

## The Implementation of STP (Segmentation, Targeting and Positioning) in Determining Tourism Marketing Strategies (Studies on Kuno Kini Nanti in Trowulan, Mojokerto, East Java)

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### Abstract

This research was conducted at one of the cultural tourism sites in Watesumpak Village, Trowulan, Mojokerto, East Java, namely Kuno Kini Nanti. Kuno Kini Nanti provides several tour packages to explore the historical sites of Majapahit Heritage in Trowulan. The management and marketing of Kuno Kini Nanti tourism have yet to run optimally, so an understanding of market segments, determining market targets and positioning is needed. This research used a case study method with a qualitative research approach to explore the marketing strategy of Segmentation, Targeting, and Positioning (STP) in developing Kuno Kini Nanti cultural tourism. The techniques for collecting the data, the researcher used observation, interviews, and documentation. The results of this research show that the types of purposeful culture tourists and serendipitous culture tourists with academic backgrounds and the millennial generation with an age range of 20-40 years are the targets of Kuno Kini Nanti tourists' because they are considered suitable for the tour packages that provided by Kuno Kini Nanti. Through the concept of "back to the Majapahit era", Kuno Kini Nanti offers tourism activities to enjoy the cultural assets in Trowulan by traveling around using a shuttle bus, VW car or Vespa.

**Keywords:** STP, cultural tourism, Kuno Kini Nanti

### INTRODUCTION

Tourism is an important sector of the economy. One of the types of tourism that has the potential to be developed is cultural tourism. The development of cultural tourism has very important value for current and future generations. This is because cultural heritage in tourism contains information about the past, inspiration, and present which constitutes the identity of individuals and groups [1]. The cultural heritage has its uniqueness that can be an attraction for tourists.

Based on UNWTO calculation in 2017, more than 39% or the equivalent of 516 million international tourist arrivals came from cultural tourism [2]. This causes cultural tourism to become the main element of international tourism consumption so it is continuing to grow well in the future. Growth in cultural tourism can provide significant benefits such as increasing welfare for the people living in the area so the

role of local communities is also needed for the development of cultural tourism [3].

The effectiveness and management require appropriate marketing strategies so that tourism managers can provide services and provide facilities according to tourists' needs. The marketing strategy that can be implemented is the STP method (Segmentation, Targeting, and Positioning). Market segmentation is the activity of dividing a market into several consumer groups [4]. Next, determine targeting, that is the activity of focusing attention on market segments by paying attention to social responsibility [4]. Then the final stage is positioning, namely the action of determining an offer and an image [4].

The strategy using the STP method can be applied to one of the cultural tourism areas in Trowulan areas, namely Kuno Kini Nanti. Kuno Kini Nanti is a cultural tourism that provides tour packages to explore the Majapahit historical site in Trowulan using a shuttle bus, VW car or Vespa. The tour packages provided by Kuno Kini Nanti are basic trips for one-day trips, and experience trips for two days' trips.

Based on the background that has been described above, this research discusses the marketing of Kuno Kini Nanti tourism using STP method. It is hoped that the STP method will make it easier for tourism managers to be on

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will make it easier for tourism managers to be on target in determining tourists according to the tourism products they have. Applying the STP method in tourism marketing can make tourism continue to develop according to the tourist needs.

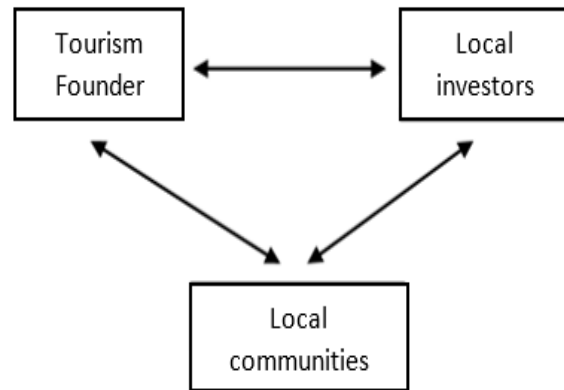
## **MATERIAL AND METHODS**

This research uses a qualitative descriptive research method. Qualitative research is a research method that is directly carried out by researchers by understanding the phenomena that occur at the research location such as the actions, behaviors, or perceptions of local communities in the area [5]. Descriptive study is a method used to research a situation or other thing based on phenomena which can be in the form of forms, characteristics, activities, changes, relationships, similarities or differences between one phenomenon and another [6].

The main focus of this research is directed at data collection in Kuno Kini Nanti, Trowulan, and Mojokerto. The information obtained came from interviews with several people who were considered capable of answering questions related to the research. The informants in this research were divided into two groups key informants and additional informants [7]. Key informants are considered to know various things related to the research. The key informants in this research are the founders of Kuno Kini Nanti, local communities, and local investors. Meanwhile, the additional informants are several people who are at the research location and are considered capable of providing some information related to the research. Additional informants in this research were tourists who visited Kuno Kini Nanti, local communities, and the village officials of Watesumpak. Through the informants who have been determined, researchers hope to be able to obtain the information needed in the research being carried out.

When a researcher obtains information, she has to validate the data so that the data obtained is more accurate and trustworthy. The validity of this data can be done using triangulation techniques. Triangulation is used to determine the validity of data from research data sources [8]. The researcher used data source triangulation techniques which were carried out by selecting different informants. Triangulation of data sources comes from three different sources and it cannot be generalized, the data obtained must be described and categorized based on the views of each data source [9]. Then look for specific data from the three data sources that have been

determined. The data sources used in this research are key informants, as follows:



**Figure 1.** Triangulation of Data Sources

Triangulation of data sources specified by the researcher has gathered information from three different sources: the local community, local investors, and the founder of Kuno Kini Nanti. The three sources were selected by the researcher as key informants because it is thought that they may provide insightful information to the data collection process that the researcher needs.

## **Data Collection**

The techniques that the researcher used for collecting data in this study are observation, interviews, and documentation. There are two types of observation, there are participant observation and non-participant observation [10]. The researcher made direct observations at Kuno Kini Nanti, so the researcher used participant observation. The researcher also conducted interviews as a medium for collecting data needed in the research [11]. The researcher used a type of structured interview, namely by preparing various necessary questions first before starting the interview with the informant. The tools used in the interview were laptops, notebooks, stationery, and cellphones which were used as media to record the interview process and take pictures during the interview. This is useful for recording and documenting activities with the informant's permission in the interview process.

The data collection process ended after achieving data completeness and saturation, thereby achieving comprehensive coverage of the research objectives. Qualitative analysis is carried out interactively and continuously until completion.

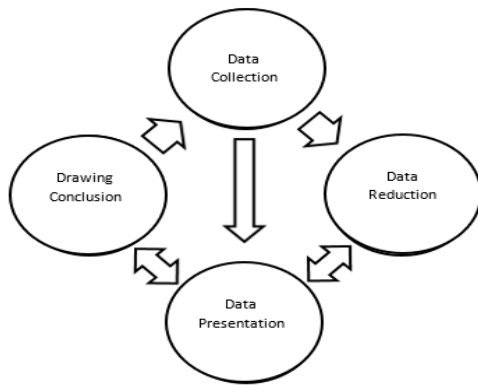


Figure 2. Miles and Huberman's Interactive Data Analysis Model

The interactive data analysis model by Miles and Huberman consists of 3 activities, there are: data reduction, data presentation, and conclusion [12]. Data reduction is carried out continuously during the data collection process to select relevant and meaningful data, focusing on data that refers to the problem being researched, and discarding data that is not by the research. Then the data is presented by combining all the information obtained so that it can describe the situation being studied, then conclusions can be drawn.

The following is a research framework that focuses on the implementation of STP in determining cultural tourism marketing strategies in the Kuno Kini Nanti.

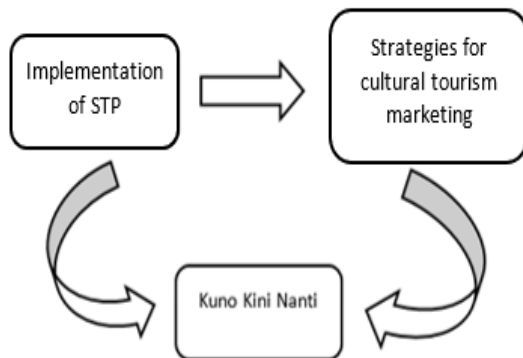


Figure 3. Research Framework

According to the research framework, cultural tourism in Kuno Kini Nanti can benefit from the application of STP as a marketing strategy. Market segmentation can be determined by Kuno Kini Nanti to ensure targeted marketing. After identifying market segments, Kuno Kini Nanti establishes marketing targets by focusing on any, some, or all of the segments. The last step is positioning, where Kuno Kini Nanti might choose an offer and image to occupy a distinct position among competitors in the minds of tourists.

**RESULTS AND DISCUSSIONS**

Kuno Kini Nanti is a one of the type of cultural tourism founded by Bagus Septiyan Tri., S.Par in 2020. Kuno Kini Nanti offers tour packages to surround the Majapahit historical site in Trowulan using a shuttle bus for group tourists, a VW car for private trips, and Vespa for Solo trips. The tour packages provided are basic trips and experience trips. The basic trip is a one-day tourist trip by visiting several sites in Trowulan, there are: Bhre Kahuripan Site, Hayam Wuruk Site, Statue Village, Punden Mbah Sumber Sari, Gapura Bajang Ratu, Kedaton Site, Brahu Temple, Majapahit Mahavihara, Sleeping Buddha Statue. The experience trip is two days and one-night tourist trip, where tourist will be treated to the Full Moon Rite tradition which is still preserved by the Trowulan community. On this experience trip, tourists will spend the night in Kota Raja (Trowulan) and stay at the Majapahit Home Stay. Then when morning comes, tourists would be invited to do yoga exercises together in the temple grounds and the tourists' activities will end with a tour of several Majapahit historical site in Trowulan.

Current tourism marketing efforts are through digital and offline promotions. Kuno Kini Nanti only uses Instagram as a form of their digital promotions. Meanwhile for offline promotions, they distribute brochures to several visitors who are taking part in the tour in the hope that the tourists will distribute the brochures to their family, relatives or friends.

Kuno Kini Nanti has not been able to carry out tourism marketing optimally due to the lack of qualified human resources in managing tourism. Apart from that, Kuno Kini Nanti is also not optimal in managing digital marketing. This is proven by the absence of an official website owned by Kuno Kini Nanti as a digital information medium. One of the part of Kuno Kini Nanti that has not been managed well is the visitor data which is currently still recorded manually.

Tourism management and marketing needs to be paid attention to so that tourism can develop well. The STP method can be implemented in the Kuno Kini Nanti tourism marketing strategy because it can be used as a basic for choosing the right target market. If the expected target market is known, the tourism manager can provide facilities and services that suit tourists.

**Segmenting**

Market segmentation is an important aspect in tourism marketing so that targeted marketing and tourism development can run optimally according to tourists' needs. Market

segmentation is the activity of dividing a market into several groups of consumers or tourist according to different characteristics, desires or behavior [13].

Kuno Kini Nanti tourist market segmentation is divided into two, namely foreign tourists and domestic tourist. This is proven by the presence of several tourist visits from foreign countries such as the Netherlands, America, Japan, etc. As for local tourists who come from several cities in Indonesia such as Jogja, Malang, Surabaya, etc.



Figure 4. Foreign tourists visit to Punden Mbah Sumber Sari

Foreign tourists visiting Punden Mbah Sumber Sari are those from America. The Kuno Kini Nanti trip package includes Punden Mbah Sumber Sari, which is situated in Jatsumber Hamlet, Watesumpak Village, Trowulan District. A teak tree called Punden Mbah Sumber Sari is thought to be around 600 years old and it is still capable of producing spring water. It is thought that the spring water that emerges from the tree can treat a variety of illnesses.



Figure 5. Local tourists visit to Buddha Tidur

Local tourists visiting the Buddha Tidur are tourists from Surabaya. The biggest statue in Indonesia that represents the demise of Buddha Gautama is called the Buddha Tidur. This statue can be found inside the Mahavihara Majapahit, Bejjijong Village, Trowulan District.

According to the founder of Kuno Kini Nanti, based on the age classification of visiting tourists, it is dominated by tourists in the 20 to 40-year age range. This indicates that Kuno Kini Nanti is in demand by young tourist. But apart from that, Kuno Kini Nanti is also in demand by tourists over the age 40.

Based on the results of research that held by researcher, it is found that the friendliness of the local community is a factor in the satisfaction of foreign and domestic tourists. Besides that, tourists are also very interested in the tours provided by Kuno Kini Nanti. Tourists can explore the Majapahit historical site in Trowulan using transportation provided by Kuno Kini Nanti. Tourist can enjoy and learn about historical sites of Majapahit directly in a more modern packages so that tourists can enjoy the trip and they do not get bored easily.

The segmentation of the Kuno Kini Nanti tourist market is divided into five types. The following is a matrix of types of cultural tourist:

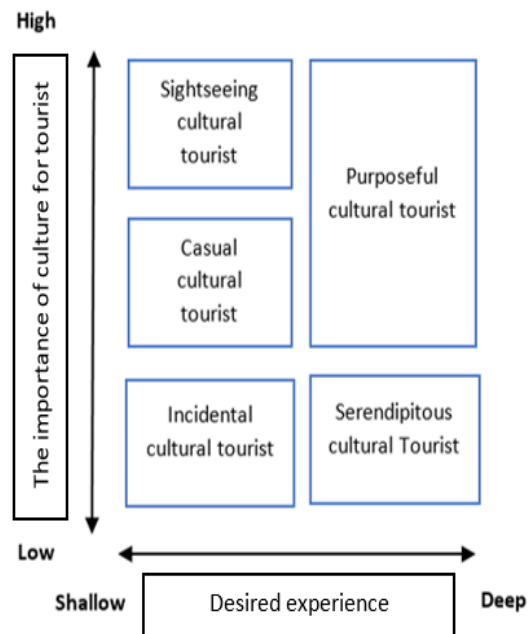


Figure 6. Matrix of Types of Cultural Tourists by Mckercher and Du Cros

The matrix of types of cultural tourists by Mckercher and Du Cros explains the existence of five types of tourists who visit cultural tourism [14]:

1. Purposeful cultural tourist is a types of tourist who considers the importance of culture as the purpose of their travel and tourists also want an in-depth tourism experience.

2. Serendipitous cultural tourist is a type of tourist who is not too concerned with culture in their travel, but instead, they get an in-depth tourism experience.
3. Incidental cultural tourist is a type of tourist who does not emphasize culture in their tourist and they do not get an in-depth tourist experience.
4. Casual cultural tourists are a type of tourist who are not too concerned with culture, but it does not mean they are not interested in culture and the tourist experience they get is superficial.
5. Sightseeing cultural tourists is a type of tourist who prioritizes culture in their tourist trip but they do not get an in-depth tourist experience. This may happen because tourism tends to focus on entertainment.

Based on the research results, shows that two out of three tourist travel with Kuno Kini Nanti because they prioritize culture and they get an in-depth tourism experience because they are also willing to take part in one of the cultural rituals, such as the ritual of welcoming guests by burning incense in one of the homes stays Majapahit, that is Griya Prawitra's homestay. The two guests came from the Netherlands and Yogyakarta. This statement is supported by the result of an interview with a tourist with the initials L who comes from Yogyakarta: "I came here because I am interested in Majapahit culture and I am also willing to carry out several rituals which are directed by the tourism managers here so I am sure that I will get a lot of experience from the tour I am doing now. Apart from that, I feel happy when I can take part in this cultural ritual and there is a feeling of satisfaction after traveling here"

As for the results of an interview with a tourist with the initials C who comes from Netherlands: "I went on a tourist trip here because I really wanted to know the culture of Majapahit, so I was willing to take part in several rituals presented by the tourism manager, such as the ritual of burning incense at the Griya Prawitra's home stay when guests came. And I didn't mind at all because the tour manager has asked about my availability when the incense was burning and I agreed". Meanwhile, the results of an interview with a domestic tourist with the initials A said that, "I wanted to take this Majapahit trip after I saw an Instagram story from my friend, and I was actually curious about the ritual being carried out and I was also willing to follow it."



**Figure 7.** Interviews with several tourists

Interviews with several tourists were conducted by the researcher during their participation in the Kuno Kini Nanti. Referring to the results of interviews with the three tourists, it can be seen that there are types of purposeful culture tourists and serendipitous culture tourists. The background of purposeful culture tourists is academics aged around 30-40 and serendipitous culture tourist are students aged around 20-30. In this way, Kuno Kini Nanti can determine their market segmentations based on a person's background. Kuno Kini Nanti can determine the target tourists who have a background as academics and students with an age range of around 20-40 years, both foreign and domestic tourists. Tourists with purposeful culture tourist types are very suitable for the travel packages provided by Kuno Kini Nanti because they will enjoy the trip. Meanwhile, the serendipitous culture tourist type is also the right target for tourists because the tourist's background is the millennial generations which is considered to be digitally literate because they are active users of social media so that with their arrival they will also disseminate Kuno Kini Nanti through social media accounts. Apart from that, they also belong to a generation that is willing to receive knowledge so that they will also get an in-depth tourism experience.

The results of the interview with the founder of Kuno Kini Nanti were, "Indeed, there are several types of tourists who take Kuno Kini Nanti's tour. Some of them come here because they want to know the culture and they are really willing to follow existing rituals. Then there are also tourists who take part in tours with the intention of just having a holiday or just making it entertainment. There are also tourists who were initially just curious because they found out about social media and then gained a lot of tourism experience here. The background of the tourists includes academics, students, civil servant, housewife, etc. The age range for most tourists who take part in Kuno Kini Nanti tour is 20 years to 40 years, although there are also tourists who



are under 20 years old or over 40 years old. We are aware that they have different reasons when taking part in a tourist trip, therefore we always offer their willingness to follow the existing rituals because we also respect the wishes of each tourist.

Based on the results of interviews with the founder of Kuno Kini Nanti, it shown that there are several types of tourists who take part in tours. Some of the differences between these tourists are still appreciated and respected by tourism managers so that tourists can determine their desire to travel by following existing cultural rituals or travel just to take a vacation. With the differences in the types of tourists who take part in tours, Kuno Kini Nanti must determine targets appropriate to the travel packages provided so that Kuno Kini Nanti can optimally carry out tourism development and marketing.

### Targeting

After determining market segmentation, the next step is determining targeting, which is the activity of focusing on one market segment, several market segments, or all market segments by paying attention to social responsibility [4]. It means that in determining market share, you must not only look at tourist interest but also pay attention to the interest of those who are targeted. The market segment Kuno Kini Nanti targets is tourists with an age range of 20-40 years, both foreign and domestic tourists with academic backgrounds, and the millennial generation, who are types of purposeful culture tourists and serendipitous culture tourists. The segments with age ranges and types of tourists are by the tour packages provided by Kuno Kini Nanti.

### Positioning

After determining targeting, the next step is to determine positioning. Positioning is selecting an offer and an image so that a company or tourism can occupy a different position among competitors in the minds of its target consumers. [4]. The research results show that the local community's friendliness is a factor in visitor satisfaction, both local and foreign tourists when they travel with Kuno Kini Nanti. In this way, Kuno Kini Nanti can offer local community hospitality as a characteristic of tourism, and an advantage in building the experience of tourists who take part in cultural tour packages with Kuno Kini Nanti. The knowledge offered is also more specific because it gives the impression of "back to the Majapahit era" where tourists will get typical Majapahit appetizers, namely *wedang secang* and *wajik*

snacks. Apart from that, tourists can also learn to carve statues to feel the atmosphere of Majapahit better.



Figure 8. Tourist learn to carve statues

Tourists learn to carve statues directly, providing an engaging tourism experience. They will also learn about the techniques used by artisans to carve statues, particularly the Majapahit statues in Trowulan.

### CONCLUSION

Tourism marketing is often only understood as promotional efforts via digital or offline. This understanding shows a need for more knowledge regarding tourism marketing management, an important aspect of tourism development. Tourist destinations also need proper marketing management to increase the number of visitors and have a competitive advantage as a source of differentiation.

The STP method can be used to manage Kuno Kini Nanti tourism marketing. The research shows that marketing management efforts through segmentation found targets for domestic and foreign tourists aged 20-40 years who came from academic backgrounds and the millennial generation. The types of tourists, purposeful culture tourists, and serendipitous culture tourists are considered per the tour packages provided by Kuno Kini Nanti. Meanwhile, Kuno Kini Nanti is also advised to offer their advantages through local community hospitality which is a factor in tourist satisfaction, and "back to Majapahit era" as a source of their differentiation so that tourists will get an interesting experience. The STP method is a fundamental marketing effort that needs to be used in making decisions by tourism managers. Through these marketing efforts, Kuno Kini Nanti can determine its competitive advantage so that it is hoped that tourism managers can determine the direction of future tourism product development that suits tourists' needs.

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