

# **“DECORATING OUR KAMPONG”: Between Marketing Communication Strategy, Implementation Integrity and Development of Tourism Potential in Karangrejo Borobudur, Central Java**

A. G. Eka Wenats Wuryanta, and Ananda Titu Utami  
*Universitas Paramadina*

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Abstract: This research is an attempt to understand how tourism communication is developing rapidly in Indonesia. One study of communication science that has developed with the merging of several disciplines in one study of communication and tourism is tourism communication. Along with the advancement of tourism in Indonesia, tourists also experience changes both in their mindset and interest and interest in a tourist attraction, and for this reason, a communication campaign is needed to attract tourists. One area in Indonesia that has many tourism objects and has a high potential to develop is the city of Magelang. This study uses a qualitative descriptive approach. An important finding in this study is that marketing communication strategies are structured systematically, but are much hindered by the constraints of human resources and technology.

## **1 INTRODUCTION**

A Tourism Village has tourism potential that attracts visitors from the city. The attraction can come from nature, social culture, even heritage buildings, or cultural sites owned. Indonesia has many places of tourism, especially those in the countryside that have natural beauty. If you want to see tourist attractions that are still unspoiled and haven't changed much, you can find them in villages that have tourism potential.

Tourism Village Development can boost the economy of the community and access to the necessary infrastructure. Development is very important to be done so that it can compete with other attractions that display beautiful natural beauty, considering that Indonesia is a vast region and in each region has its charm in its natural beauty.

For villages to get optimal results, of course, they must be supported by adequate facilities and human resources. These facilities can be in the form of road access and the willingness of vehicles, lodging, or other supplements in tourist attractions. Besides, it is

necessary to pay attention to comfort and safety facilities so that visitors feel comfortable and safe when using it. Do not forget the village tourist location must pay attention to the environment so that the surrounding area is maintained and the community is not affected by the adverse effects.

Along with the advancement of tourism in Indonesia, tourists also experience changes both in their mindset and interest and interest in a tourist attraction, and for this reason, a communication campaign is needed to attract tourists. Also, communication campaigns aim to place customer satisfaction and place organizational values in their decision making, including product development strategies. In the tourism industry, trying always responds dynamically to changes in consumer needs and values and product developments that will affect the tourism marketing environment, according to McCabe (McCabe and Johnson, 2013).

Competition in the service market offered by the tourism industry emphasizes the importance of tourism communication. Tourism communication involves the meaningful exchange of information and is a powerful tool for organizations and their environment that aims to carry out marketing

planning and tactical actions of organizations to attract the attention of customers and stakeholders. Tourism communication was formed to respond to external challenges, including aspects of politics, law or regulation, socio-economic, media, and industrial development. The internal strength of the organization is the power of the marketing department to develop market orientation and carry out an integrated approach to marketing communication.

The function of marketing communication is not only related to promoting brands, organizations or services to maximize sales, but also related to understanding what consumers need and the value of services offered and making changes following the marketing mix. Another factor that is considered in communication campaigns is the tight competition of destinations, so organizations must be able to meet and exceed consumer needs better than their competitors.

The tourism marketing planning process is to understand the position of the organization concerning the market, competition, and the external environment and to develop and implement various strategies and plans that will help the organization to realize its goals and mission. In this case, the ongoing process of the marketing team to evaluate changes in sales, performance, and market segments and attention to each management change, develops a marketing plan to manage future demand and applies strategies to stimulate demand or respond to competitor activities. The marketing planning process is also a strategic function developed to fulfill long-term goals.

The development of tourism as stated by Moscardo (Moscardo, 2008) can be seen from two perspectives, namely the quality in which sustainable tourism development is expected to provide a quality travel experience for tourists while at the same time contributing to the quality of life of the community the tourism is destined as the host, and still maintains or improves the environmental quality of the tourism destination in question, then the second is sustainability, which means that tourism is designed in such a way that it can guarantee the sustainability of natural and cultural resources that are used as resources attraction, sustainability of community support and sustainability of the desire of tourists to visit the relevant tourism destinations.

The aspect of tourism, which is very potential to develop in Indonesia itself is natural and cultural tourism. One area in Indonesia that has many tourism objects and has a high potential to develop is

the city of Magelang. Borobudur sub-district has 22 villages where all the villages have been developed into tourist villages. Each village has its tourism object and also provides a homestay for tourists. One of the 22 tourist villages in the Borobudur sub-district, which is visible, is the Karangrejo village. Karangrejo tourist village is located 3 km from the tourist complex of Borobudur Temple, with the landscape of the Menoreh hill and the natural conditions that are still very natural. Karangrejo village has become a tourist destination for both local and foreign tourists. The current problem is the potential that exists in the Karangrejo tourism village area has not been able to be displayed optimally because of the lack of facilities and infrastructure both in quality and quantity. This triggered the idea to organize and develop the Karangrejo tourism village area by completing its infrastructure so that the appearance of the Karangrejo tourism village area was maximized. Seeing these conditions, the writing of this study aims to find out how the government of Borobudur District and also the community to increase tourist visits into the Karangrejo tourist village area. What are the forms of government promotion activities in Borobudur District and Karangrejo village community in increasing tourist visits? And, how are the strategy, implementation, and socio-economic integrity of the Bumdes policy in maximizing the potential and community of Karangrejo village in increasing tourist visits?

## 2 LITERATURE REVIEW

The first concept in this study was tourism. According to Karyono (Karyono, 1997), which provides definitions in general and technically about tourism that: In general, the definition of tourism is the overall activities of the government, business world, and society to regulate the care and service of tourists' needs. While the technical definition, that tourism is a series of activities carried out by humans both individually and in groups within the territory of their own country or other countries. The activity uses facilities, services and other supporting factors that are carried out by the government or the community to realize the wishes of tourists

According to Suwantoro (Suwantoro, 1997), the term tourism is closely related to the meaning of travel, namely as a change in trying or earning a living in the place he visits, but solely to enjoy the trip and to fulfill diverse desires. Some of these opinions can be concluded that tourism is a

temporary activity carried out by corporations and groups to enjoy the trip and to fulfill diverse desires.

Spillane in Wahid (Saksy, Gosal, and Rachman, 2019), Tourism is a journey from one place to another, temporary, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions.

The concept related to the concept previously explained is tourism development. Tourism development is an effort to develop or advance tourism objects so that the tourist objects are better and more attractive in terms of places and objects in it to be able to attract tourists to visit them. Tourism development is so that more tourists come to a tourist area, stay longer, and spend more money on the tourist attractions they visit so they can increase foreign exchange for the country for foreign tourists, and increase regional original income for local tourists.

Besides that, it also aims to introduce and maintain a culture in the tourism area. Thus, the benefits and benefits can also be felt by the surrounding population in particular. Tourism development as an industry should ideally be based on four basic principles, as stated Sobari in Anindita (Sudarmi, 2019), namely: Ecological sustainability, namely that tourism development must ensure the maintenance and protection of natural resources which become tourism attractions, such as the environment sea, forest, beach, lake, and river. Second, the continuity of social and cultural life, namely that the development of tourism must be able to increase the role of the community in the supervision of living systems through the value system adopted by the local community as the identity of the community. Third is economic sustainability, namely that tourism development must be able to create employment opportunities for all parties to engage in economic activities through a healthy and competitive economic system. Fourth, improve and improve the quality of life of local communities by providing opportunities for them to be involved in tourism development.

Thus, the development of tourism (which is sustainable) needs to be supported by careful planning and must reflect the three dimensions of interest, namely the tourism industry, the carrying capacity of the environment (natural resources), and the local community to improve quality of life.

The pattern of tourism and its development is closely related to the complex concept between tourism marketing communication, destination brand, and tourism communication management.

Tourism marketing communication: the field of tourism marketing communication (TCM). The TCM field examines in its entirety in the context of marketing communication. This field of the study explains 4P, 7P, Communication mix, marketing mix, about TCM. This field is a whole field of discussing TCM in a complete theoretical and practical context, but not specific in special contexts. Destination brand: Study of brand goals in the context of the destination product brand, where the destination brand is the media and the message itself in the context and process of marketing communication in general and specifically in the context of tourism marketing. In addition to being examined by the brand as a media and as a message itself, it also examines how the construction of destination brands, how the brand relates to destination products, brands with accessibility, tourism marketing, brands with HR and tourism institutions. Also studied are the main tourism brand, sub-brand, and new parent brand. All properties and types of brands are reviewed here, including city brands, state brands, and brand nations. Likewise, brand publicity and branding are also important studies discussed. The last is Tourism Communication Management: in this study, the principles of communication management are important reviews that are carried out and applied in the field of tourism communication.

This study reviews how management is applied in the field of tourism communication, namely how tourism marketing management, managing destinations, managing accessibility, and managing human resources and tourism institutions.

### 3 METHODOLOGY

Problems that will be studied by researchers are problems that are social and dynamic. Therefore, researchers chose to use a qualitative research methodology to determine how to search, collect, process, and analyze the data from the research results. This qualitative research can be used to understand social interactions, for example, by interviewing or studying documentation.

The research method used is descriptive qualitative, namely, research that provides a clear picture of a particular social phenomenon. The data collected is in the form of words, images, and not numbers, so that the research report will contain quotations of data to illustrate the presentation of the report (Moleong, 2007). This qualitative descriptive study will be very relevant and support this research

because later, this research will explore the results of the research that will be associated with existing theoretical studies.

#### 4 FINDINGS AND DISCUSSIONS

Based on data obtained from the field, it can be seen the campaign activities of Karangrejo Tourism Village. In determining the right campaign strategy in attracting tourists to visit Karangrejo Village, the Magelang Regency Tourism Office, and Borobudur District Service first carry out a SWOT analysis, namely Strength, Weakness, Opportunities, and treatment.

It is expected that the Magelang Regency Tourism Office and Borobudur District Service will be able to develop a plan to promote and develop tourism optimally. The SWOT analysis is focused on predicting the extent of the sources of strengths and weaknesses in Karangrejo Village, as well as the opportunities and threats that arise for tourism development. In addition to conducting a SWOT analysis, the Magelang District Tourism Office and Borobudur District Office formulated the steps taken to manage tourism promotion in Karangrejo Village. The campaign is a unified package with the product, price, and place in the marketing mix in tourism communication. In the campaign strategy carried out a Strategic Plan (Renstra) was prepared as a long-term campaign plan and Work Plan (Renja) as a short-term campaign plan.

The Strategic Plan of the Tourism Office of Magelang Regency and Borobudur District Office is focused on establishing a good image of Karangrejo Village as well as promoting tourism objects. Because Karangrejo Village is not yet a major tourist destination, it is only on the main tourist route of Borobudur Temple. Therefore, it is necessary to develop tourism efforts by utilizing these geographical conditions, both natural tourism, cultural tourism, artificial tourism, and special interest tourism. Besides, the Tourism Office of the Regency of Magelang developed a tourism campaign strategy through Short Term Renja (Work Plan). The Work Plan is a short-term strategy through tourism marketing development activities, partnership development, and rehabilitation and maintenance of tourism objects.

The target of Karangrejo Village tourism campaign is everyone, both domestic and foreign tourists. Not only that, but the target of the tourism campaign is also aimed at official employees and tourism objects and culture in Karangrejo Village,

because it has an important role in supporting the process of service activities in promoting existing tourism objects in Karangrejo Village so that positive communication relationships need to be built. Both between superiors and subordinates and with fellow employees.

The importance of knowing the parties targeted by this tourism promotion is to determine the attitude of the organization and consider the decisions or policies that need to be taken so that the achievement of organizational goals does not meet significant obstacles and produce positive public opinion without any party feeling disadvantaged. To be able to provide good service and experience for tourists, the Borobudur Sub-District Service guides the community, especially the community around tourism objects.

With the increasing number of tourists visiting tourism objects will further encourage the economy by opening jobs and increasing the income of people around tourism objects. To make the guidance more effective, a Tourism Awareness Group was formed. With good guidance from Tourism Awareness Groups, it is hoped that the community can play a role in realizing Sapta Enchantment, which includes: 1. Safe is a condition or condition of the environment and atmosphere, where a person feels secure, does not feel afraid, is protected by the body, and includes property and goods - goods. 2. Orderly is a condition where the atmosphere is organized, neat, and the service is done well, quickly, and precisely. 3. Clean, is a condition where objects and tourism environments are free of garbage, dirt, scribbling so that it is comfortable to look at. 4. Cool, is a condition that is expected for students to take care of the environment with green, fresh, and natural so that it fosters good memories. 5. Beautiful is a condition that displays the atmosphere in harmonies, such as the layout of the spatial layout and the natural form of tourism objects. 6. Friendly is the attitude and behavior of someone who shows intimacy, polite, and happy to help, especially to tourists. 7. Memories are impressions that are attached to the memories and feelings of a person due to the experience gained at a tourist attraction.

With the Tourism Awareness Group, the Borobudur District Office hopes for a reciprocal communication with the tourism actors in Karangrejo Village, especially the communities around tourism objects so that conditions such as those contained in the Sapta Pesona can be realized. In addition to guiding the community, the Magelang District Tourism Office and Borobudur District Office conduct tourism campaign activities through



promotional media. The media used in promoting tourism objects is by using print media, electronic media, and promotions and joint tourism exhibitions. In carrying out tourism promotions, the Borobudur District Office has several obstacles, namely tourism objects that are still in the structuring stage, so that they are far from perfect, including the lack of facilities and facilities for tourists such as the absence of public transportation to several tourism objects. Rent a jeep or take part in a tour package and there are no security guards in some tourism objects, and other obstacles faced are the absence of a special section dealing with tourism promotion issues. Therefore, an organization must make careful planning related to the implementation of functions according to the scope of its work. The effort to overcome these obstacles is to establish cooperation with the Karangrejo Village Tourism Awareness Group, cooperation with the state and private sector. While the factors that support tourism campaign activities are the existence of good cooperation between tourism stakeholders and also helped by the viral tourism objects in Karangrejo Village. Therefore, things that support the implementation of tourism campaign strategies are expected to be a determinant of service success in growing and developing good relations with the public.

The results of the development of interest in visiting tourists in the village of Karangrejo are as follows: In various ways taken by the local government through the Magelang District Tourism Office and the Borobudur District Service to overcome various obstacles that arise. The number of tourist visits continues to increase significantly from year to year.

## 5 CLOSING

Tourism campaign in Karangrejo Tourism Village is based on mapping tourism problems in the form of seeing the potential of tourism potential that can be developed in Borobudur Subdistrict, then looking at existing weaknesses and seeing good opportunities in tourism and seeing threats that will disrupt Karangrejo Tourism Village tourism. Then the solution taken is contained in the long-term strategic plan, namely the Strategic Plan (Renstra) through tourism development by improving the image of Karangrejo Tourism Village, while the short-term strategic plan through the Work Plan (Renja) is tourism marketing development, partnership development and rehabilitation and maintenance of tourism objects.

Spur on the activities of the Strategic Plan (Renstra) and Work Plan (Renja) in promoting tourism using promotional tools or media, such as print media, electronic media, promotional media, and tourism exhibitions. The use of promotional media produces data on the number of tourist visits from year to year. There are only barriers, namely: limited knowledge of science and technology, so that they cannot maximize tourism promotion, there is no special section that handles tourism promotion issues, and management is different between tourist managers, which makes it difficult to coordinate with one another.

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