



Marketing communication strategy at Obelix Hills tourist attraction in increasing tourist visits

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ABSTRACT

Keywords

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Tourism is a sector that has taken on an important role in development. The tourism sector can open up or add space and jobs to the surrounding community, as well as attract tourists from both the country and abroad. The field of tourism requires a role of communication to connect the various components of the tourism, such as communicating tourism marketing, accessibility, destinations, resources and tourism institutions. As for the purpose of this research is to find out the marketing communication strategy of Obelix Hills Tourist Objects. Obelix Hills is a tourist attraction located in Klumprit. Exactly in Wukirharjo Village, Prambanan Prefecture, Sleman District, Yogyakarta Special District Province. Visitors to the Obelix Hills tour are mostly wildlife tourists. Based on data from tourist manager Obelix Hills, tourist visits to Obelix Hill from 2022 to 2023. This research uses the 7P marketing communication tool: (Product, Price, Promotion, Place, People, Process, dan Physical Evidence). A communication message can be said to be a time-consuming strategy as well as a good strategy for the communication being conducted to be effective, because a good communication strategy can avoid the losses caused by ineffective promotional activities. The method used in this study is qualitative descriptive method, where researchers take Obelix Hills Tourist Object as the object of research. In this study, data collection is done with observation techniques, documentation, and interviews. The results of this study show that Obelix Hills Tourist Objects has taken steps in line with the marketing communication strategy. By implementing a marketing bulletin and containing a promotional bulletin. It is a strategy to increase the tourist attractiveness of Obelix Hills.

1. Introduction

Tourism as a sector has taken an important role in development (Suryani, 2017). The tourism sector can open up or add space and jobs to the surrounding community but tourism in Indonesia still has problems that cannot be left alone (Wulandari & Darma, 2020). The problem demands a measurable and targeted solution to guarantee the survival of tourism operators who expect visits not only from domestic tourists but also from foreign tourists (Peng & Huang, 2017). Tourism is an important part of long-term national development planning that must be implemented in a systematic, planned, integrated, sustainable and responsible manner, always protecting the prosperous culture of society, the sustainability and quality of the living environment, and the national interest (Sihombing, 2021).

One of the cities in Indonesia that is a domestic tourist destination that is quite attractive and sought by the people at home and abroad is the Special District of Yogyakarta which is called by the name of the city of education, cultural city, historical city and so on ("Relationship of Economic Growth with Tourism Sector," 2016). The Yogyakarta Special District is known for its very thick culture and is one of the iconic inherent in the city of Yogyakarta and the tourists besides the famous culture are also a tourist destination area that has a variety of traditional foods (Xu, 2020). One of the typical and

famous traditional foods in Yogyakarta is gudeg, gudeg is a traditional food that tastes a little sweet and the food is made of young Nangka fruit that is processed and also chicken, cricket, and also eggs. Students' cities or educational cities are also nicknamed for the city of Yogyakarta. The nickname is supposed to be because of the number of educational centers that stand in the city Yogyakarta so that indirectly attracted the interest of students from various regions to pursue science there (Barreiro, 2021). So the city of Yogyakarta is becoming more and more known to many people, on the other hand people there to demand science also a lot of people to enjoy the nature tourist destinations there because in Yogyakarta there are also various kinds of nature tourism in the southern part stretched along the coastline (Rachmawati & Afifi, 2022). While in the western part of Yogyakarta or the Kulon Progo area there is tour of sermo reservoir, Goa Kidang Kencana, Mangrove Forest, and other natural tours (Hastuti et al., 2022). Tourism that uses the attractiveness of nature tourism can be developed by looking at the characteristic conditions in the surrounding area (Utami, 2022). Thus can be a unique attraction for tourists. The factors that influence the increase in tourist visits are the development and development of such tourist objects to provide comfort for the tourists (Santos-Roldán et al., 2020). The convenience of travel for visitors is a primary factor and should not be left to the tourists or the community around the tourist area. Besides, tourism plays an important role in meeting the social needs of communities and supporting the economy of tourist areas, on the other hand, there are tourism that is located in natural hazard areas and has a vulnerability to disasters (Hastuti et al., 2022).

One of the tourist attractions that uses the nature tourist attraction is Obelix Hills Tourist Objects located in Klumpit. Exactly in Wukirharjo Village, Prambanan Prefecture, Sleman District, Yogyakarta Special District Province. The tourists who entered the data were either local or foreign tourists, based on data from the Obelix Hills tourist agency's tourist visits to Obelix Hill from 2022 to 2023 (Saputro et al., 2023). The tourists who visit are families or outbond groups. They travel, visit to enjoy the nuances of nature, take photos with the many photo spots available, play some of the rides available, and also enjoy the food available there (Næss, 2023). The tour is officially opened and can be visited by the public since May 5, 2021, subject to the health protocols in force. Obelix Hills Tourist Objects in Kelola by the local community to improve the well-being of the surrounding people, so if the tourist attractions in kelola properly then the increasing number of tourists who travel on the Obelix Hill tour as well as the impact on adding to the welfare of the communities around obelix Hills.

Travel is a form of need that must be met especially for the people who live in the city. Life in a city with a lot of activity, the city that is filled with traffic jams and also air pollution it affects some of the people especially the four in the urban community, these things that cause the occurrence of stress (Rinawiyanti & Kusumo, 2023). In the end travel becomes a solution to avoid stress. The immense potential and wealth of nature in every area they live in makes people more aware that they are ultimately making an incentive for people to build nature-based tourist sites and take advantage of the natural beauty in each of their respective areas. And made such a tourist attraction a lot of interest for the last year so that started the emergence of nature-based tourism in the villages in Indonesia. The number of natural tourist attractions that are emerging in Indonesia has a positive impact on the economy of the people (Jumbo et al., 2023).

The close communication between tourism businessmen and tourists is referred to as marketing communication. According to Widokarti dan Priansa (2019), tourism communication is an exchange of messages related to ideas, ideas, information, input and criticism presented personally or impersonally through symbols aimed at tourism development. Communication has a number of strategic functions. Tourism communication functions relate to information, socialization, motivation, culture, entertainment, integration, and innovation (Widokarti & Priansa, 2019). Each of these tourism communications functions gives shape to tourism business operators to tourists and prospective tourists. According to Tjiptono (2015), marketing communication is a marketing activity that seeks to disseminate information, persuade, and remind the target taerget of a product being offered. To create and deliver value to consumers (wsatawan dan calon wisatawan). The field of tourism requires the role of communication to connect various tourism components, such as communicating tourism marketing, accessibility, destinations, resources and tourism institutions. (Bungin, 2015). One way or strategy that tourists should do to increase tourist visits is by adding marketing strategies using the already developed media. This strategy should be implemented by Obelix Hills Tourism as well as tourists with focus, so that the increase in visitors is not just planning with the presence of Obelix Hill Tourism marketing strategy can contribute in the increase of tourist visits.

Based on the description above, it is one of the interesting cases to be used as a research by looking for information on how the strategy of marketing tourism obelix Hills in increasing tourist visit. So the researchers need to study further about such strategy through the research entitled "Obelix Hills Objects Marketing Communication Strategies in Increasing Tourist Visits".

2. Method

The research methods used in this research according to the problem and purpose of this research are qualitatively descriptive i.e. to describe and explain about Obelix Hills Tourist Objects Marketing Communication Strategies in Increasing Tourist Visit (Santoso et al., 2021). Dermatological research is research that emphasizes the quality or the most important thing of the nature of a service or good. The most important of these events or social phenomena or symptoms is the meaning of such events that can serve as valuable lessons for a development of concepts of qualitative research theory can be designed to contribute to the theory, practitioner, policy, social problems of action (Komariah dkk,2012). Dermatological research, data collection is not guided by theory and concepts but by facts found at the time of field research. Therefore, the data analysis carried out is inductive based on the facts found later can be consulted as hypothetical or theoretical (Nurul, 2021). So in qualitative research, we do data analysis to build hypotheses, while in quantitative research we do the analysis of data to test the hypothesis. Data analysis in quality research is carried out from the time researchers make proposals, carry out data collection in the field, until researchers get the entire data on the field (Sugiyono, 2014).

Obelix Hills Tourism, Klumpit Township, Wukirharjo, Prambanan, Sleman District, Yogyakarta Special District. The duration of this research will be planned for about two months, which is July-August 2023. However, this does not apply in the absolute sense of the word adjust until the researchers obtain the data carefully (Wenerda, 2022).

Data collection techniques use interviews, observations, and documentation techniques as well as analysis of literature studies that are interrelated with the problems to be examined. In this research, like other qualitative researches, interview techniques are used as the primary means of gathering data and information (Kriyantoro, 2014). Data collection with the parties concerned. The informants will be interviewed in this study by conducting face-to-face interviews with the tour operators and sub-coordinators as well as some tourists who visit the Obelix Hills tourist site for information or data purposes. Observation is one of the methods or means in a research aimed at obtaining the data required by the researcher. Bungin (2007) explains that observation is the collection of data used to gather research data through observation and penetration. The researchers perform observations by looking or observing in person and trying to understand, find out the marketing communication strategies carried out by Obelix Hills Tourist Objects to do in increasing tourist visits. Documentation carried out in this study by gathering data and facts contained in the documentation. In this research documentation in the form of pictures like photos, activities during the research will be documented as evidence of doing research (Kriyantono, 2012).

In the processing of data researchers use techniques of data analysis according to Miles and Huberman namely data reduction, data presentation, data collection and conclusion drawings. Data reduction is a process of selection, focusing on simplifying, abstracting and transforming the "casar" data that comes from the written records in the field. This reduction simplifies the data that has been obtained to make it easy to conclude the results of the analysis. All the research results from the fields that have been collected are recast to determine which data is appropriate for use. The presentation of data that has been obtained from the area relates to the entire research problem is placed between which is needed and which is not, and then it is broken down and then given the problem limit. From the presentation of such data, it is expected to provide an explanation and which supporting data. The next step in the analysis of qualitative data is to draw conclusions and verification, any preliminary conclusions submitted are still temporary and will change when strong evidence is found to support the subsequent data collection process (Kriyantono, 2019).

Then use the data validation technique (Uji Validasi). Researchers in performing data validity testing techniques using triangulation. Triangulation is a data validation technique that uses something other than the data for verification purposes or as a comparison to the data. Triangulation is an attempt

to verify the accuracy of data or information obtained from several different points of view by reducing as much as possible the differences that occur at the time of data collection analysis.

Data collection in the research is done by means of observation, documentation, and interviews with informants. Therefore, researchers conduct triangulation of data sources by examining other sources, that is, comparing data from observations with data from interviews.

3. Result and Discussion

3.1. Presenting The Result

a. Marketing Communication Strategy

A company has a goal that it wants to and that objective is in line with the vision and mission that has been set for each company. In its achievement, each company has different strategies. According to Effendy in Prisgunanto (2014), strategy is planning in management to a goal, to that goal strategy used not only as a map showing direction, but also showing its operational tactics. The business strategy defined by Chandler in Prisgunanto (2014) is the establishment of long-term basic goals and objectives of the company and the implementation of a series of actions and the allocation of resources that are essential for achieving those objectives. Marketing communication strategy describes the message to be shared with the target of the company (audience) through optimum marketing communication and in a way specifically prepared by the company. So, in a curious communication in need of the right strategy the target vision and mission of the foundation can be achieved.

In order to develop a communication strategy it is necessary to think carefully, taking into account both supportive and inhibitory factors. When in the communication strategy observed the communication components and supportive or inhibitory factors on each component will be better. Strategy adoption is a crucial step and requires careful handling in communication planning, because if the strategy is chosen incorrectly or inappropriately then the results can be fatal, especially losses in terms of time, material and energy. Therefore, strategy is also a secret to be hidden by the planners. (Effendy, 2011).

Marketing communication is a factor in determining the success of marketing strategies and programmes. The quality of a product, if the consumer has not heard of it or is not sure that the product will be useful to them, then they will not be interested in buying it. The importance of marketing communication can be described through a parable that marketing without promotion can be like a man in black glasses who from a dark place at night blinking his eyes on a beautiful girl from afar. That means no one knows what the guy is doing, except himself (Fandy, 2016). Marketing communication is at the heart of how companies use a strategy, planning, implementation and evaluation inining and developing companies in the business world. (Reza, 2016)

The researchers analyzed the data obtained from observations, interviews, and documentation on Obelix Hills, to the extent to which tour operators can commit themselves by continuously implementing strategies to increase tourist visits on the tour. With the development of digital technology that supports the marketing process, tourist location development in Yogyakarta is accelerating. The desire to work at different locations is increasing. In addition to nature tourism and that has the potential to show amazing nature tourist sites because nature tourists are very pleased with the tourists. The importance of marketing communications strategy has made Obelix Hills Tourism a promising tourist destination.

b. Marketing Mix

A marketing mix is a marketing tool used by a company for marketing activities in order to the desired results. (Widokarti & Priansa, 2019). The marketing message consists of the 7P, namely: Product, Price, Place, Promotion, Process, People, Physical Evidence. Then it is designed in such a way by the marketers to provide value to the products and services offered by tourism. The seven elements of marketing are interrelated and influence each other, so it is necessary to work to produce a marketing policy that is directed towards effective service and consumer satisfaction. This means that marketing activity is increasingly increasing and involves many aspects, both physical and non-physical. The 7P that are the main concepts of Obelix Hills Tourist Destination Area Marketing (DTW) are:

1. Product

Product strategy can influence other marketing strategies. The product that's being meant in this case is a tourist product, which is Obelix Hills Tour and the entire component that exists in the Obelix Hill region. According to the tour manager Obelix Hills from the interview that was given because of the tour Obelix Hill is above the height so the tour is offered is the beauty of the panoramic nature sunset view it is mainly, a variety of photo spot, live music, restaurants, facilities and amenities, merchandise, and so on.

2. Price

Price is something that can affect the sale of a product. Price matching is often a reaction for the consumer in choosing the product. The price has a strong influence in determining the success of a sales process. Consumers or customers to get a product or goods must pay, therefore the price offered is a form of consideration for customers or consumers before they decide to buy the product. In tourism the price is meant to be the ticket price (HTM) so that the prospective tourists can enter the tourist place. Obelix Hills Tourist Facilities are a tourist agency that sells places. Then the entry price (HTM) is applied to enjoy the destinations in Obelix Hill. It can be understood that the strategy in setting the price has a great influence on the sale and marketing of a product offered. According to the tour manager Obelix Hills from the interview, the price set by the tourist Obelix Hill is Rs 20,000 for weekday and Rs 25,000 for weekend the price is already relatively cheap because at that price visitors can already enjoy the facilities there.

3. Promotion

Promotion activities are activities that have many programs related to the tourist attraction, and promotions have a very important role in providing comprehensive and detailed information about matters related to Obelix Hills Tourist Objects. The development of technology makes it possible to promote not only through print media but also using online media. Currently, the promotion is being promoted through online social media, such as Instagram, Tiktok, Facebook, Twitter, Website and the like. According to the visitors to Obelix Hills from the interview, who informed them about the trip through their social media accounts that they have media and sent a persuasive message of giving an invitation to the public to visit Obelix Hill.

4. Place

Easy access to a location is very important and is related to the cost of transportation and accommodation for tourists who want to visit. According to the tour manager Obelix Hills from the interview, the tourism Obelix Hill is in a location that is not entirely strategic because for tourists who use the big bus tourism is not in reach. But access from the city of Yogyakarta to the tour is a private car, motorcycle, can easily reach Obelix Hills. And there's a road sign that shows where the location is.

5. People

People Strategy people focus on the quality of the Human Resource that plays a role in the product, skills, possessions, motivation and care for the tourist. This refers to employees of service providers or sales, or people involved in the process of such services. Obelix Hills tourism has a good communication strategy for sales, placement, and promotion. According to the tour manager of Obelix Hills in the interview, the number of employees and people from the countryside here, the employees are divided into teams, coordinator teams, marketing teams, security teams, and others that are connected with the Obelix Hill facilities and all the teams keep communicating well to the goal.

6. Process

The process strategy is a service and quality of the product that is very dependent on the procedure of service to the consumer or customer. According to the tour manager Obelix Hills from the interview that was told the process of delivery of the service tour manager obelix Hills strives as best as possible in serving the visitors. All this time it's been going well in providing services but the entire manager will continue to try to give the best.

7. Physical Evidence

The physical means strategy is visible and valuable evidence for buyers or tourists. And is the most visible aspect, placing a visible layout or environment important as an object of stimulus. Based on the results of the interviews, the researchers found that the physical evidence of the Obelisk Hills tour is the facilities of the area photo spot, garden area, Souvenir shop, Venue Event, Obelisk Hills resto, Live music, Musholla, and jeep.

c. Tour Destinations

Tourist attractions are natural phenomena and landscapes present in a particular area or region with the beauty, crowd, peculiarities, customs, and diversity of traditions that exhibit the appeal for tourists to visit a particular region. According to Yoeti (2009), a tourist attraction is something that attracts a person to visit a particular area. The attraction can be something that comes from something unique, original, safe, and beautiful, in the world of tourism. In the development of tourism requires a higher degree of targeted and integrated measures especially with regard to the workforce education and planning of physical development. Both should be interrelated so that the development is realistic and proportional. To be an attractive tourist attraction, then a very important factor is the availability of the means and facilities of the tourist object.

Obelisk Hills Tourism is a nature-based tourist attraction located in Klumpit. Exactly in Wukiharjo Village, Prambanan Prefecture, Sleman District, Istimewa Yogyakarta Province. Obelisk Hills is situated on the hillside of Yogyakarta city, its comfortable atmosphere and beautiful views make it a tourist attraction. A place that is on the hillside with a trip of about 30 to 1 hour from the city of Yogyakarta if you drive. The name Obelisk Hills itself is derived from the combination of the two names Obelisk means tugu and Hills which means hill because it is located on the western slope of the hill slope, Obelisk hills is one of the best tourist attractions in Yogyakarta to enjoy the beauty of sunset or sunsets that take advantage of its natural beauty. It is not surprising that the views offered can open the eyes, because, as far as the eye looks, the hills, urban, and green trees will welcome tourists.

Obelisk Hills, officially opened on May 5, 2021, has begun to build an ecosystem in the tourist location by selling landscape, view sunset at altitude in the Sleman district, specifically the village of Wukiharjo. Recorded since its first opening in early 2021, Obelisk Hills is one of the most popular locations at the end of the holiday and the sightseeing site has been open since daylight. In fact, it's not early on weekends and holidays. The location is visited by tourists in the area as well as outside the area, the tourists who visit are families or outbond groups who want to enjoy the nuances of the scenery and take photos, because in Obelisk Hills provides 30 different photo spots different and interesting so it is suitable for all categories especially among young people who are instagramable. In addition to the photo spot in the afternoon around 15.30 pm visitors can also enjoy the lyrics of the song there is a live music display that can be by tourists while seeing the beautiful view of the sunset in the evening while relaxing enjoying the food in the rest is also available in the tour with the concept of kekinian whose menu is very delicious sharing food stall which can be made as a menu of choice to taste culinary.

Seeing from the established concept, Obelisk Hills is deliberately made special over the others by seeing the location of Obelisk Hill which is a fortune to attract visitors because it is situated above the height where you can see the beautiful scenery plus 30 photo spots, restaurants or cafes, and live music that can be said to be the foundation of the trend concept of kekinian. It's these concepts that can attract visitors and make them comfortable and happy, so there's a desire to come back to Obelisk Hills. The target of Obelisk Hills marketing is the youth, with every effort focused on how to use social media to attract customers. Bebrapa accounts like Instagram TikTok and websites are used for promotion, or make young people a tool to promote Obelisk Hills tourism. By giving the concept of digital communication through the sign given through photos, such a tourist location is designed with a taste of social media appearance. Becoming a new beauty of tourism in Yogyakarta, Obelisk Hills has become a tourist target for many, seeing tourism development opportunities, the previously only providing space to enjoy the scenery while relaxing tasting food with various processed models, while tourist development has begun to shift to how to provide good photo locations for social media. From artistic to culinary appearances, Obelisk Hills is deliberately made as high as possible by leveraging instagenic spots and in kekinian designs. Lifting the concept of family tour with an anti mainstream photo spot directly attracted the animo of a lot of people. Make a family with the best spot offered by

the tourist attraction Obelix Hills Yogyakarta with the citylight of Jogja at night makes the atmosphere more calm on the holidays.

3.2 Create Discussion

Based on analysis, in the marketing activities of tourism Obelix Hills implemented the 7P marketing policy (Product, Price, Place, Promotion, Process, People, Physical Evidenc).as a marketing communication strategy, marketing communications, among others:

1. Product

The products offered are a nature tour that presents a sunset view with a variety of photo spots with an instagramable concept as well as complete facilities available to the visitors. Those things attract visitors as well as make them comfortable and happy so there's a desire to come back to Obelix Hills. Tourism that offers tourism nature is a lot like tourism that surrounds Obelix Hills which is brexi cliffs but the tour is only a tour of stone mines that are developed by the community around. This makes Obelix Hills a unique tourist attraction with nature tours that enjoy not only seeing nature but also while enjoying live music and food court available there.



Fig. 1. Sunset View Obelix Hills (Source : Researchers)

2. Promotion



Fig. 2. Instagram Obelix Hills (Source: @Obelixhills).

The promotion was carried out by the tourist Obelix Hills using technology that has evolved among others Instagram, TikTok, Website, and other social media. There are also tourists who promote their visits through social media but Obelix Hills that enhance views and interesting content so that makes tourists curious and visit.

3. Price

Prices are affordable tickets and relatively cheap. That's why Obelix Hills tour operators are very careful to set the ticket price. It can be understood that the strategy in setting the price has a great influence on the sale and marketing of a product offered. Obelix Hills itself offers a price for targeted marketing and includes relatively cheap already enjoying the facilities available.

4. Place

The location of access to the tourist location, the access to which you are travelling has not been said to be strategic because for big bus tourism can not yet but other vehicles such as motor vehicles, cars, can be within reach and easy for the tourists. It's just a little climbing because it's a tourist spot on top of the hills that tourists can also easily find the location because Obelix Hills has already set up directions to the location.

5. People

Employees must have been given to some teams to give their best servants, employees of Obelix Hills must have given their best service because they have been divided into teams but the lack of monitoring and evaluation every day makes the service sometimes still a mistake.

6. Process

The process of providing the best service to the tourists and all kinds of services and services must be carried out in accordance with the procedures established for it the entire staff of Obelix Hills continues to provide the best services for tourists.

7. Physical Evidences

The physical environment is a whole of facilities and facilities including the infrastructure that exists around tourism Obelix Hills and can be of important value to visitors and have a special impression for visitors as tourism is a product to be marketed.

As one of the tourist attractions in Yogyakarta, tour operator Obelix Hills has implemented the integration of marketing communications as a strategy in increasing the number of tourist visits. Tourist visits are measured based on the number of tourists who come and decide to buy entrance tickets every day.

Obelix Hills has so far been able to maintain the number of domestic and foreign tourists in the high season to the low season. In the rainy season, Obelix Hill has experienced a decline in visitors because Obelix hills is a tourist spot that sells sunset views and if it is rainy then the Sunset view is not visible.

4. Conclusion

Based on the results of research, conclusions can be drawn. The 7P's marketing strategy is to boost tourism visits to Obelix Hills through its offerings, such as high-altitude tour with a sunset view background, as well as many available photo spots, live music, restaurants, and more. Facilities needed by tourists. Besides that, it is also seen success in the promotion activities through social media Instagram, TikTok, Website, and others seen from visitors who succeeded in their interviews say that interested in visiting because of seeing from social media as well as the increase in the tourists who visit. Through marketing with tourist promotion Obelix Hills is easily recognized by tourists who want to visit the city of Yogyakarta. Until now the Obelix Hills tour has been quite famous in the general public with the beauty of the tourist nature sunset view that it has. However, there are a few things to bear in mind in order to success in increasing tourist visits Obelix Hills must continue to increase its promotion through print media such as brochures, newspapers and so on so that more and more people recognize the tourism, enforce the activities of the event-events in Obelix Hill such as providing tourism education, as well as providing monitoring and evaluation of employees to maximize services, and plan the latest strategies to influence the community and increase the visits offered to the community.

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