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MARKETING STRATEGY TO INCREASE TOURIST VISITS ON NATURE TOURISM OF MEMPAWAH MANGROVE PARK IN THE PASIR VILLAGE OF MEMPAWAH REGENCY

Utin Nina Hermina

Politeknik Negeri Pontianak, Pontianak, Indonesia
E-mail: nienhermina@gmail.com

Abstract

Nature tourism is one of the tourism that is trending and loved both local and foreign tourists. It is expected to bring an impact on improving the region's economy, and the community around the tourist attractions can be actively involved in there. Mempawah Regency is one of the regencies in West Kalimantan, one of its natural attractions is "Mempawah Mangrove Park", a mangrove (Mangrove forest) tourist spot. The purpose of this research is to find a marketing strategy through the marketing mix of tourism products, promotions, and prices that can affect the increasing visiting of tourists who visit the natural tourism of Mangrove Park in the Pasir village of Mempawah Regency. The research method used surveys using questionnaires as the method of data retrieval. Samples selected with a non-probability sampling method of purposive sampling. The analytical tools used in this study were descriptive verification. Collecting the results of a questionnaire that was further emulated and scripted based on analysis and study of existing theories. The results of this research showed that the product in the mangrove tourism does not affect the tourists, and the promotion is not done because there is no special promotion from the related service or from the exhibition of tourism that presents information about the nature tourism of Mangrove Park, but for the price, they agree if the entrance price of the tour is to be said as per the facilities provided in the nature tourism.

Keywords: Marketing Mix; Products; Promotions; Prices

Introduction

Tourism is one of the world's economic drivers, because of its ability to contribute to the prosperity of the country. Tourism is expected to move the business activity in the region. With tourism in the area, all sectors of the sector will be alive or activities, the community around the tourist areas will be actively involved in the tourism area.

From the economic, social, and cultural sectors, an existing tourism site will produce benefits for a significant social, cultural, and economic life order for a country. According to Utama (2017: 6), when tourism is well planned, tourism should be beneficial to the community at a destination or destination. So it can be seen the success of its tourism in the government's acceptance sector of the tourist sector that can encourage other sectors to thrive.

Tourist attractions in West Kalimantan are very diverse, scattered in 12 districts and 2 cities in the province of West Kalimantan. From cultural tourism, nature tourism to maritime tourism that until now still not fully explored

Mempawah Regency is one of the regencies in West Kalimantan province has 8 (eight) tourism places consisting of natural tourism, cultural tourism, religious tourism, and maritime tourism. The tourist spots can be visited; Kijing Beach, Wisata Nusantara, Sebukit Rama, Amantubillah Palace, Temajo Island, Mempawah Mangrove Park, Jungkat Beach.

One of the natural attractions that can be visited is "Mempawah Mangrove Park", that is an area in the nature tourism in Mempawah. The park has just been inaugurated on August 15, 2016, and many still do not know the new park location in Mempawah.

The location of Mangrove Park is located right next to the Tomb of Heroes Mempawah not so far from Mempawah park. To get into this mangrove nature tourism we have to walk to the mangrove location, parking vehicles in the area of the garden to the tomb of heroes Mempawah. Before entering Mangrove park we are charged a public admission fee of five thousand rupiahs and for students pay only three thousand rupiahs with a record showing student card.

The Mangrove forest that has efficient roots in protecting the land in the coastal areas, so it can be a protector of soil erosion due to water. Mangrove Conservation Garden or known as Mempawah Mangrove Park, which originally came from the forest has turned into an exciting natural and educational tourism place. Mangrove plants are also able to prevent erosion and abrasion of the beach, which is mangrove or mangrove that is commonly called the Mangrove forest.

Nature Tourism of Mangrove Park is an alternative that can be the choice of government to develop regional tourism, through a natural tourism park community that can be involved as a business person to prepare some needs in the facility of the service. The government can be together with the community to prepare facilities such as preparing a healthy and clean restaurant and highlighting the character of local food.

From the survey data that researcher gets during a visit to the mangrove Tourism Park is the number of tourists who come to visit the place very little, even some do not know that in the Mempawah city there is a mangrove tourism park despite the beautiful nature, the existing tourism places are not able to attract visitors who come to the tourist attractions. However, not yet there is a tourism product that can be a choice of tourists in addition to natural tourism products this existing Mangrove Park also caused less interest its tourists to visit, besides that less done the promotion, causing not many people who know that the existence of mangrove tourism park in the village Pasir of Mempawah Regency. So it is necessary to be promoted during this tour with the right promotional strategy in order to increase tourist visits, as well as the tourism products offered need to vary and have discussed to attract visitors of Mempawah Mangrove Park.

According to Palupi (2017) from the results of previous research, many factors that can influence the number of visitors to the tourism object, among them are entrance price of tourism objects, the attraction of tourism objects, tourism products offered, quality of service, and purchasing power of the community. Declining tourist loyalty can be caused by less interesting travel products offered. According to Palupi in its former study (2017), it is known that the satisfaction of tourism products in this research has a significant influence on the tourist loyalty visit to Yogyakarta.

Based on the results of Pishgar's Research (2013), tourism products influence significantly on the satisfaction of tourists to attract tourists, with the tourism products, the

satisfaction of existing tourists can increase, but instead decreased satisfaction of tourists be caused too by the lack of various tourism products.

The Price factor is also a problem, the price set by the tour manager is very cheap if it is seen from the price of a cheap admission is supposed to number of visitors that come increasing, but not also increasing. So that cheap prices do not ensure increasing visiting tourists, so it is necessary to do pricing packaged with travel products at the right price and have the advantage of travel products to attract the interest of visitors to tourist attractions.

However, it should be considered by the tourist organizer when setting a price strategy, according to Hasan (2015), the uniqueness level of tourism product, if the tourist place has the uniqueness of the product offered then the price can adjust. Tourists will be able to receive a reasonable price towards the tourism site offered because the tourist place has unique tourist products. This research was done to know the marketing strategy with the marketing mix of tourism products, promotions, and price which can increase the tourist visit in Mangrove Park Mempawah.

Literature Review

A. Marketing Mix for Tourism Services

The notion of marketing from the America Marketing Association (AMA) in Kotler and Keller (2009: 5), stated that "marketing is an organizational function and a series of processes for creating, communicating, and delivering value to the ranks and for managing line relationships by benefitting its organization and stakeholders". In conducting tourism marketing activities, not apart from the marketing mix. In general, the marketing mix according to Utama (2017: 26) can be defined as a mixture of various controlled marketing variables for the company or organization to use it to achieve sales levels based on the target market. Four basic components of product formulation marketing mix that match the changing needs of the target customer, the appropriate price is used to manage the sales volume, promotion to reach potential customers to be aware of the purchase, and a place that includes distribution channels or facilities and all sales channels that provide product access to prospective customers (see Table 1).

Table 1 Expanded Marketing Mix for Service Products

Products	Distribution	Promotion	Price
Product variation, quality, design, features, brand name, packaging, size, service, warranty, and return.	Distribution channels, distribution coverage, product completeness, location, inventory, storage facilities, and transportation.	Personal sales, public relations, advertising, direct marketing, publicity.	Catalog prices, discounts, special deductions, payment periods, and credit terms.

Source: Zeithaml and Bitner (2000) in Utama (2017: 27)

B. Products

Products can be interpreted as a result that has been achieved by the manufacturer and offered to consumers according to their needs. The Product according to Tjiptono (2016: 176), the product includes everything that gives value (value) to satisfy consumer needs or wishes, such as physical goods, services, events, experiences, people or personal, places (tourism objects), property, organization, information, and ideas.

Products can generally be classified into two main groups namely: goods and services.

a. Goods

Goods are tangible physical products, so they can be seen, felt, touched, held, stored, moved, and experienced other physical treatment.

b. Service

Services are activities, benefits, or satisfactions offered for sale. The services are intangible, inseparable, variable, and perishable.

Diversification of tourism products for natural attractions is more directed to become alternative tourism with the development of tour packages. As for the artificial tourism object, besides the addition of themed rides, the organizer can diversify the attractions by adding cultural events such as dances at certain hours. In addition to destinations and attractions, diversification of tourism products can be done with the addition and improvement of tourism facilities and improve accessibility. This accessibility enhancement can be directed by establishing a parking central and providing transportation services to tourist attractions. According to Tjiptono and Anastasia (2016: 176), in principle, the product is everything that consumers receive in the process of exchange with the manufacturer, in the form of basic benefits: physical products and their packaging; Accompanying additional elements.

C. Promotion

Sales promotion is an activity that is done to the introduction of a product or service offered. Sales promotions include tools for consumer promotion (samples, coupons, cash refund bidding, discounts, premiums, gifts, patronage awards, free trials, guarantees, related promotions, cross-promotion, point-of-view, and demonstration); Trade Promotions (discounted rates, incentives for advertising and display, as well as free items); and promotion of business and salesperson (exhibition of trading and convection, the contest of salespeople, and special advertisements).

According to Tjiptono (2015: 219) promotion is a marketing activity that companies disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company in question. While according to Daryanto (2013: 104), the promotion is current about or one-way persuasion that can redirect the organization or someone to create acceptance between buyer and seller.

Promotions are part of a marketing-only variable to attract potential travelers to a particular destination and enjoy a variety of activities designed in tourism. In the business world, the term promotion is interpreted as a way of informing, persuading, and reminding tourists, whether directly or indirectly about a product or brand that is sold to prospective travelers the products offered by notifying the places where people can see or make purchases at the right time and place. The promotional way will vary depending on where to promote, online, or offline, or a combination of both (Hasan, 2015: 259).

The promotion of tourism will be able to help the tourist destination become famous but also otherwise can destroy tourist destinations. Promotion at the tourist attractions will be able to attract tourists to visit destinations, attractions, hotels, sports facilities, or other tourist attractions that attract tourists.

Promoting nature tourism or green tourism will be more sensitive through promotion and marketing practices can utilize all the media including brochures and websites. Green tourism promotion should reflect how travel sites are promoted, must accurately reflect the

unique characteristics of the destination so as not to disappoint the disappointment among tourists. According to Hasan (2015: 281), promotion is part of the integrated marketing communication mix which includes five elements: (1) advertising, (2) sales promotion, (3) personal selling (direct-selling), (4) public relations, (5) direct and online marketing (direct marketing).

D. Price

According to Hasan (2015: 177), for tourists, the price is all forms of cost (monetary and non-monetary) sacrificed by tourists to acquire, own and use or consume some combinations of value related to tourism products. Tourists in determining the total value they want to get from tourism activities are how to trade-off benefits to the costs associated with the tour package they receive. In this concept, the evaluation of the total value of the product depends on the number of costs they sacrifice, at least as follows:

1. Monetary cost is a cost involving the value of the rupiah spent to be paid by tourists.
2. The cost of time is a commodity that is invaluable to most people and has a fixed limit for each individual. Besides tourists spend time on tourism activities but also involve opportunity cost, which is the value of opportunity lost due to tourism activities compared to other (productive) activities.
3. The physical cost is the cost associated with the physical and energy efforts incurred in traveling since leaving the house or during the tour and returning to their home.
4. Sensory costs are a cost related to planting, comfort (while on the go and in-destination), calmness and cleanliness of the environment and air (pollution), climate, smooth travel, and an attractive environment.
5. Psychic fees are charges that attach to the use of the services, especially those relating to perception, and the insecurity of a particular destination.

Price not only determines the profitability but also as a signal to communicate the proportion of the value of a product/tourist destination. Discount offer price and payment method in the tourism business (for visitors) besides as a means of the transaction as well as promotional materials. Low pricing is often used to drive high volumes and ensure high levels of profit or smooth cash flows for the company. In general, the public sector has a small influence on prices (except in cases of public ownership of tax, costs, and the like), but is the most influential tool in the commercial sector especially to increase demand. In all cases, the price is inversely proportional to the profit, sales volume, and consumer demands.

Some important things to consider by marketers when setting strategy prices (Hasan, 2015:182):

- a. The unique level of product uniqueness, tourism products will be more flexible in deciding prices.
- b. The value of the adds, how much value-added services are given to create a travel experience?
- c. Differentiation of value, how strong is the product attributes it can attract markets, and what kind of positions you want to build on the market?
- d. How are operating costs (fixed and variable costs)? The user costs calculate breakeven points and therefore how big the minimum price should be determined for profit (estimated earnings, level of visit, occupancy, etc. required).

Research Methods

This research was a qualitative analytical descriptive study, where researchers intend to describe existing phenomena by analyzing and presenting facts systematically to facilitate

understanding and withdrawal conclusions. According to Sugiyono (2012: 25), "Qualitative research is a research approach that reveals certain social situations by describing true reality, formed by words based on relevant data collection and analysis techniques derived from natural situations".

The methods of collecting data used in this research were several ways:

1. Interview

According to Sugiyono (2012: 130), "Interviews is a data collection technique to get information dug from a data source directly through a conversation or question and answer". The informant to be interviewed was the head of the Department of Tourism Office Mempawah Regency, the head of the Pasir village as well as visitors of the tourism area Mempawah Mangrove Park in Pasir village of Mempawah Regency. The selection of the informant was based on their duties and their role in increasing tourism activities in the village where the research.

2. Documentation

The documentation technique is done by collecting pre-existing written data. According to Purwanto (2016: 71), "documentation studies is an indirect data collection technique shown to research subjects". In this study, the data retrieval documentation was sourced on records, archives, images, or photographs at certain events that exist at the research site. Related to research and aims to clarify and support the research process.

3. Observation

Purwanto (2016: 105) defined that "Observation is an observation of an object that is researched both directly and indirectly to obtain the data that should be collected in the study". Observations conducted during purposes this study by looking at the rural tourism objects that can be developed in Mempawah Mangrove Park of Pasir Village as well as seeing the community participation there in the efforts of tourism marketing strategy in their village. Besides, the researcher also observed facilities and infrastructure supporting tourism activities in Mempawah Mangrove Park of Pasir Village. This Research conducted using the survey method by using a questionnaire as the main instrument in the collection of primary data. Questionnaires consist of closed questions, where respondents can only choose from the available answer options. Data retrieval will be conducted during June 2018 in the Pasir village of Mempawah Regency.

Validity in qualitative research referred to whether research findings accurately reflect the situation and are backed by evidence. To see the validity of the data to be obtained in this study, it was triangulated. Triangulation refers to the consistency of a study. Triangulation is a technique of validity inspection that takes advantage of something else beyond that data to check or as a comparison of that data (Moleong, 2017: 178). In this research, researchers used data source triangulation techniques, namely by comparing and checking the degree of trust of the same informant or data from different sources.

The data analysis used in this study referred to the Miles and Hubberman models using interactive analysis models. Interactive analysis model consists of three threads of activity that occur simultaneously, namely: data reduction, data presentation, and withdrawal of conclusions or verification, where:

a. Data reduction

Data reduction is defined as the electoral process, focusing attention on simplification and rough data information arising from written records in the field. Data reduction took place continuously as long as the research progresses. The next step was to create summaries, encode, browse themes, create clusters, create partitions, and write memos. This data reduction continues until the writing of a study is completed.

b. Data presentation

The presentation of the collected data was limited only as a set of structured information that provides the possibility of withdrawing conclusions and taking action. The intended presentation included various types of graphs, charts, and other forms. Thus, it can make it easier to analyze the analysis of what is happening, and determine if the correct conclusion can be taken or continue to perform useful analysis. In this case, the analysis used was a SWOT analysis that sees the object of the side of strength and weakness that remains to be addressed.

c. Withdrawal conclusion

The final step of this model was the withdrawal of conclusions. Starting from data collection, defining a concept recorded regularity, patterns, explanations, possible configurations, causal plot, and proposition then becomes a more detailed caption as a conclusion. The withdrawal of the conclusion was only part of one activity of the whole configuration. The conclusions can be verified during the ongoing study.

Results and Discussion

Mempawah Mangrove Park is located in Pasir village of Mempawah of West Kalimantan is a tourism park that was inaugurated in August 2016 which is a mangrove forest area that is deliberately planted along the coast to absorb water and erosion holders. The location of Mangrove Park is located beside the Tomb of Heroes Mempawah. To reach this mangrove forest tourism site we have to walk about 50 meters. With admission fee for IDR. 5,000 for adults and general for students and students pay IDR. 3,000 by showing student card.

Mempawah Mangrove Park Tourism is a conservation park that is made as an effort to protect the coastal region due to soil erosion by water. Mangrove plants or we are familiar with the name mangrove tree has efficient and strong roots so it is not easy in the big sea waves. In this tourist attraction, visitors are can around the Mangrove forest on foot on a path that is deliberately built along this mangrove forest. At some point on the walkways made of wood, there is also a seating place to relax and enjoy the fresh mangrove forest.

As a tourist attraction area, Mempawah Mangrove Park is equipped with several supporting facilities such as Mangrove house which is the center of information on what is mangrove plants or mangrove trees, toilets, nursery, sunset bridge, canteen, and many other facilities. This park is a tourism park that carries the theme of ecotourism in hopes of being a place of conservation, learning, and education as well as tourist attractions.

As one of the tourist attractions in Mempawah City, Mempawah Mangrove Park should be able to attract as many visitors to not only provide income for the region but also able to strengthen the community economy around the location of the attraction. Therefore, there needs to be a marketing strategy for this tourism object to be better known by the wider community, not only those who live in the Mempawah city only but also outside the Mempawah city even from outside West Kalimantan.

The researcher has distributed a number of a questionnaire to the visitors of this tourist spot and managed to get 30 samples of a questionnaire that can be processed. Based on the results of the questionnaire, the respondent who gave his opinion more male gender is as much as 23 people or by 76.67% than women.

While the age of respondents to 6 categories. It turned out that the most age group to visit this tourist attraction is a visitor with a group of age between 17 to 23 years. Then followed by a group of ages 24 to 30 years.

The next questionnaire data described the work of visitors which turned out to be a lot the student as much as 15 people or about 50%. As for other work, the number is not too much.

Based on the respondents' data that was successfully processed, from 30 visitors, they had several times visited this tour place is about 3 times in the period of the last 2 years. The results of research for the marketing strategy of tourism products were as follows:

- a) Respondents agreed that 86.6% said that travel products are following the wishes of visitors. This means that the tourism product must match the visitors' traveler. According to Pishgar (2013), customer satisfaction is the response of the fulfillment of consumers, one of which is a tourism product that is provided fun and following the wishes of tourists.
- b) Respondents 83.34% agreed with the expectation of the visitor to the service provided in accordance. The results of research conducted by Canny (2013) stated that there is a relationship between five dimensions of service quality on the satisfaction of tourists. This research is to investigate the relationship between the satisfaction of tourists on service. The results of this research show that the quality of service has a significant positive relationship with the satisfaction of tourists.
- c) Respondents 56.6% disagreed there was a souvenir in the tourist site. This means that there is no sale of souvenirs in tourist areas.
- d) There were 50% of respondents who disagreed on the objects of tourist information obtained from magazines and newspapers. This means that information about tourism objects is not obtained from pamphlets and brochures. According to Ubeja and Kusuma (2014), there was a relationship between the sales promotion to customer satisfaction and tourists will feel satisfied because they get tourist information from the advertising media, the Internet, or information from travel agencies directly.
- e) 50% of those who agreed on tourist information objects were obtained from local newspapers. This means that it is promotional information about tourism objects obtained from local newspapers.
- f) Based on the results of the questionnaire, 66% of respondents stated that the visitors of the Tourism object of Mempawah Mangrove Park usually get information about this attraction through friends' reference, followed by electronic media and others.
- g) Respondents agreed (96%) regarding the suitability of product uniqueness level with the price offered. Respondents agreed that prices can adapt to product uniqueness, if the tourism product is unique, then the price can fluctuate, more expensive but if the tourism product has no uniqueness then the price cannot fluctuate. As quoted from Hasan (2015: 182), some important things to consider by marketers when setting a price strategy was the level of uniqueness of products, unique tourism products will be more flexibility in deciding prices.
- h) Respondents agreed (96.67%) regarding the suitability price of products with the added value provided by the tourism place following the review of the theory of Hasan (2015: 182), when setting a price strategy was the strategy price of the product according to the value of the adds, how much value-added services are given to create a travel experience. Hasan also said the larger the added value of the tourist spot, the price will match.

Conclusion

The marketing strategy is essentially a thorough, integrated, and unified marketing plan, which provides an activity guide that will be conducted to be able to achieve the marketing objectives of a company or agency. Analysis of the strategic marketing of the tourism object always cannot be separated from the concept of marketing mix consisting of

4P namely products, prices, promotions, and places or distribution channels. In this research, researchers limited the mix of 3P (product, promotion, and price).

The results of this study can be concluded that:

1. Based on the result of sample data from the research respondents apparently could be done the market analysis, in this case, is segmentation is that visitors of this tourist place is more filled by the students with a salary level that is not too big that is under 1 million rupiahs and visit this place because they get the information from friends. Analysis of the marketing strategy of tourism objects always cannot be separated from the concept of marketing mix consisting of 4P namely product, price, promotions, and places or distribution channels.
2. Tourism products, most of the respondents agreed that the Mangrove Park tourism product following the wishes of visitors, and the service from the tourist areas following the wishes of visitors, but still there were the facilities that are lacking in the area of such tourist areas, such as the absence of accommodation, difficult to find public facilities such as toilets, changing clothes. But public transportation to get to the Mangrove Park tourism site is easily reachable because it is easily accessible.
3. Promotion, most of the respondents did not agree that information about the tourist attractions obtained from pamphlets/brochures in airports, newspapers, magazines, exhibitions, tourism seminars, presentations from travel agencies and local tourism office, but respondents agreed that information about the tourism product is obtained from local newspapers and because they are invited for free from a friend/brother's invitation. This information also shows that the promotion of Mangrove Park tourism is not done by the local government through the Department of Tourism and travel agencies.
4. Price, almost all respondents agreed (averaged 90%-96%) that the entrance price of tourist attractions can adjust to the uniqueness of tourism products, diversity, facilities, and added value that there is a place to travel. Small part (46%) respondents stated that the entrance price of the tourist spot was affordable but some others said the entrance price is expensive.

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