

Promotion Strategy of *Pentingsari* Tourism Village in Increasing the Number of Tourist Visits

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Abstract. This study aims to find out the effectiveness of promotional strategies to increase the tourist visits to Pentingsari Tourism Village. In this study, researchers involved marketing managers and heads of Pokdarwis as the research subjects. In collecting the data, the researchers used purposive sampling method in which the researchers chose the subjects who were deemed appropriate according to the research criteria such as it must be related to tourism activities in the tourism village of Pentingsari and must be related to promotions or marketing carried out in the tourism village of Pentingsari. The results of this study showed that the cut-off point was at (3.25 : 3.19). This value is obtained through internal analysis and external factors from Pentingsari tourism village. Based on the cut point that has been obtained, it is known that it is in quadrant I, which means that the promotional strategy which is carried out has been able or is effectively used to increase tourist visits to Pentingsari tourism village. Meanwhile, based on the results of the SWOT analysis that has been carried out, it is known that the appropriate promotion strategy to be carried out in Pentingsari tourism village is to take advantage of the strengths possessed by the tourism village of Pentingsari and take advantage of existing opportunities, so that the SO (Strength Opportunity) strategy is the best strategy or most effectively used as a promotional or marketing strategy in the tourism village of Pentingsari. These results include establishing written cooperation with stakeholders to obtain input and support in promotions in Pentingsari tourism village. Providing special prices or rate to influencers or endorsers is to expand the market of Pentingsari tourism village so, they can be more active in promoting the village through their social media.

Keywords: marketing, pentingsari tourism village, promotion, tourist visit

RESEARCH BACKGROUND

Indonesia is a country that has tourism potential which is very popular with tourists. Various types of tourism ranging from natural, artificial and special interest are available in Indonesia. Therefore, the tourism sector is one sector that is highly favored by the government. Many new tourist destinations have emerged which means tourists can choose tourist destinations according to their preferences. Tourism is also a commodity that every individual needs. The reason is because travel activities for an individual can increase creative power, eliminate boredom from work, relaxation, shopping, business.

One of the countries with the greatest tourism potential is Indonesia. Indonesia is a country rich in tourism potential, so the tourism sector is currently the mainstay of the government and local communities. Various policies were issued to support and increase the rate of tourism in Indonesia. In fact, tourism has been designated as a mainstay sector for national development (Prayoga, 2018). One of the mainstay sectors of national development is the tourism village business. According to Nikita (2018), the tourist village business is a type of industry that produces and provides something in the form of services.

One of the provinces in Indonesia that has services in the tourism sector is Yogyakarta. The uniqueness of its tourist destinations makes Yogyakarta a mandatory tourist destination for domestic

and foreign tourists. Yogyakarta offers various types of destinations such as nature and culture. Currently, the Yogyakarta government is aggressively developing one type of tourist destination, namely a Tourism Village (Harsono, 2020). The number of growths in tourist villages in Yogyakarta in 2024 will be 205 tourist villages which are divided into 102 pilot tourist villages, 46 developing tourist villages, 41 developed tourist villages and 16 developed tourist villages (<https://diy.jadesta.com/>).

One of the famous tourist villages in Yogyakarta is Pentingsari Tourism Village, which is in Umbulharjo, Cangkringan, Sleman. Yogyakarta is a village that has a calm atmosphere and beautiful rural views. Important Sari Tourism Village is located near Mount Merapi, because its location near Mount Merapi is what makes the Important Sari Tourism Village visited by tourists both domestic and foreign to see and enjoy the beautiful views of Mount Merapi. Pentingsari Tourism Village is a tourist village that offers experiential tourism activities in the form of learning and interaction about nature, the environment, agriculture, plantations, entrepreneurship, socio-cultural life, various traditional arts and local wisdom which are still deeply rooted in the community with a typical village atmosphere on the slopes of the mountain. Merapi (Admaja et al, 2020). Apart from that, the potential and attractions of Pentingsari Tourism Village include natural tourism such as live in, camping, trekking or outbound. For cultural tourism, tourists can take part in activities such as learning gamelan, dancing, batik making, making grass puppets and making coconut leaves. All tourist activities will be guided by a local guide from the tourist village. Apart from that, Pentingsari Tourism Village also provides many outbound facilities for tourists and can be enjoyed by all groups, both children and adults. So, Pentingsari Tourism Village is highly recommended.

Currently, Pentingsari Tourism Village already has facilities in the form of adequate facilities and infrastructure, various tourist attractions have also been carried out in this village. Even though Pentingsari Tourism Village has uniqueness and attractions that are of interest to tourists, a tourist destination must have a promotional strategy that will be used to attract tourists to visit. Initial research conducted by researchers in the Important Sari tourist village, researchers found deficiencies where the management felt that the human resources they had were still lacking in executing the promotional strategies that had been planned, this resulted in the unstable number of visits to Pentingsari tourist village at this time. Therefore, a study of the promotional strategy for Pentingsari Tourism Village is very necessary to identify the shortcomings and opportunities of Pentingsari village in managing promotions so that Pentingsari village gets a stable or even increasing number of tourists visits every year.

LITERATURE VIEW

Promotion Strategy

Strategy is an overall plan that will be used or directed to achieve a goal. Basically, strategy is a method or plan that is oriented for the long or short term to achieve certain goals or to face competition. Strategy is needed so that planning can run effectively and as specifically as possible so that it matches the company's steps in solving problems so that the business is run successfully (Abdurahman, 2015). Apart from that, according to Hurrayati (2015) promotion is a marketing activity in the form of communication to disseminate information, influence and convince company products so that they buy, accept and are loyal to the products offered to consumers. According to Kotler (in Ningsih, 2020) there are five indicators in a promotional strategy, including advertising, face-to-face sales, publicity, sales promotion and direct marketing.

Promotional Objectives

According to Mas'ari (2019), a company or organization needs to determine promotional objectives to achieve the company's desired goals for business continuity. The main purpose of promotion is to inform, convince and attract target consumers about the company and its marketing mix. The following are the objectives of the promotion, namely:

1. Informing, including a new product, how to use the new product, conveying price changes to the market, explaining how the product works, conveying the services provided by the company, correcting any mistakes, convincing buyers and improving the company's image.
2. Persuading target customers to choose the company's products, shifting customer choices to certain brands, changing customer perceptions, motivating customers to buy.
3. Reminding, including reminding that the product is really needed, reminding customers of outlets that sell the product, reminding buyers not to switch to other products, making customers remember the product

Promotion Mixture

The promotional or marketing mix is a group of controlled tactical marketing tools that the company combines to produce the desired response. According to Lontoh (2016) there are several promotional mixes, including:

1. Advertising
All costs incurred by sponsors to carry out non-personal presentations and promotions in the form of ideas, goods or services. Advertising is a form of non-personal promotion using various media aimed at stimulating purchases
2. Personal Selling
A form of personal promotion with oral presentations in a conversation with prospective buyers aimed at stimulating purchases.
3. Sales Promotion
A form of promotion carried out using marketing personnel who are experts in their fields
4. Public Relations
Promotional channels in the form of public relations are a form of non-personal communication that aims to create a good image of a destination and change public opinion at large. Build good relationships with relevant publics to gain support, build a good company image and handle or eliminate gossip, stories and events that could be detrimental
5. Direct Marketing
Direct communication with specifically targeted customers to obtain immediate responses. Thus, promotion is a company activity carried out to introduce products to consumers so that with this activity consumers are interested in making purchases

So, the promotional mix is the costs that must be incurred by the sponsor (company) to carry out promotions to make sales and short-term incentives successful, to build good relationships with the relevant public to obtain support, build a good company image and direct communication with customers who are specifically targeted for get an immediate response

The Definition of Tourism Village

According to Darsono (in Zakaria & Suprihardjo, 2014) stated that a tourist village is a rural area that offers authenticity in terms of social culture, customs, daily life, traditional architecture, village spatial structure presented in a form of integration of tourism components, among others. such as attractions, accommodation and supporting facilities

RESEARCH METHOD

The method used in this research is a qualitative research method with a descriptive approach. This research discusses the analysis of the promotional strategy for Pentingsari Tourism Village in increasing the number of visits. The location of this research is the tourism village of Pentingsari Umbulharjo, Cangkringan, Sleman, Special Region of Yogyakarta. The reason researchers chose this location is that the tourism village of Pentingsari has quite a variety of potential tourist attractions, including outbound, tracking, live in and cultural tourism. The sampling technique in this research was purposive sampling with key informants, namely the chairman of Pokdarwis in Wisata Sari tourism village and additional informants, namely the tour guide in the Pentingsari tourism village, the Head of Pentingsari Village and local tourists who visited Pentingsari tourist village. Data collection techniques include in-depth interviews, observation, documentation. Testing the validity of the data is by triangulating the sources by comparing the results of interviews, observations and documentation (Sugiyono, 2018). The analysis technique in this research is SWOT analysis so that efforts can be made in promotional strategies to increase the number of tourist visits to Pentingsari Tourism Village. The following is a SWOT analysis matrix table

Table 1. SWOT Analysis

IFAS EFAS	<i>STRENGTHS (S)</i> Determining 5-10 factor of internal strength	<i>WEAKNESSES (W)</i> Determining 5-10 factor of internal strength
<i>OPPORTUNITIES (O)</i> Determining 5-10 factor of external opportunity	STRATEGI SO Using strength to create strategies by exploiting opportunity	STRATEGI WO Minimalizing weakness to exploit the opportunity
<i>THREATS (T)</i> Determining 5-10 factor of external threats	STRATEGI ST Using strength to create strategies to overcome the threats	STRATEGI WT Creating strategies to minimalize the weakness and avoid threats

RESULTS AND DISCUSSION

Pentingsari Tourism Village

Pentingsari Tourism Village is one of the hamlets located in the Umbulharjo sub-district, with environmental conditions in the form of rural nature with hills and lowlands flanked by two rivers, namely the Yellow River and the Pawon River which originate on the slopes of Mount Merapi.

Pentingsari Tourism Village area consists of residential areas, agriculture, plantations, forests, and river flows, namely the Pawon River and the Yellow River. *Pentingsari* Tourism Village has 151 heads of families and 210 men and 195 women. In general, the people of *Pentingsari* tourist village have social conditions that uphold local wisdom values. With harmony and a spirit of cooperation, the community respects the values that are embedded in community life. Before developing the tourist village, the people of *Pentingsari* village had a livelihood as farmers, gardening, animal husbandry, and as civil servants. Some people will sell agricultural, plantation and livestock products to gain additional economic benefits. Meanwhile, the social activity that is still maintained is the culture of social service

1. Attractions, Amenities, and Accessibility of *Pentingsari* Tourism Village

Attractions are the main products offered by tourist villages. The products offered can be art, culture, history, tradition, natural wealth, man-made, entertainment which is the main attraction to attract tourists to visit Garongan Tourism Village. The following are some of the attractions in *Pentingsari* Tourism Village: 1) Attractions for plowing fields or planting rice; 2) Attraction of catching fish; 3) Tracking and following rivers; 4) Mud football; 5) Out bond or field trip; 6) Volcano tour; 7) Artistic attractions.

Amenities are facilities that support the creation of comfort for tourists to be able to fulfill their needs while residing in or visiting an area for tourist purposes. The *Pentingsari* Tourism Village has facilities including 1) Pendopo; 2) Prayer room; 3) Toilets; and 4) Information Board. Accessibility and infrastructure to get to *Pentingsari* Tourism Village can be reached using motorbikes or cars with good access, and there are road signs to make it easier for tourists to visit *Pentingsari* Tourism Village

Accessibility

2. Promotion strategy carried out by the manager of *Pentingsari* Tourism Village

This SWOT Matrix analysis is used to determine alternative strategies. This matrix is compiled by internal and external analysis strategy factors which include strengths, weaknesses, opportunities and threats. The results can be formulated into SO, WO, ST and WT strategies

The SO Strategy is a strategy that uses strength to take advantage of opportunities with alternative strategies as follows:

1. Establish written cooperation with stakeholders to obtain input and support in promotions in *Pentingsari* tourist village.

In running a tourist village, of course you cannot run it without help from other parties. The tourist village management needs to collaborate with several other parties to help the process of developing the tourist village. Having a written cooperation agreement with several stakeholders will certainly help the promotion process of *Pentingsari* tourist village even better. For example, with the help of promotional support facilities from the local government or collaborating with academics for the purpose of studying digitalization promotion so that it can become a reference for future managers to determine the right promotional strategy.

2. Providing special prices to influencers or endorsers to expand the market for *Pentingsari* tourist village.

In the current development of digitalization, promotional media using social media is considered the most effective in attracting tourists to visit. This is what the manager of

Pentingsari Village must know. In order to get market attention, they need to collaborate with influencers with large followings to be able to reach a wider market. This collaboration can be carried out by providing discounts or paying the influencer in full to carry out tourism activities in the village of Pentingsari and posting it on their social media.

3. Be more active in promoting through social media.

With the personal promotion currently being carried out by the manager of Pentingsari tourist village, of course it cannot reach a wide market in a short time. Therefore, it is necessary to carry out more active promotional activities on social media to gain a wide market in a relatively short time. So that this will be done more efficiently by the management of Pentingsari tourist village

The ST strategy is a strategy that uses force to overcome threats with alternative strategies as follows:

1. Conducting comparative studies to other tourism destinations that have implemented digitalization promotions to absorb this knowledge and can apply it to the tourism village of Pentingsari.

To deal with tourist villages that have carried out promotions by means of digitalization, of course by collaborating with these villages and carrying out comparative studies to provide knowledge to the management about how to carry out digitalization promotions. So that later it can be implemented in Pentingsari tourist village to support the digital promotion process so that it can compete with other tourist villages.

2. Having staff who have special duties on social media to post and respond to bad statements so as not to damage the image of Pentingsari tourist village.

With the current development of social media, of course the threat that needs to be faced is hoax content which is very easily spread on social media. The strategy that can be used to deal with this threat is to have special staff on social media who are tasked with answering complaints from customers and responding to bad statements on social media so that they cannot damage the image of Pentingsari tourist village in the eyes of tourists who use social media

The WO strategy is a strategy that minimizes weaknesses to take advantage of opportunities with alternative strategies as follows

1. Request government assistance to assist supporting facilities to carry out marketing activities.

To overcome the shortcomings in carrying out promotional activities, the management needs to apply for assistance to the government for assistance with supporting facilities for promotional activities such as cameras and cellphones that are adequate for carrying out promotional activities in Pentingsari tourist village so that they can take advantage of existing opportunities.

2. Collaborating with certain brands to gain profits by obtaining other promotional support facilities.

Apart from asking for help from the government, the management can also collaborate with related brands to establish cooperation so that in the future the managers of Pentingsari tourist village will benefit by getting facilities to support other promotional activities

The WT strategy is a strategy that minimizes weaknesses and avoids threats with alternative strategies as follows: Requesting assistance from the government to provide provision regarding digitalization promotion so that it can be implemented in the tourism village of *Pentingsari*. With the lack of adequate facilities and facing the threat of digitalization promotion that has been carried out

by other tourist villages, this can be dealt with by asking the government for help to provide material and other supporting facilities regarding digitalization promotion so that it can be implemented in *Pentingsari* tourist village

CONCLUSION

Based on the results of the research that has been carried out, it is known from the results of the SWOT analysis that the promotion strategy for *Pentingsari* tourist village that is suitable for use and efficiently used by *Pentingsari* tourist village is the SO strategy, namely by utilizing strengths to execute existing opportunities. Based on the results of the SWOT matrix and research in *Pentingsari* Tourism Village, a SO (strength opportunity) strategy has been determined that can be implemented, namely the Strength Opportunity Strategy, which includes 1) Establishing written cooperation with stakeholders to obtain input and support in promotions in *Pentingsari* tourist village; 2) Providing special prices to influencers or endorsers to expand the market for *Pentingsari* tourist village; 3) Be more active in promoting through social media.

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