

Marketing Communication Strategy of Pandayangan Tourism Ulumahuam Village in Labuhan Batu Selatan Regency in Improving Tourism Visit

Annisa Damayanti* & Abdul Rasyid

Universitas Islam Negeri Sumatera Utara Medan, Jl. Lapangan Golf, Kec. Pancur Batu, Kab. Deli Serdang, 20353, Indonesia

Abstract

Pandayangan Tourism is a natural tourist destination with a flowing river and beautiful natural surroundings, and it works in collaboration with the Labusel children's community. The study's goal was to identify and analyze Pandayangan tourism through the use of a Marketing Communication Strategy to Increase Tourist Visits. This study employs a descriptive qualitative approach, with data gathered through interviews with tourism managers, observations, and literature searches. Integrated Marketing Communication is the theory employed (IMC). Based on the data analysis, it was determined that Pandayangan Tourism had implemented a marketing strategy during the promotion stage, which was accomplished by using mass selling and public relations methods, understanding the benefits and drawbacks of tourism products, and carrying out marketing objectives that emphasized increasing sales in order to increase visitors. Pandayangan tourism's marketing strategy activities include providing the best facilities for the convenience of visitors. Promotional activities, understanding the benefits and drawbacks of tourism products, and achieving marketing objectives are all concluded to always obtain and produce an increase in visitors.

Keywords: strategy, marketing communication, pandayangan tour.

1. Introduction

Today, the presence of digital technology, ranging from online sites and smartphone apps to the use of social media, has empowered consumers and transformed marketing into a truly two-way street. As a result, in addition to managing relationships with consumers or customers, marketers must have an effective strategy for dealing with them. Product marketing firms operate in a more competitive environment than ever before. They must improve management in order to keep up with the changing world. The emergence of the global market contributes to a high level of competition among all companies for all product changes in consumer behavior, environmental awareness, and social benefits in the global market. Business enterprises must look to the future and cannot rely solely on traditional methods of growth. In order to survive in the global market, it is necessary to structure new ideas as differentiators from competitors.

Marketers rely heavily on marketing communication. Without communication, consumers and society as a whole will be unaware of the product's existence on the market. Many marketing communications necessitate a sizable budget. As a result, marketers must be cautious and calculated when developing a marketing communication strategy. In a marketing process, communication is not only a forum or means for presentations within the company's internal, but also in interaction with external stakeholders such as consumers or customers, partners, suppliers, and retailers.

Communication can be used as a company tool to influence consumer behavior and create competitive advantage in the marketing process by informing, convincing, and reminding customers of the company's brand and products in direct or indirect ways. As a result, communication is critical in the marketing (exchange) process. At the most fundamental level of marketing communication, it can inform and alert potential customers to the existence of the product being offered (Arianto, 2021).

Marketing communication is an essential component of the overall marketing mission and a determinant of marketing success. Marketing communication is an effort to communicate messages to the general public, particularly consumers, about the goods and services offered or promoted. Marketing communication is critical for companies, organizations, and institutions in developing a specific brand image. Furthermore, marketing communications can raise consumer awareness of the goods and services produced by businesses, organizations, or institutions, allowing customers to identify these goods and services (Darus, 2021).

*Corresponding author.

E-mail address: annisa23@gmail.com

Another definition of marketing communication is a marketing activity that employs communication techniques to provide information in the hope of achieving the organization's goals. Marketing communication is a type of communication that aims to strengthen a marketing strategy in order to reach a larger segmentation.

Marketing communications can increase sales; however, marketing communications place a greater emphasis on the direct fulfillment of goods and services required by consumers or customers. As a result, marketing is constantly working to improve the economic exchange relationship between organizations and consumers. Marketing communication can also be defined as a communication activity aimed at conveying messages to consumers and customers through a variety of media and channels (A. Shimp, 2003)

Marketing communications serve as intermediaries between products and the exchange of value. Businesses and consumers can benefit from each other. Marketing communication is extremely important in business competition, but companies can use it to build consumer loyalty and satisfaction (Kotler, 2008)

According to (Soemanagara, 2006), marketing communication activities are marketing activities that use communication techniques to provide information to a large number of people in order to achieve company goals and increase income from using the services or purchasing the products offered.

Marketing communication objectives are as follows (Nurulwahsi, 2017): a) Maintaining positioning consistency so that it leads to the expected reputation; b) Maintaining communication interactions so that strong relationships are established with stakeholders; and c) Implementing mission-based marketing to boost value plus.

The goal of integrated marketing communication, also known as Integrated Marketing Communication (IMC), is to boost brand equity. Products with relatively high brand equity in comparison to other similar products will easily entice consumers to try the offered products. Consumers will become loyal customers after trying the product by making repeat purchases, and these loyal customers will voluntarily recommend the products they buy to others (Freddy, 2009)

The right theory to use in marketing communication is the theory of Integrated Marketing Communication (IMC), which is a simple concept that unites all forms of communication into a unified solution. Essentially, IMC integrates all promotional tools so that they can work in tandem.

While the American Association of Publicity and Public Relations Agencies defines IMC as a marketing communication planning concept that adds value to an in-depth plan by evaluating the strategic role of various communication sciences and combining them to produce accuracy, consistency, and maximum communication effect through the integration of separate messages (Diwati, 2015),

(Hermawan, 2002) IMC is a company's effort to integrate and coordinate all communication channels in order to convey its message about the organization and its products in a clear, consistent, and powerful manner.

Implementing the right Integrated Marketing Communication will ensure that the message is on target and well received by consumers, resulting in an increase in purchases. Essentially, IMC integrates all promotional tools so that they can work in tandem. (Darus, 2021)

According to (Laurie et al., 2019), strategies can be classified into four types: management strategies, investment strategies, business strategies, and marketing strategies. So strategy is very important for businesses, where strategy is a method of achieving a company's goals. A strategy is a set of grand plans that a company must follow in order to achieve its objectives. Customer satisfaction is the yardstick by which the company's success is measured. Customers are more satisfied when they accept the products or services offered, which indicates that the strategy implemented was quite successful.

Currently, both large and small businesses spend a lot of money on promotions in order to keep a product and strengthen a brand. Furthermore, in order to increase sales figures and compete in an increasingly competitive market, Gectar Company conducts promotions in marketing their products through advertising and other marketing communication tools such as public relations, direct marketing, personal selling, and sales promotions. (Laurie et al., 2019)

Ulumahuam, Labuhan Batu Selatan is known for producing salenya fish, but it also has a number of tourist attractions that are frequently visited and enjoyed by the locals. Pandayangan tourism, which is located in Ulumahuam Silangkitang Village, is one of the most well-known. Pandayangan Tourism is a natural bathing tourist destination that is maintained and cared for by the local community. Pandayangan River runs for more than a kilometer from north to south and is dominated by rocks that are tiered up to seven levels high. This tour includes a variety of amenities such as naturally formed rivers, stalls, restrooms, parking lots, rest areas, and entertainment performances. Many tourists visit the area, including children, teenagers, and parents from both local communities and people from outside the

region. In addition to the facilities provided, the situation and conditions of Pandayangan tourism are also very beautiful; there are many shady trees that make the weather around the place feel not too hot, making tourists feel at home for an extended period of time.

Unfortunately, the Tourism Village has not been properly managed, and there has been no intervention from the South Labuhan Batu Regency Government, both in terms of cleanliness, trader arrangement, entrance tickets, and parking arrangements. As a result, there will be great concern that the Tourism Village will not develop for a long time, and the fear is that thugs will arrive to extort tourists, and as a result, tourists will not want to return to the Tourism Village. Pandayangan Tourism Village has the potential to grow if it is properly managed by the Tourism Office in South Labuhan Batu, and facilities that can support an increase in the number of visitors are renewed. Nonetheless, the manager is said to be successful in managing the Tourism Village, attracting both local and foreign visitors.

Because of the large number of visitors who come to Pandayangan tourist attractions, many other tours have recently sprung up in Ulumahuam Village, creating competition between tourist owners who are in the same field. Other tour operators in Ulumahuam Village provide beauty and natural scenery that rivals Pandayangan tourism. This condition necessitates good management and appropriate marketing techniques on the part of the Pandayangan tourism management.

Because communication and marketing cannot be separated, the management cannot do it without proper marketing techniques, so there is good communication from the company that will be communicated to its consumers later (Yantinus, 2006)

All business people participate in the implementation of a marketing communication strategy by conducting a marketing mix (Marketing Mix). Entrepreneurs can use the marketing mix to influence their customers. The marketing mix requires careful planning and supervision, as well as immediate action. Entrepreneurs can take 4 (four) types of actions for this purpose, namely actions related to product, price, location, and promotion. (Firmansyah, 2020)

Traveling is a travel activity or part of an activity that is done voluntarily and for a short period of time to enjoy natural beauty. People can take a break from their mandatory activities to relax their minds and meet their physical needs for refreshment.

There are so many tourist attractions at this time that people have a lot of options for where to go. As a result, people can select a safe and comfortable tourist destination. Tourist attractions are now implementing a variety of strategies in order to pique the interest of visitors. Marketing communications professionals can use mass media to influence the community and pique public interest. The media used as a forum for disseminating information in the activity of disseminating information tends to be printed media and online media (new media). One example of this strategy is to post information about tourist attractions on social media so that the entire community can see it, or to promote directly to the public and spread the word through word of mouth. (Uchjana, 2006)

Marketing communication strategy is a method of activity that combines advertising with marketing communication tools such as direct marketing, public relations, promoting goods and services, or tourist attractions in order for them to collaborate. Marketing strategy is a type of communication that aims to strengthen marketing strategies and communication applications that aim to assist an institution's or organization's marketing activities. The marketing communication strategy informs the public about the existence of products or services that are sold and then marketed in order for people to recognize, buy, and become customers. In addition to the products being marketed, there are also services that are widely available in the market, one of which is tourist attractions.

Marketing communication activities include introducing, establishing, or creating good interactions between companies and consumers and suppliers, as well as an attempt to interact and communicate with outsiders about companies, products, and services.

2. Literature Review

2.1. Promotional Communication

According to (Soemanagara, 2006), marketing communication activities are marketing activities that use communication techniques to provide information to a large number of people in order to achieve company goals and increase income from using the services or purchasing the products offered.

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2.2. Strategy for Marketing Communication

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in order for people to recognize, buy, and become customers. In addition to the products being marketed, there are also services that are widely available in the market, one of which is tourist attractions.

3. Methodology

The descriptive qualitative method is used in this study. A qualitative approach is defined by (Sodik, 2015) as qualitative research that is generally used to study documents in the form of text, images, symbols, and other forms in order to understand culture in a specific social environment. The descriptive determination is to describe a broad picture of events or events in such a way that they are easily understood.

In this study, the author uses purposive or purposive sampling procedures to determine informants. Purposive sampling is a data source sampling technique that takes certain factors into account. This consideration, for example, is the person who is thought to know the most about what we expect, or he may be the ruler, making it easier for researchers to investigate the social situation under study (Sugiyono, 2017)

Ulumahuam Village, Pandayangan Tourism, Silangkitang District, South Labuhan Batu Regency, North Sumatra Province was the site of the study. The following people participated in this study as informants: (1) Tourism Executives (2) Guests.

Data collection techniques include interviews, observations, and literature studies, while data analysis techniques include data reduction, data presentation, and drawing conclusions (Anggito, 2018)

4. Result And Discussion

4.1. Consumer Promotion

Promotion is an activity that communicates the benefits of a product to consumers and persuades them to come and buy, so that they can provide consumers with information about the company's products or services. (Hutami, 2018)

Promotion is an important part of the development of tourism objects because it serves as a forum for introducing and informing potential consumers or tourists, who are the target market. Promotion is one method of increasing tourist visits; the development of a tourist attraction will have a positive effect on the economy, expanding job opportunities, and accelerating the growth of the tourist attraction area.

In order for the promotion to be successful, the company must develop a marketing strategy for its products. In a business context, strategy describes the business direction that follows the chosen environment and serves as a guideline for allocating an organization's resources and efforts. (Tjiptono, 2008)

According to Kotler and Armstrong in (Nurulwahsi, 2017), promotion strategy is creativity in communicating product benefits and persuading the target market. This promotion strategy is important in the tourism industry because it is a competitive industry.

Pandayangan Tourism is a tourist attraction run by the local community in Ulumahuam Village. This tourist attraction, which is open 24 hours a day, has many facilities that visitors can enjoy, such as parking lots, toilets, music performances, resting cottages, parks, and canteens.

With adequate working hours and facilities, the head of Pandayangan tourism management creates marketing or marketing that is useful in marketing or promoting what Pandayangan tourism has to offer to the larger community.

As a result, Pandayangan tourism must develop a marketing communication strategy for promoting a product in order to increase visitors. According to Aman, the Pandayangan Tourism manager carried out the promotion by giving directions to visitors who came, the directions given were in the form of where to park and which areas were forbidden to swim because the current was quite strong, and putting up banners in places that could be used. Many people saw it and spread the word on the radio that there is tourism in the area. Visitors frequently promote the location on social media platforms such as Facebook and Instagram.

Pandayangan Tourism has also made several promotional efforts, the first of which are: mass selling (via the media), mass selling is a method of conveying information to the general public that combines advertising and publicity. The Pandayangan tourism manager has promoted the mass selling method via social media platforms such as Facebook.

The second is public relations (public relations), which is a company's comprehensive effort to influence the perceptions, opinions, beliefs, and attitudes of various groups toward the company. The Pandayangan tourism manager has used

public relations to promote Pandayangan tourism by collaborating with the surrounding community as well as the Labusel children's community, where they also promote Pandayangan tourism on social media (Laurie et al., 2019).

In this case, the manager has made consumer promotions. However, due to a lack of information obtained on social media, the manager has not maximized promotion to the wider community. The manager also does not distribute brochures, except during holidays and when artists visit, when the manager distributes brochures or puts up banners containing information to be given to the public. outside, as well as a lack of direct information about Pandayangan tourism to outsiders via radio. According to Yunia, who came as a visitor, the manager should emphasize the dissemination of information on social media so that visitors can get the most up-to-date information about Pandayangan tourism.

4.2. Tourism Product Benefits and Drawbacks

In order to attract visitors, a tourism business must have advantages and disadvantages that can be used as justifications for building new facilities or renovating existing ones. According to Aman, a Pandayangan tourism worker, there are several benefits to this Pandayangan tour, including:

- 1) The natural beauty can be seen from the shady trees and the river flowing with a steady current, making it a unique tourist attraction. Nature is still beautiful and supported by a rural atmosphere that provides cool air, making visiting tourists comfortable. The natural conditions that exist in this tourist attraction are very encouraging in terms of development, as well as its own benefits for the Pandayangan tourist attraction.
- 2) Supporting facilities for Pandayangan attractions such as music performances ready to entertain visitors, as well as the numerous food vendors and tire sellers on this tour.
- 3) Having a large parking area gives visitors a reason to visit that location; tourists who come to visit do not have to pay for parking at this tourist attraction.

According to Aman, a Pandayangan tourism worker, some of the shortcomings of Pandayangan tourism are:

- 1) Promotion of tourist objects that are still lacking, the need to do promotions through electronic media in the form of the web to make it easier for the general public to learn about tourist attractions owned by Pandayangan tourism.
- 2) The need for facility renewal; facilities must be updated so that tourists who visit feel at ease. Furthermore, there is a need for additional seating and shelter at various points so that tourists can rest while enjoying the atmosphere at the Pandayangan tourist attraction.
- 3) The distance to tourist attractions that are located far from the city center and are difficult to reach due to their remoteness. It is difficult for tourists to find a tourist attraction because there are no road signs that will help tourists who come to visit this tourist attraction. (Hermawan, 2002)
- 4) The lack of street lights to the location if visitors arrive at night, as well as the poor road to the location, which becomes muddy and flooded when it rains. As a result, it is necessary to renew the road so that visitors do not encounter difficulties while on vacation.

After learning about the benefits and drawbacks of Pandayangan attractions, the manager must take appropriate steps to address these issues. Because if it is not repaired, Pandayangan tourism will most likely suffer a decrease in visitors due to a lack of serious action in making improvements.

4.3. Create Marketing Objectives

Marketing objectives are a method of determining the marketing strategy's objectives and determining what the company or organization requires. Do you want people to know about your product or do you want to increase sales in your company or organization?

Marketing objectives are what the company hopes to accomplish through its marketing activities. Marketing objectives are specific goals for the marketing department that must be consistent with the company's overall goals and objectives. Marketing objectives also provide a clear direction and a focal point for the marketing team. Setting marketing objectives is critical to achieving the company's overall objectives. As a result, management will select targets and their implementation from time to time (Freddy, 2009).

In terms of marketing objectivity, the Pandayangan tourism manager places a greater emphasis on increasing sales by increasing the number of tourists who visit, as evidenced by visitor data in May 2022 of around 500 people and in June 2022 of around 570. This will increase the income available for renewals. renovation of useful facilities to support the increased number of tourists (Diwati, 2015).

5. Conclusion

The results of the research on the marketing communication strategy of Pandayangan tourism in Ulumahuam village in South Labuhan Batu Regency in increasing tourist visits. Pandayangan Tourism is a natural tourist spot where there is a flowing river and its natural conditions are still beautiful and in collaboration with the Labusel children's community. One of them is to donate in the form of a garbage disposal. The challenge at this time is the number of new tours emerging with the same object. This is the initial thought for the establishment of a marketing communication strategy for Pandayangan tourism. Promotional activities are made by promoting through mass selling and public relations, as well as advertising using banners. After knowing the advantages and disadvantages of tourism products, according to Aman as the tourism manager, his party will always try to make renewals of facilities to support the increase in the number of visitors, as well as carry out marketing objectives, namely, in carrying out marketing objectives the manager places more emphasis on increasing sales. the number of tourists who visit rather than the product is known to be a lot just to know the information but the lack of visitors who come.

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