

Tourism Marketing Strategy to Enhance the Visitors' Interest

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Abstract—The research aims to find out the causes of less visitors coming to the Talaga Pancar Pine Forest tourism in Lengkong Kulon Village, Sindangwangi District, Majalengka Regency and the marketing strategies in increasing visitor interest. This qualitative descriptive study uses data collection techniques of observation, in-depth interviews, and documentation. Based on the results of research the researcher concludes that the very few visitors came to the sites because of lack marketing strategy which relied only on brochures. The marketing communication strategy that has been carried out by the managers of Pinus Talaga Pancar Forest tourism in increasing visitor interest is the marketing communication mix including advertising, direct marketing, interactive marketing, sales promotion, personal sales, public relations, events and experience, and marketing from mouth to mouth.

Keywords—*tourism; marketing strategies; communication mix*

I. INTRODUCTION

The world of tourism is currently one of the sectors that are the mainstay of several regions in Indonesia to make the sector capable of increasing regional income [1]. Tourism products are considered services [2]. The ‘particularities’ of the tourism industry named seasonality, globalization, low levels of loyalty, complexity including multiple subsectors such as food and beverage, accommodation, transportation, recreation and travel [3]. Sustainable tourism has as its basic idea the intention of preserving the tourism resources of today for the use by future generations, and thus, is based on the idea of balancing the three areas of development that affect the tourism receiving area.

Not many people know about the Talaga Pancar Pine Forest tourism object. Talaga Pancar Pine Forest Tourism object is a new tourist attraction that was inaugurated on January 1, 2017. Talaga Pancar itself has been around since 1992 which is managed by the Forest Village Community Institute (LMDH). But now the growing age, the place was also used as a natural tourist attraction. Pinus Talaga Pancar Forest has natural beauty that cannot be doubted and is certainly still natural. Pinus Talaga Pancar Forest has many vehicles, one of which is the campground. The tourism object of Pinus Talaga Pancar Forest has natural potential that is still natural, cool and comfortable air. The Pinus Talaga Pancar forest is surrounded by thousands of towering pine trees and dense and shady leaves. Besides

being famous for its natural beauty, Talaga Pancar Pine Forest is also known as the best campground in Majalengka. This is because Talaga Pancar has a large area of land for campsites.

The lack of promotion carried out by tourism managers was found to be the major problem related to the less visitors of Talaga Pancar Tourism Object. This has become a serious problem for the management. The attempt to upgrade the visitors’ number as by the beginning of the 1990s there was a serious attempt to create a distinctive place marketing approach in the tourism world [3]. Therefore, the marketing communication strategy carried out by the manager of the tourism object in increasing the interest of visitors is very important in order to upgrade the amount of tourist to come.

Communication plays an important role for marketers. Without communication, consumers and society as a whole will not know the existence of products on the market [4]. The purpose of marketing communication is to get attention, encourage interest and desire and continue to action by the target audience. Marketers who are managers of Talaga Pancar Pine Forest tourism as well as communicators must be able to create messages that have rational and emotional appeal.

To increase visitors’ interest, marketing communication is an important aspects including include advertising, sales promotion, personal sales, public relations and direct marketing [5]. The profile of tourism policy continues to rise. This is what makes the managers of Pinus Talaga Pancar Forest tourism strive to build a tourism image of the Talaga Pancar Pine Forest to be good so that tourists or visitors visit more and more of these tourism objects [6]. A great marketing strategy and comprehensive marketing plan will be guidance to a successful marketing campaign for selling a product [7]. The company's strategy is a pattern of decisions in the company that determines and reveals the objectives, goals or objectives that produce the main policy and plan for achieving goals and detailing the range of businesses to be pursued by the company.

The research, accordingly, is purposed to investigate the causes of the less visitors coming to the tourist resort of Talaga Pancar Pinus Forest Tourism in Lengkong Kulon Village as well as the marketing strategy carried out by the tourism department in order to solve the problem.

II. RESEARCH METHODS

The type of research used in this research is descriptive qualitative research. Qualitative research methods rely on the description of main data supported by the secondary data ones. The researcher collects the data by doing observation, interview, and document study [8]. The technique of triangulation is intentionally carried out in order to get the valid data gained directly from the subject of the research and systematically on the activities of individuals or other objects studied.

III. RESULTS AND FINDINGS

The Talaga Pancar Pine Forest is a new destination or natural tourist attraction, yet very few visitors come to the spot. Based on the data, such circumstance was caused by the marketing strategy used is still using brochures which is categorized the old method and therefore unable to reach people from distant places. The condition draws the management's notion to cope with it. The manager must be able to introduce more broadly the potential that the place has to the public so that it can be known to the public at large. The marketing communication strategy carried out by the manager of the tourism object in increasing the interest of visitors is very important, so that tourist attractions can be known by the public at large. One of them is the marketing communication mix. the theory of marketing communication mix, which is conducted by the management of tourism object in Talaga Pancar, is a means of delivering an ideal message to consumers through a stage consisting of advertising (advertising), direct marketing (direct marketing), interactive marketing (internet marketing), sales promotion, personal selling (personal selling), public relations (publicity and public relations), events and experiences, and marketing from the mouth to mouth (word of mouth marketing). This theory conveys the quality of good messages and product sales.

IV. CONCLUSION

Based on the results of data analysis, the researcher concludes that the very few visitors came to the tourist site of Pinus Talaga Pancar Forest because of lack marketing strategy which relied only on brochures. To cope with it, the manager carried out the marketing communication strategy including advertising, direct marketing, interactive marketing, sales promotion, personal sales, public relations, events and experience, and oral communication. Marketing communication strategies that run effectively is aural communication marketing that promotes relationships among the people around the sites. The process that have been made by the manager in increasing the interest of visitors, namely conducting interviews with local media, cooperating with the forum kawitwangi, and re-coordination or re-data collection of visitors.

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