factors by utilizing all available tourism resources [14].

Suwantoro Defining development is an effort to improve quality, balanced and gradual products and services. Whereas Poerwadar Minta in defining development emphasizes more on the process or a way of making things progress, both perfect and useful [15]. According to Paturusi development is a strategy used to advance, improve and improve the tourism conditions of an object and tourist attraction so that it can be visited

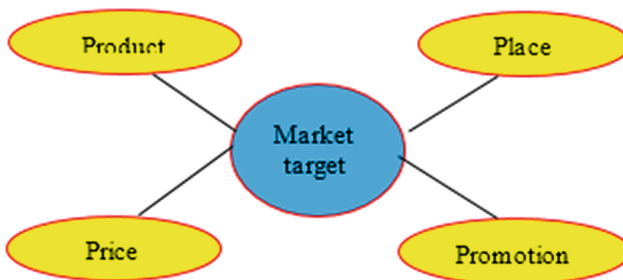


Fig. 1. Variable elements of tourism marketing.

by tourists and is able to provide benefits for the community around tourist objects and attractions as well as for the government [15].

Studies related to Morotai tourism marketing were also written by Herat et al. [12] with the title of “the role of tourism service promotion in tourism marketing in Morotai Island Regency”. By using descriptive research, Herat analyzes marketing with the elements of Product, Place, Price, and Promotion, however, this research is more focused on marketing communications. The results of the study show that in 2011–2015 the promotion sector has carried out the above marketing elements in the form of publications, advertisements, media, events and transportation. This research has not thoroughly examined the integration and integration between the four marketing elements above [12].

Meanwhile, facts about Morotai’s tourism development as one of the 10 Priority Destinations were also written by Sigalen. Singalen’s research is more focused on aspects of sustainability in tourism. The focus of research on Dodola Island Tourism Destinations found that during tourism development between 2013–2021 there had been a decrease in the vegetation index on Dodola Island and was very detrimental to tourism development [16]. This research certainly gives a warning to technical agencies to look for new alternatives in tourism development, because natural damage can disrupt tourism marketing.

Furthermore, law number 10 of 2009 concerning tourism article 1 point 10 explains that a strategic tourism area is an area that has the main function of tourism or has the potential for tourism development that has an important influence on one or more aspects, such as economic, social and cultural growth, natural resources, environmental carrying capacity, as well as defense and security. Morotai Island Regency which is located in North Maluku Province bordering the Pacific Ocean as well as adjacent to Southeast Asian countries is expected to become a new epicenter of economic growth in the Pacific region. The following is an overview of Morotai’s geostrategic location as KSPN (Fig. 2):

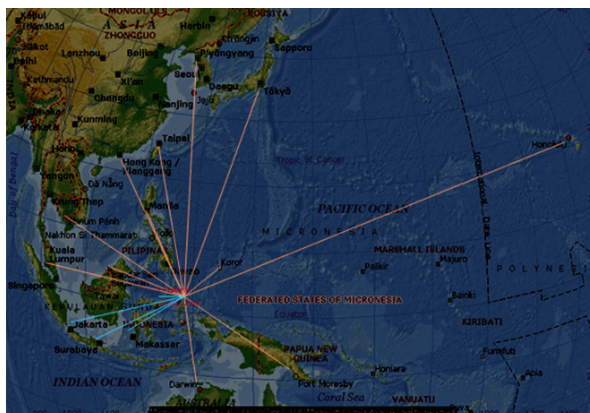


Fig. 2. Morotai’s geostrategic location.

3 Methodology

This writing uses a literature review method with a descriptive approach. Descriptive research is research that is directed at providing symptoms, facts or events in a systematic and accurate manner [17].

In this study, a descriptive approach is used to describe the variables in this paper so that their relationship to the problem can be explained. While, the literature review method is used in this study where the author conducts an analysis of journals, documents, reports, regulations and laws, as well as a number of literatures that is considered relevant to the topic of writing.

4 Findings

As one of the service sectors that is expected to be able to provide a multiplayer effect on other sectors, tourism has developed into an industry that continues to evolve in line with the development of science and information technology. The very fast growth of the tourism industry with a number of complexities of this problem requires brilliant strategies to compete in the global market. One of the efforts made is the mix concept in tourism marketing, this has been carried out by a number of regions in Indonesia and has been proven to be able to increase tourist visits as well as increase local revenue.

The results of applying the marketing mix concept can be done by developing 4 elements in marketing in Morotai and Indonesia can be seen as follows:

4.1 Tourism Product

Tourism products are a strategy offered for the development of tourism marketing that is integrated with all elements in the tourism sector, including accessibility, accommodation and attractions. In his writings, Sugianto et al. argues that tourism development is required to display tourism products that are varied and of renewal value in accordance with tourist demand. In research conducted in Kolorai Tourism Village, Morotai Island Regency, Sugianto et al., focused more on developing the potential of tourism villages in tourism development in Morotai Island Regency [18].

The development of tourism marketing in Morotai can be done by developing a number of superior products that are typical of Morotai district. These products include the development of tourist villages, design of tourism products from the history of World War II, the development of artificial tourism, as well as the packaging of international standard tourism event products. Morotai has become one of a Special Economic Zone in Indonesia since 2012 because, this district has unparalleled beauty of the beach and sea accompanied by a special heritage area which is an area and relics of the second world war. Product development is expected to be able to provide satisfaction to tourists so they can return to visit tourist destinations. Because according to Kotler et al., customer satisfaction is a consumer feeling in response to the product or service that has been consumed. In general, satisfaction can be interpreted as a comparison between the services or results received by consumers with consumer expectations, the services or results received must at least be equal to consumer expectations, or even exceed them [19].

4.2 Place

Sugianto et al. [18] suggested that by looking at the flow cycle of tourist objects on Morotai Island, the place strategy that has been implemented is in the form of:

- Arrangement and construction of physical tourist facilities consisting of home stays, restaurants, shelters, monitoring sites, parking lots on land and on the beach;
- Arrangement of accessibility to objects and provision of regular transportation to small islands in Morotai Island Regency;
- Development and improvement of sanitation;
- Provision of electricity and clean water at tourist sites;
- Construction of drainage channels / waste disposal sites for home stay restaurants and others.

4.3 Price

Sugaianto also describe further how Morotai Regency has taken on price. The Price concept has many variants in the tourism marketing process to sell tour packages to potential tourists. These variants are adjusted to market conditions consisting of:

- The Quick Launch Strategy is offering a tour product/tour package at a high price and a more aggressive promotion level.
- Slow Launch Strategy, this concept offers higher tourism product prices and lower promotion levels. This concept is used if competition in the tourism industry has not developed so that it can influence tourists to visit.
- Fast Penetration Strategy This product is offered at a low price but the promotion costs are quite high. This is done to introduce more tourism products to the tourist market. This product is used by the Morotai Island Regency Tourism Office in creating a number of cheap tour packages for overnight tourists on Dodola Island. One of the cheap travel packages can be seen in the Fig. 3 below:
- This pattern of Slow Penetration Strategy is used with the concept of offering a new product in a destination with low prices and low levels of promotion. This strategy makes sense when the market size is large and tourist awareness of the destination is high.

4.4 Promotion

The promotion element is one of the key variables in the marketing strategy. Promotional elements in the design of the tourism marketing mix can be divided into 4 categories namely: Advertising, Personal Selling, Publicity dan Sales Promotion [12]. The strategy in this promotion element can be explained as follows:

Strategy Advertising. Advertising or advertising is a form of marketing that is widely used by companies, these activities are carried out to introduce and promote products sold by tourist destinations [20]. In order to be able to achieve development, the Tour-ism Agency of Morotai Regency has established below strategy:

- Prepare up to date advertising materials such as posters, advertisements, magazines, or similar media.



Fig. 3. Product model with fast penetration strategy.

- Arranging the contents of each media with complete, reliable information and being able to create an attraction for potential tourists to travel to tourist objects in Morotai Island Regency.
- Distribution of brochures and catalogs to potential tourists such as officials, school children, hotels and restaurants.
- Advertising through print media such as newspapers, magazines both local and national (press advertising);
- Make booklets about tourist destinations
- Creating advertising media that is distributed through travel agents, tour packages and travel agents (trade advertising).
- Cooperate with Local-owned Tourism Communities to create content and ways of promotion.

Personal Selling Strategy. In this type of promotion model, the Tourism Office of Morotai District has carried out a number of promotional activities by:

- Doing sales by phone with potential tourists who have been known before on tourism objects in Morotai District.

- Carry out sales that are oriented towards Morotai Island tourism objects (inside selling), for example through the promotion of printed goods containing writing and symbols/logos of tourist objects on Morotai Island.

However, the agency is not able to perform the strategy well. Since this specific strategy also required ability to identify who is the proper person to sell the product, the agency required to locate it. In reality, until now the agency could not perform this strategy since the owner of the tourism destination is not solely belong to specific actors.

Publicity Strategy. The Publication Model is a stimulation in marketing that is non-personal in nature by loading news through television that is not advertising, thereby attracting potential tourists to visit. This strategic model has been implemented by the Indonesian Ministry of Tourism through national and international private media [21].

However, the Morotai Regency is not yet able to support the ministry with a proper content. The Ministry work on publicity is mainly their product. There is limited capacity on local government to provide such adequate content on publicity.

Sales Promotion Strategy. The model for implementing this strategy is for tourist destination managers and business actors to provide free offers for a number of products or services to target market segments, for example regional officials, companies and students [12]. This model can be applied in Morotai Island district by carrying out deep integration with product elements in the form of mass tourism. Such as offers to pro-spective tourists in educational tour packages and so on.

5 Conclusion and Suggestion for Further Studies

Based on literature review performed by the author, it can be concluded that tourism development in Morotai Island Regency should have developed the marketing mix concept in order to increase tourist visits. Because as a national tourism strategic area, a number of tourism infrastructures that have been built are sufficient to support tourism development. The marketing mix concept offered in this analysis includes product elements by strengthening product competitiveness such as developing tourist villages, developing historical tourism and developing artificial tourism and natural tourism. While in terms of place, the Morotai Island Regency Government can develop community-based tourism concepts such as home stays, restaurants, shelters and accessibility arrangements. In terms of the price element, you can use a quick launch strategy, namely the concept of a low price offers with the support of high promotion existence through the process of Advertising, Personal Selling, Publicity and Sales Promotion.

Interestingly, the Morotai tourism Agency is somehow able to penetrate market by introducing low price to their products. However, the number of visitors is stagnant since 2020 since its promotion related activities is very minimum. The new visitors are not yet reach the information on the tourism destination in this Island. The tourist who arrived at Morotai is basically the one who already knew the location.

Further study should be done on marketing mix performed in certain areas in Morotai Island district. Since this district has so many tourists' destination and each have specific product as well as the tourism communities which also vary in level of maturity in

managing the tourist destination. The price can be determined by the tourism package offered to the tourist which means that the community and tourism agency in Morotai district has to be able to locate the proper tourism packages to suit the tourist need. The promotion activities therefore, should be specified for different package and tourist objects.

There is also need to study the marketing mix that is performed by local governments, communities and private sectors. With limited source, the local government must cooperate with private to increase their sources efficiency and effectiveness.

References

1. Persada, C.: *Perencanaan Pariwisata Dalam Pembangunan Wilayah Berkelanjutan*. *Angewandte Chemie International Edition* 6(11), 951–952 (2018).
2. Arsul, A., Lumenta, A. S., Sugiarso, B.A.: *E-tourism kabupaten pulau morotai*. *Jurnal Teknik Elektro Dan Komputer* 4(3), 71-78 (2015).
3. Yakup, A.P., Haryanto, T.: *Pengaruh pariwisata terhadap pertumbuhan ekonomi di Indonesia*. *Bina Ekonomi* 23(2), 39-47 (2019).
4. Domai, T.: *Desentralisasi*. Kedua. ed. (Ed). Universitas Brawijaya Press, Malang (2017).
5. *Peraturan Pemerintah Tahun Nomor 50 Tahun 2011 Tentang Rencana Induk Pembangunan Kepariwisata Nasional Tahun 2010–2025 (Lembaran Negara Tahun 2011 Nomor 125)*
6. Muharto.: *Pariwisata Berkelanjutan Kombinasi Strategi Dan Paradigma Pembangunan Berkelanjutan*. Pertama. Deepublish, Yogyakarta (2020).
7. Cahyo E.D., Nuryanti, W.: *Peran Sektor Pemerintah dan Swasta dalam Perkembangan Destinasi Wisata di Kabupaten Pulau Morotai*. *Gajah Mada Journal of Tourism Studies* 1 (2), 64-78 (2018).
8. Octavia, V., Suryadana, M.L. *Pengantar Pemasaran Pariwisata*. Alfabeta, Bandung (2015).
9. Sunaryo, B.: *Kebijakan pembangunan destinasi pariwisata: konsep dan aplikasinya di Indonesia*. Gava Media, Yogyakarta (2013).
10. Subarsono, A.G.: *Analisis Kebijakan Publik “Konsep Teori Dan Aplikasi.” XI*. Pustaka Pelajar, Yogyakarta (2022).
11. Sunyoto, D.: *Dasar-Dasar Manajemen Pemasaran Konsep, Strategi Dan Kasus*. I. CAPS, Yogyakarta (2012).
12. Herat, R. A., Rembang, M. R., Kalangi, J.: *Peran bidang promosi dan pemasaran dinas pariwisata kabupaten pulau morotai dalam mempromosikan potensi pariwisata kabupaten Pulau Morotai*. *Acta Diurna Komunikasi*, 4(4), (2015).
13. Arjana, I.G.B.: *Geografi Pariwisata Dan Ekonomi Kreatif*. Rajawali Pers, Jakarta (2015).
14. Silitonga, S.S.M., Anom, P.: *Kota Tua Barus Sebagai Daerah Tujuan Wisata Sejarah Di Kabupaten Tapanuli Tengah*. *Jurnal Destinasi Pariwisata*, (2016).
15. Nainggolana, D.M., Kampanaa, I.M.A.: *Strategi pengembangan pantai sawangan sebagai daya tarik wisata Nusa Dua*. *Jurnal Destinasi Pariwisata*, (2015).
16. Singgalen, Y.A.: *Tourism infrastructure development and transformation of vegetation index in Dodola Island of Morotai Island Regency*. *Journal of Information Systems and Informatics* 4(1), 130-144 (2022).
17. Hardani, D.: *Metode Penelitian Kualitatif & Kuantitatif*, ed. by Husnu Abadi. Pertama. CV Pustaka Ilmu, Yogyakarta (2020).
18. Sugianto, M., Djana, A., Ismail, A.: *Pengembangan Desa Wisata Berbasis Kemitraan di Desa Koloray Kabupaten Pulau Morotai*. *Jurnal Sosiologi USK (Media Pemikiran & Aplikasi)* 10(2), 23-44 (2016).

19. Pandjaitan, D.R.H.: analisis faktor kualitas destinasi wisata, kepuasan wisatawan dan pengaruhnya terhadap loyalitas wisatawan (Studi Penelitian Pada World's Best Halal Destination, West Sumatera, Indonesia). *Journal of Chemical Information and Modeling* 53(9), 1689–99 (2013).
20. Fahirra, R. D., Putri, B.P.S.: Analisis Bauran Komunikasi Pemasaran Wisata Tanjung Lesung Di Masa Pandemi Covid-19. *eProceedings of Management* 8(3), (2021).
21. Laporan Akuntabilitas Kinerja Kementerian Pariwisata dan Ekonomi Kreatif tahun 2019

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

