



Marketing Communication Strategy of Prince Diponegoro Monument Museum Sasana Wiratama Yogyakarta

Rizky Kusumawardani^{1*}, Iva Fikrani Deslia²

^{1,2} Universitas Ahmad Dahlan Yogyakarta, 55166, Indonesia

¹ rizky2100030060@webmail.uad.ac.id; ² iva.deslia@comm.uad.ac.id

*Correspondent email author: rizky2100030060@webmail.uad.ac.id

ABSTRACT

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There are many historical buildings in Yogyakarta, one of the artificial tourist assets is the Prince Diponegoro Sasana Wiratama Monument Museum. As a museum that stores a collection of artifacts from Prince Diponegoro's lifetime, the Prince Diponegoro Museum must implement appropriate marketing communication strategies to face the increasingly fierce competition in the tourism industry in Yogyakarta. Museums need to adapt to changes and demands of the times to meet marketing communications needs in a competitive business environment, so the aim of this research is to outline how marketing communications strategies can increase the number of visitors to the Prince Diponegoro Museum. The method used in this research is descriptive qualitative. The data collection techniques used are observation, interviews, documentation, data analysis and data validity. In this research, the theory used focuses on the 7P Marketing Mix, namely using marketing communication strategies, in this case studied through marketing communication stages, namely Product, Price, Place, Promotion, People, Process and Physical Evidence, which aims to increase the number of visitors. The results of this research conclude that the application of the 7P theory at the Prince Diponegoro Museum is not optimal, there are several marketing elements that need to be improved. Limited collections, lack of variety, and unclear pricing systems reduce perceptions of museum value and quality. Even though the location is easy to reach, visibility is low because it is not on the main route. Promotion, especially on social media, is also still less effective. Limited human resources are an obstacle in implementing better marketing strategies. Recommendations are given to improve these elements so that the museum is more attractive and known to the public.

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1. Introduction

Marketing communication strategy is an approach taken to send messages to consumers through various media and aims to strengthen consumer loyalty to the products they own. According to Kennedy and Soemanagara (2009:5) in (Hamzah et al., 2020). The development of the tourism industry in Yogyakarta began in the mid-19th century, when tourists began visiting to enjoy historical buildings, archaeological sites, natural beauty and cultural riches (Yoeti, 2006: 331 in (Marwahid, 2022). The specialness of Yogyakarta is manifested in the form of cultural historical strength which is always maintained both in its government structure and in the daily lives of its people, one of which is the Prince Diponegoro Museum which is an important site that stores the history of the struggle of the Indonesian people, especially in the context of resistance to colonialism. There are many historical buildings in Yogyakarta, one of the artificial tourist assets is the Prince Diponegoro Sasana Wiratama

Monument Museum. Based on the official website of the Yogyakarta City Culture Service, the museum displays a collection of artifacts from Prince Diponegoro's lifetime which is managed by the Sasana Wiratama Foundation. During the Dutch colonial period in 1825-1830, the Diponegoro War occurred which was then immortalized through this museum to honor the struggle and contribution of Prince Diponegoro and other fighters. The construction of the museum was carried out in stages and was inaugurated on August 9 1969 by TNI General (Retired) Soeharto (Agung, 2019).

However, even though it has high historical value, this museum is often little known by the wider community, especially the younger generation, there are problems that can be identified such as the lack of knowledge of the public who do not know about the existence of this museum and its role in Indonesian history.

Several previous studies, by Asri (2023), such as marketing communication strategies for managing the Bukuran Museum tourist attraction in increasing the number of tourist visits. The research uses advertising, personal selling, sales promotion, online marketing and public relations theories to increase visits. Meanwhile, research to be carried out at the Prince Diponegoro Museum proposes a different approach using the 7P marketing communication strategy (Product, Price, Place, Promotion, People, Process, Physical Evidence). Another research by (Arifin et al., 2022) shows an analysis of the Influence of the 7P Marketing Mix on Purchasing Decisions (Study at CV. Karya Apik MAN 3 Jombang) using the 7P theory and has differences in research objects. Thus, the 7P concept places more emphasis on implementing a comprehensive strategy to face competition and increase the visibility of museums in this research.

Table 1. Number of Visitors to the Prince Diponegoro Museum in 2023

| NO | BULAN | JENIS PENGUNJUNG | | | | | | | | | | | | Jumlah | |
|--------|-----------|-------------------------------|--------|-----------|-----|-----|--------|-----|------|-----------------------|------------------|---------------|-----------|--------|--------|
| | | Wisatawan Nusantara (Wisnu) | | | | | | | | | | | | | |
| | | Perorangan | | Rombongan | | | | | | PENELITI/ LIPUTAN/ | PERPUS TAKAAN | TAMU DINAS | LAIN-LAIN | | Wisman |
| | | Anak | Dewasa | ANAK-ANAK | | | DEWASA | | | | | | | | |
| | | | | TK | SD | SMP | SMA | MHS | UMUM | PKL DLL | | | | | |
| 1 | Januari | | 16 | | | | 4 | 3 | 41 | | | | 5 | | 69 |
| 2 | Februari | | 49 | | 107 | | | | 78 | 1 | | | 1 | | 236 |
| 3 | Maret | | 19 | | 30 | | | | 20 | | | | | | 69 |
| 4 | April | | 15 | | 7 | | | | 33 | | | | | | 55 |
| 5 | Mei | | 18 | | 10 | 4 | | 6 | 25 | | | | | | 63 |
| 6 | Juni | 11 | 15 | | 23 | 13 | | 21 | 14 | 1 | | | 3 | | 101 |
| 7 | Juli | 10 | 33 | 40 | | 8 | 334 | | 55 | 4 | | | 2 | | 486 |
| 8 | Agustus | 9 | 21 | | 341 | 112 | 307 | | 16 | | | | 12 | | 818 |
| 9 | September | 16 | 61 | | 298 | 60 | | 17 | | 2 | | | 4 | | 458 |
| 10 | Oktober | 20 | 99 | | 60 | 7 | 110 | 36 | 20 | | | | 3 | 4 | 359 |
| 11 | November | 10 | 16 | | | | 196 | 55 | 72 | | | | 14 | | 363 |
| 12 | Desember | 17 | 62 | | | 10 | 25 | 25 | 87 | 3 | | | | | 229 |
| JUMLAH | | 93 | 424 | 40 | 876 | 214 | 976 | 163 | 461 | 11 | - | 44 | - | 4 | 3.306 |

Source: Prince Diponegoro Museum documents

As the data listed above shows the number of visits in 2023, there can be seen a significant decrease in 2022, amounting to 3,589. Data shows that the number of visits in 2023 will decrease compared to the previous year. Factors that might influence this decline are less effective marketing strategies. This decline requires evaluation to identify and establish appropriate strategies to restore visitation levels. Then the marketing strategy is less effective and the promotions carried out are not optimal in reaching a wider audience. The use of social media and information technology that is not yet optimal is one of the contributing factors.

Based on the above, the problem of this research is what is the marketing communication strategy for the Prince Diponegoro Monument Museum to increase the number of visits. Raising the title Research on Marketing Communication Strategy for the Prince Diponegoro Monument Museum, Sasana Wiratama Yogyakarta. Therefore, the aim of this research is to describe the 7P marketing communication strategy of product, price, location, promotion, people, process and physical evidence implemented by the Prince Diponegoro Museum which is managed by the Sasana Wiratama Foundation with the aim of increasing the number of museum visitors.

2. Theoretical Framework

According to Kotler and Keller (2012) in (Hidayah et al., 2021), the marketing mix is defined as a set of tools utilized by a company to achieve marketing objectives in its target market. In the context of marketing communications strategy, the 7P concept plays a role in analyzing various factors that influence the marketing success of a product or service, including museum. So researchers use the 7P Marketing Mix theory in this research so that researchers can explore more deeply the various elements that support the success of museum marketing communications, so that they can provide appropriate recommendations to increase visits and public involvement. In this digital era where business knows no boundaries, strategies must be more precise and on target. In his book (Agustinah, 2021) marketing strategies contain seven collections of tactical marketing tools consisting of:



Figure 1. Marketing Mix Theory by Kotler and Keller (2012)

Source: Processed by Researchers

1. Products, including management, planning and development of products or services to be marketed, as well as adjustments or improvements to existing products.
2. Price, is the value of a product in the form of money used as a medium of exchange.
3. Place refers to administrative decisions regarding the location of providing services to customers, which can include physical and electronic distribution channels (Davis, 1997) in (Jain & Jain, 2022). This also means that the product must be easily accessible to consumers.
4. Promotion, refers to the company's ability to connect with customers about its offerings.
5. According to Lupiyoadi and Hamdani (2010) in (Akhiri, 2020), in the context of service marketing, the role of "people" as service providers greatly influences the quality of the services provided. These "people" related decisions include selection processes, training, motivation, and human resource management.
6. According to Lupiyoadi and Hamdani (2010), the process includes all activities involving procedures, work schedules, mechanisms, activities and routines, where services are produced and delivered to consumers.
7. Physical Evidence, is the environment where services are created and directly interact with consumers.

3. Method

The method used in this research is descriptive qualitative. In qualitative research, researchers interact directly with research subjects to gain an in-depth understanding of life, social or cultural aspects (Dr. Arif Rachman, Dr. E. Yochanan, 2024). This research analyzes and records the results through interviews, observation and documentation. Interviews provide in-depth insights from sources, observations allow direct exploration of context, while documentation helps understand the background of the data. Observations made at the Prince Diponegoro Museum, this approach allows researchers to express what they saw and experienced in more detail and depth.

In this research, data analysis was carried out simultaneously with the data collection process. The data collection technique used is through observation, interviews and documentation. This data was obtained through the Head of the Prince Diponegoro Museum, Educators, and visitors to the Prince Ponorogo Monument Museum. The analysis process uses the interactive analysis model proposed by Miles and Huberman, which consists of four stages, namely data collection, data reduction, data presentation and conclusion drawing.

Data validity techniques are needed to ensure that the data is valid. Triangulation is used to verify the level of trust in the data or information that has been obtained. There are two types of triangulation carried out, namely technical triangulation and source triangulation. Technical triangulation is carried out by asking the same questions to informants through various methods, such as interviews, observation and documentation. Meanwhile, source triangulation was carried out by asking the same questions to different sources, namely parties relevant to the research topic (Saleh Sirajuddin, 2017).

4. Result and Discussion

4.1. Presenting the Results

The results of data collection were obtained based on research results regarding the marketing communication strategy of the Prince Diponegoro Museum using the 7P marketing mix theory. This theory is applied to identify strategic steps taken by museums to increase interest in visits, considering that many museums in Yogyakarta are alternative tourist destinations. The strategies implemented by the Prince Diponegoro Museum are as follows:

Product, According to Kotler & Armstrong (2008) in (Sunarya, 2022), products include everything that can fulfill human needs or desires, both tangible and intangible. A product can be anything offered to a market for attention, acquisition, use, or consumption, with the goal of satisfying a need or want. From the results of the researcher's interview with the Prince Diponegoro Museum, Mr. Kasbolah as the guide mentioned that the superior products he owned were broken walls, komboran stones, paintings of the Tegalrejo invasion, various collections of swords, collections of spears, keris, spearheads, coins, jewelry, weapons. secrets, pottery, and shield collections.



Figure 2. Prince Diponegoro Museum Collection

Price is an important variable in marketing, where price can influence consumers in making decisions to buy a product, for various reasons (Lystia et al., 2022). The entrance ticket price for the Prince Diponegoro Museum is voluntary, considering that this museum not only functions as a historical site that preserves the cultural and historical heritage of Prince Diponegoro, but also as an educational place that aims to provide knowledge to the public about important events in the nation's history and values the contained in it.

Place, A strategic location will definitely help organizations find better public access (Ilmu et al., 2022). The location Museum Pangeran Diponegoro located on jalan HOS Cokroaminoto No. 430 District. Tegalrejo, Yogyakarta city. This location has historical value because it was once the residence of Prince Diponegoro from childhood until the Java War. This museum has an area of around 2 hectares and has ample parking space for visitors.

Promotion, Promotion can be said as follows: promotion helps in recognizing the product, promotion is used to invite buyers, promotion plays a role in conveying information during the buyer's decision- making process (Sunarya, 2022). The Prince Diponegoro Museum uses social media, such as TikTok and Instagram, for promotion. Instagram is used to share information on museum collections, visitor visits, as well as reservation locations and contacts. Meanwhile, TikTok is more often used to post visiting activities. Apart from that, it was also informed to the descendants of Prince Diponegoro, namely Patra Padi, including the extended family of the Prince Diponegoro Breed community with the aim of spreading information about this museum to colleagues and the public in the hope that they would be interested visit. The museum also collaborates with the Mandatory Museum Visit (WKM) program from the relevant department which requires museum visits for school students. The event held by the Prince Diponegoro Museum was the Prince Diponegoro Haul to commemorate the death of Prince Diponegoro. The Prince Diponegoro Museum provides brochures for visitors as a means of promotion and to help them understand more about this museum. The Prince Diponegoro Museum also carries out promotions through news portals so that the museum has a wide reach and increases public awareness about its existence.

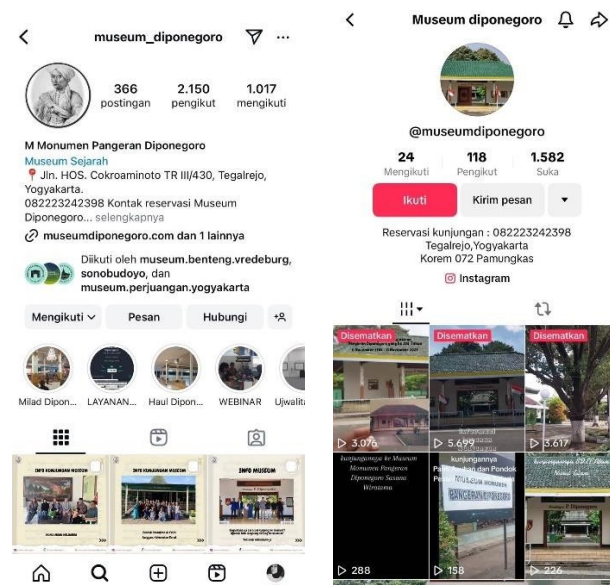


Figure 3. Prince Diponegoro Museum's Instagram and Tiktok
Source: Instagram @museum_diponegoro and Tiktok @museumdiponegoro

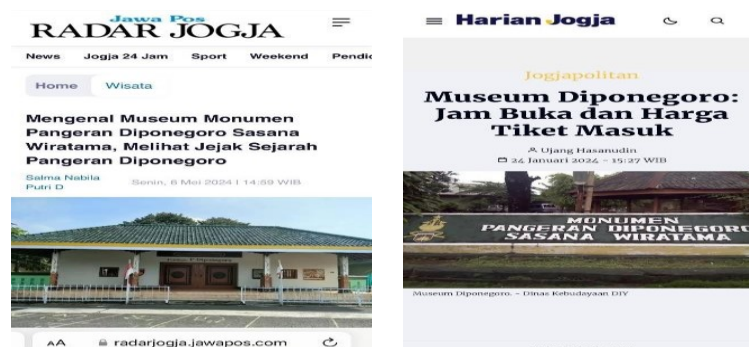


Figure 4. News Portal Display as Promotion for the Prince Diponegoro Museum
Source: radarjogja.jawapos.com and harianjogja.com



Figure 5. Prince Diponegoro's Haul Event
Source: DIY Culture Service Document

People, People refers to all individuals involved in providing services, and each has a defined role in the process (Murti, 2023). The Prince Diponegoro Museum consists of the Head of the Museum and a guide, and is supported by two PKL (Field Work Practical) students who also act as guides. The employee recruitment process is carried out by the Head of the Museum, which is accompanied by training and providing education about the museum. Museum employees consistently greet every visitor in a friendly manner. Guides are provided automatically to large groups, while individual visitors are not accompanied unless requested. **Process,** According to Bungin (2015: 57) quoted by (Andrico Egiano, 2016), processes are all procedures, mechanisms and operational flows used by companies or organizations to deliver services and carry out activities for consumers. This process element refers to the efforts made by the Prince Diponegoro Museum in implementing and carrying out activities to meet the needs and desires of visitors. The visit process for groups and small numbers is regulated by welcoming visitors. Guides are automatically given to large groups, while smaller numbers of visitors get guides if they want a guide. For small numbers of visitors, they are invited to enter the museum directly first, before being directed to the area outside the museum. Every visitor who comes is given information regarding their health condition, then the visiting group is directed to the pavilion to be introduced to the pavilion facilities and the environment outside the museum, including showing the tragedy of the broken wall and providing information related to the tragedy (Faza & Deslia, 2024). After that, visitors are asked to fill in the guest book before entering the museum. The museum guide provides explanations about the various existing collections and conveys information related to each collection. After the tour is complete, the officers always ask if there are any questions that are still unclear regarding the Prince Diponegoro Museum.

Physical Evidence, Physical evidence involves circumstances or conditions, including atmosphere. Environmental characteristics are the most salient things related to the situation (Sukmono, Junaedi, Fadilla, Loilatu, & Fadillah, 2023). This situation refers to the geographical and environmental aspects of the institution, decoration, room, sound, aroma, light, weather, placement and layout that are visible as objects (Nurhayaty, 2022). The Pendopo building at the Prince Diponegoro Museum, in a typical Javanese Joglo architectural style, has a philosophical meaning that reflects social status, such as the home of nobles or kings. This pavilion is the second building, replacing the original pavilion which was once inhabited by Prince Diponegoro but was destroyed by the Dutch colonialists. This museum is equipped with museum room facilities that exhibit artifacts left by Prince Diponegoro, as well as a large pavilion area that can be used for official events. Apart from that, there are toilets, a fairly large parking area and a prayer room adjacent to the museum.



Figure 6. Prince Diponegoro Museum building

4.2. Create a Discussion

The 7P theory refers to the seven main elements of marketing, including product packaging, pricing, service distribution, promotion, interaction with visitors (people), service processes, and physical evidence that supports the visitor experience. However, the implementation of this strategy at the Prince Diponegoro Museum is still not optimal. Important elements of marketing applied at the Prince Diponegoro Museum, and linking them to previous research on the influence of the marketing mix on purchasing decisions. Research results (Arifin et al., 2022) show that product, price, promotion, process, people, physical evidence and location variables have a positive and significant impact on purchasing decisions at CV. Nice work. However, in the context of the Prince Diponegoro Museum, the application of the 7P theory is still not optimal, with several marketing elements requiring improvement, such as the following elements: In the product aspect, museum collections are still limited and tend to be monotonous. The museum has not offered variety or updates to the collection that could attract sustained visitor interest. Without an interesting and dynamic product, museums have difficulty retaining the public's attention. In terms of price, the absence of official ticket price provisions makes visitors make voluntary contributions. While this is intended to prevent visitors from being overwhelmed, the lack of a pricing structure may reduce the perceived value of the museum, as price can also influence perceptions of the quality and importance of a tourist attraction. Then the location, access to the museum is relatively easy, but its location is not on the side of the main road making the museum difficult for many people to find. This non-strategic location reduces the museum's visibility, so few people know about its existence.

In terms of promotion, the Prince Diponegoro Museum is still not optimal, especially on social media. The use of platforms such as TikTok and Instagram has not been utilized effectively due to a lack of interesting content and minimal activity. The lack of consistent and creative promotion makes it difficult for museums to reach a wider audience. This research supports previous findings by (Asri, 2023), especially through the theories of advertising, personal selling, sales promotion, online marketing, and public relations, which more specifically emphasize the importance of marketing strategies to attract visitors from the results of previous research among all the elements mentioned. used, advertising on social media is the most dominant. So the difference with previous research is that the researcher uses a more holistic 7P approach by explaining elements such as product, price, location, promotion, people, process and physical evidence, so that the researcher does not only analyze the promotional elements but comprehensively can find out which elements are less than optimal and more dominant, not only in promotion. Promotion in this research also has the same five elements as previous research, such as direct marketing which is carried out by giving brochures to visitors who come to provide a brief guide and as a means of promotion. Sales promotion is carried out by word of mouth by persuading visitors to come to the museum, by carrying out the mandatory Museum Visit (WKM) program, and promotions via Tiktok and Instagram. Then the public relations that need to be improved by the Prince Diponegoro Museum include holding special exhibitions, in addition to the Prince Diponegoro Haul event to increase ties, build the image of the museum, as well as a place to promote the Museum so that visitors can visit at the same time. The Prince Diponegoro Museum collaborates in advertising through news portals and has not carried out promotions with print media, tour agencies and billboards in public areas that are frequently visited by people to reach more visitors. Personal sales are carried out, namely that the guide can offer private guidance and large groups by providing an in-depth, relevant and friendly explanation of the history of Prince Diponegoro to visitors. In this way, it can further convince visitors and increase visitor satisfaction. This can also improve the image of the museum. Limited human resources are a serious obstacle. With only two permanent employees and two interns, promotional efforts and visitor services are not optimal. These limitations impact the museum's ability to develop better marketing communications strategies. Even though the scouting flow is working well, this is not enough to increase the museum's visibility if other elements, such as promotions and products, are not updated.

The museum building with typical Javanese joglo architecture has become an attraction in itself, but other physical elements, such as facilities for visitors, can still be improved. Adequate physical evidence, such as modern facilities or interactive facilities, can increase visitor comfort and strengthen the museum's image. By building good physical facilities, the Prince Diponegoro Museum can become an attraction and attract visitors to come by offering comfort with adequate facilities. By using the 7P theory, this research can identify weaknesses in various marketing elements of the Prince

Diponegoro Museum and provide comprehensive recommendations to overcome them, as well as find out what elements are still not optimal and also be able to provide a comprehensive analysis, relevant to the service industry and flexible.

5. Conclusion

The conclusion from this discussion is that the application of the 7P theory at the Prince Diponegoro Museum is still not optimal, with several marketing elements that require improvement. Limited product collections and lack of variety hamper the museum's appeal to visitors. An unclear pricing system can reduce the perception of a museum's value and quality. Although the museum's location is relatively easy to access, visibility is low because it is not on a main route. Promotion is also an aspect that needs to be improved, especially on social media, where interesting content and activities are still minimal. This research shows that advertising on social media is the dominant element in attracting visitors. Limited human resources are an obstacle in implementing better marketing strategies. Although the physical aspect of the building is an attraction, facilities for visitors need to be improved to provide a better experience. By using the 7P theory, this research succeeded in identifying weaknesses in various marketing elements and providing comprehensive recommendations for improvement, so that the museum can increase its attractiveness and visibility among the public.

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