

Marketing communication strategy of Tanjung Ngaglik Sleman tourism village increasing tourist interest post pandemi Covid-19

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ABSTRACT

Keywords

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The COVID 19 pandemic, which seems to have not ended, demands that everyone live a new normal life (New Normal). The application of standard health protocols during the New Normal period applies to all areas of life, including the tourism sector. The tourism object of Tanjung Tourism Village is one of the tourism objects in Sleman Regency which is reopening its business during this New Normal period. The Tanjung Tourism Village Manager has carried out various ways to carry out promotional activities so that the number of tourist visits can recover to how it was before the COVID 19 pandemic occurred. This research is intended to examine how the marketing communication strategy for marketing tourism objects in Tanjung Tourism Village increases the number of visitors during the New Normal period. Data collection techniques were carried out by interviews, observation, and documentation. Qualitative data analysis techniques using the method according to Miles & Huberman with several stages which include reducing data, presenting data and drawing conclusions. The results showed that the marketing communication strategy implemented by the Tanjung Tourism Village manager included product, price, place, physical evidence, people, process, promotion). Tanjung Tourism Village Manager focuses more on internet promotion to introduce tourism to the public, by creating an official website, and also using Facebook and Instagram social media as promotion. The hope of this research is that with the strategy implemented, researchers want to increase the interest of tourists in Tanjung Tourism Village after the Covid-19 pandemic.

1. Introduction

Communication is the effort to convey a message between individuals, and the communication cycle consists of several components, namely: the source of the message/information (communicator), the recipient of the message/information (communicatee) (Dempster et al., 2022), the message channel, and feedback on the received message (Anand, 2021). Communication undoubtedly plays a crucial role in the social system of society (Theaker, 2020). In fact, communication can touch every aspect of life in the world. Most humans are frequently engaged in communication since everyone requires it (Fiske, 2020).

The village of Tanjung has not yet fully maximized its efforts in attracting the interest of the local community (Astuti & Darma, 2019). Marketing communication strategies have become one of the approaches that Tanjung Village utilizes to pique the interest of the community (Eagle et al., 2014), especially among enthusiasts of educational tourism (Tuncel & Paker, 2018). This is done to gain a deeper understanding of Yogyakarta's culture and to revive Yogyakarta's culture, which has started to fade in the modern era (Pendit, 2002). Through marketing communication strategies, Tanjung Village can enhance its image and entice the public to preserve Yogyakarta's arts and culture (Yusrizal & Yoga Asmoro, 2020).

The effectiveness of sales promotion remains somewhat limited due to the previously existing social media platforms being inactive, as the administrators have forgotten the passwords (Coleman, 2021). This is evident from the lack of interaction in the comments section of the old Facebook account (Baeder et al., 2018). As a result, the administrators have decided to create a new account, which has not yet become active. Word-of-mouth marketing has proven to be reasonably effective, as the administrators have numerous contacts that help spread the recognition of Tanjung Village among the general public (Li et al., 2020).

The uniqueness of Tanjung Village lies in one of its cultural heritage, a joglo house that is over 200 years old. Additionally, through educational tourism activities, the Tanjung Village management provides a distinctive experience in understanding the life of a farmer. Visitors can learn about planting, soil cultivation, harvesting, and various farming-related activities. However, due to the spread of the coronavirus in early 2020, visitors and tourists were no longer able to visit the village. Based on the aforementioned explanations, the researcher has chosen the title for the study: "Integrated Marketing Communication Strategy of Tanjung Ngaglik Sleman Village in Enhancing Tourist Interest Post the Covid-19 Pandemic."

2. Method

The following research adopts a qualitative research method with a descriptive strategy. According to Moleong (2017), qualitative research is research that seeks to understand phenomena such as behavior, perceptions, motivations, actions, and others, which are experienced by the research subject in its entirety and through descriptions in text form. and phrases, and language, in certain natural contexts, and explore various natural methods (De Giacomo et al., 2012).

This study focuses on qualitative descriptive methods in qualitative data research that is found based on facts in the field such as objects, social rules, or phenomena as outlined in narrative writing (Prathisara & Masduki, 2023). The results of this study are data and facts arranged in the form of words or pictures and not in the form of numbers or calculations (Rahardjo, 2023). In preparing a qualitative research report, it contains data quotations (reality) that are raised based on the results of field data which strengthen support for what is attached in the report.

3. Result and Discussion

Based on the research conducted on the facts obtained in Tanjung Village Tourist Village, the information consists of explanations and discussions about the integrated marketing communication strategy implemented by the management of Tanjung Village Tourist Village to increase the number of tourist visits as an effort to compete with other tourist villages in the Special Region of Yogyakarta, particularly in the Sleman Regency area. The strategies pursued by Tanjung Village Tourist Village are as follows:

3.1. Presenting the Results

Product: Based on observations conducted by the researcher during wedding ceremonies, it is evident that there is a strong appeal to visitors, including tourists of all ages, from children to adults, who come to Tanjung Village Tourist Village. This is particularly notable during school holidays when there is a significant influx of visitors to Tanjung Village Tourist Village. This entertainment also serves as an educational opportunity for visitors to learn about Javanese ceremonies and gain a deeper understanding of Javanese culture (Suleman et al., 2023).

Price: From the observations carried out by the researcher during visits to Tanjung Village Tourist Village, there is no charge for merely touring around. However, participation in artistic or cultural performances and ceremonies, or engaging in cultural activities, incurs charges as explained by the village tourist village management. The availability of various homestays in Tanjung Village indicates a range of options for extended stays within the Tanjung Village Tourist Village area (Luo et al., 2021).

Place: Based on observations, Tanjung Village Tourist Village is strategically located near bustling areas in Yogyakarta, allowing tourists to easily access other tourist destinations in Yogyakarta. However, a drawback is the lack of a unique atmosphere at this location (Langford, 2021).

Promotion: Observations reveal that sales promotion efforts are somewhat limited due to the inactivity of previously existing social media accounts, resulting from the management forgetting the passwords. This is evident from the lack of engagement on the old Facebook account's comment section. Consequently, the management has opted to create a new account, which remains inactive to date. Word-of-mouth marketing has proven somewhat effective, given that the management has numerous contacts that aid in raising awareness of Tanjung Village Tourist Village among the general public (Soedarsono et al., 2020).

People: Observations indicate that only a few individuals actively manage the village, including the chairperson, vice-chairperson, treasurer, and secretary. Others assist only when needed. Visitor feedback is crucial for the village tourist village management, as it aids in enhancing the services and experiences offered to visitors. By listening to and responding to visitor feedback, Tanjung Village Tourist Village management can continuously improve and enrich their tourist village services (Pistol & Ţoniş Bucea-Manea, 2017).

Process : Based on observations, the driving force behind the service industry is the employees themselves. Therefore, to ensure service quality, all company operations must be carried out according to standardized systems and procedures by competent, committed, and loyal employees. The management's efforts thus far have been satisfactory, as interviews with visitors indicate their satisfaction and fulfillment while participating in vacation packages (Finoti et al., 2019).

Physical Evidence: Observations reveal that Tanjung Village Tourist Village provides accommodation options, such as homestays, that incorporate local cultural elements into their design and guest experience. Tourists can experience daily life alongside the local community and engage in closer interactions. The organization of traditional art performances such as dance, music, or drama that reflect the culture and history of the village is also carried out by the management. Tourists can both witness and participate in these performances (Kenton & Abbott, 2019). Involving tourists in daily community activities like gardening, fieldwork, or religious rituals offers a deeper understanding of local life. Providing platforms for tourists to interact with the local community, share stories, and experiences fosters cultural exchange and a better understanding between both parties.

4.2. Discussion

Product: Product is the central point of marketing activities because it represents the outcome of a company's efforts that can be offered to the market for purchase, use, or consumption, with the aim of satisfying consumer needs and desires. According to Wardhana (2022), a product is defined as anything that can be offered to a market to attract attention, acquisition, use, or consumption that may satisfy a want or need. Products encompass more than tangible objects, such as cars, clothing, or phones. Broadly defined, products also include services, events, people, places, organizations, and ideas or a mix of these. This means that the success in increasing tourist interest carried out by the management, such as providing products like "kuda lumping" (a traditional Javanese dance), traditional music ("karawitan"), and learning batik-making, has attracted many visitors (Fadillah, 2015).

Price: The term Price refers to the monetary value that consumers are required to pay to the seller for a purchased good or service. In other words, price represents the value of a product determined by the seller. Some also define price as the monetary value charged to the buyer for the benefits derived from a purchased product (goods or services) acquired from a seller or producer. The use of the term "price" is commonly associated with the buying and selling of a product, whether it is a tangible item or a service. The selling price is set by the seller to generate profit, while consumers fulfill their needs by paying the specified price for the product. The use of the term "price" is commonly used in buying and selling activities of both goods and services. The selling price is determined by the seller to generate profits, while consumers obtain their needs by paying the determined price. According to Eagle et al., (2014), this indicates that the affordable and accessible pricing set by the management is indeed very appealing to tourists to visit. Many tourists are interested in visiting and even experiencing the local customs and traditional arts.

Place: According to Kotler & Keller (2009), place includes important decisions regarding: where? when? and how customers will access the offering. It is mostly related to distribution channels, and pleasant access perceptions are influenced by various variables such as location, service, and payment

methods. The selection of the place or location requires careful consideration of several factors. This has been successful as what the management has done to encourage revisits due to its strategic location, beautiful scenery, and rich culture/traditions. The tourist destination located in Tanjung Village, Ngaglik Subdistrict, is incredibly comfortable and secure. The management has also provided all the necessary facilities for tourists, including homestays, restaurants, a prayer room (musholla), toilets, and attractive photo spots. Situated not far from the city, this tourist spot doesn't deter visitors from coming; in fact, tourists feel quite satisfied with what it has to offer. From the beautiful and serene scenery to the well-designed restaurant that offers a variety of desired foods, the comfortable prayer room, as well as the clean and pleasant accommodations, all contribute to the overall satisfaction of the tourists (Sunarto, 2020).

Promotion: According to Rosyida et al., (2020), promotion is often defined as persuasive communication, and communication strategies include a mix of advertising, personal selling, sales promotion, public relations, and direct marketing (direct mail, email, and telemarketing). From the above definition, it can be concluded that promotion is an effort to persuade and inform consumers about the products being sold. This has been successful in the case of the management, as many access the tourist village through platforms like Facebook, Instagram, and TikTok. In Tanjung tourist destination, the management promotes through various social media platforms such as Facebook, Instagram, YouTube, and even TikTok. The rice field attraction known as "Sawah Pemajang Johar" has its own dedicated social media accounts. Additionally, the local government and village administration accounts actively participate in promoting this tourist spot. Furthermore, several individuals who create vlogs at the location indirectly contribute to the promotion of the rice field attraction. TikTok also plays a role in showcasing the details of this destination. By typing "Wisata Tanjung" in the search bar on Facebook, you'll encounter breathtaking and picturesque views. Moreover, the Instagram account "@dewitanjung.sleman" shares images of the scenic location and captures the joyful expressions of visitors (Ponomarenko, 2019).

People: According to Nawaz & Kaldeen (2020), people (individuals/actors) in the service industry are those directly involved in carrying out all company activities, and they play a crucial role in all organizations. Many factors can influence consumer decisions regarding individuals in the service industry, such as employee behavior in terms of speech, attire, and customer service. This shows that what the management is doing is indeed active in human resources, successfully improving services and receiving positive responses from visitors (Reza, 2020). In this context, the author identifies the various stakeholders involved in the "people" element of the tourism marketing mix in Tanjung Village (Mangold & Faulds, 2009). The community plays a direct role in promoting tourism, particularly the local residents around the tourist attraction, especially when the attraction is managed directly by them. The local community creates their own banners and billboards around the tourism area to attract visitors. Additionally, local vendors who sell both cuisine and local crafts contribute to the tourism promotion (Soedarsono et al., 2020). The management also fulfills their role by overseeing and supervising the operations. They conduct seminars or workshops for the local residents in the tourism area since these residents have direct interactions with customers or tourists. This oversight is a way for the management to ensure that the operations remain aligned with the intended direction. In summary, the "people" element of the tourism marketing mix involves a collaboration between the local community, vendors, and the management to promote and maintain the tourism activities in Tanjung Village (Viglia et al., 2018).

Process: According to Kenton & Abbott (2019), process refers to all the actual procedures, mechanisms, and flow of activities used to deliver services. These process elements signify a company's efforts in executing activities to meet the needs and desires of its customers. All work activities are processes; processes involve procedures, tasks, mechanisms, activities, and routines in delivering products (goods or services) to customers. From the above definition, it can be concluded that the process is a form of activity carried out to market goods or services to potential customers. What the management has done is considered successful when communicating the marketing process, enhancing visitor numbers, with many visitors returning from outside the city and invited students. The process encompasses all mechanisms and flows involved in delivering products. The process of delivering products, whether goods or services, is a crucial factor in the marketing mix. Customers appreciate a friendly and smooth purchasing process. The management has strategic plans, such as inviting students from universities like UGM to visit. Additionally, they engage with high school

students from the Yogyakarta Special Region. Moreover, Tanjung Village hosts provincial-level cultural festivals as part of their marketing strategy.

Physical Evidence: According to Kwok et al., (2020), physical evidence is defined as follows: "Physical evidence is something that tangibly affects a consumer's decision to purchase and use the offered service or product." Elements included in physical evidence are the physical environment, including physical structures, equipment, supplies, logos, colors, and other items integrated with the service provided, such as tickets, covers, labels, and so on. From the above definition, it can be concluded that the physical appearance evidence influences the decision to purchase and use goods or services (Malau, 2020). This is considered comprehensive and successful in the case of the management, as the transportation and other facilities provided are well-equipped. In this context, the management is the driving force behind the transportation to reach Tanjung tourism. Accessing Tanjung tourism is relatively easy when using private vehicles (Langford, 2021). The majority of the roads are paved, and the location is not too remote, making it easily accessible. While there are a few attractions that may be situated further into the hinterlands, most of them provide parking spaces for both two-wheeled and four-wheeled vehicles. For locations slightly further in, visitors typically only need to park their vehicles and continue on foot, which, according to the author, is not too far of a distance. The small village roads make two-wheeled vehicles the primary mode of transportation to access the village and explore its traditional customs and arts.

4. Conclusion

To attract visitors to Tanjung Village Tourist Village in Yogyakarta, the optimal utilization of social media is employed, along with direct marketing efforts, buyer-oriented approaches, and engaging promotions designed to capture buyers' interest. From these actions, it is evident that the marketing communication strategy utilized by Tanjung Village Tourist Village, including product, price, place, physical evidence, people, process, and promotion, is considered effective. This approach significantly contributes to enhancing the number of tourists visiting the tourist village itself.

The most dominant and successfully implemented form of marketing communication strategy by Tanjung Ngaglik Sleman Tourist Village in enhancing tourist interest post the COVID-19 pandemic is direct marketing carried out through face-to-face selling, such as organizing special presentations for target groups or potential tourists. In these presentations, Tanjung Tourist Village's management provides in-depth explanations about the products or services offered, their benefits, and the facilities available within the village. This approach offers opportunities for customers to ask questions and engage in direct discussions with company representatives.

Furthermore, in terms of advertising, the marketing communication strategy of Tanjung Ngaglik Sleman Tourist Village utilizes both online and offline advertising channels. Online advertising includes platforms like TikTok and Instagram, where engaging and visually appealing content is used to promote the tourist village, capturing the attention of potential visitors. Additionally, offline advertising includes printed materials such as brochures, used to disseminate information to the community in a more traditional manner.

The combination of direct marketing through face-to-face selling and a comprehensive advertising approach involving both online and offline media has shown positive effects in increasing tourist interest to visit Tanjung Ngaglik Sleman Tourist Village post the COVID-19 pandemic.

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