

Implementation of Tourism Marketing Policy (Study of Culture and Tourism Office of North Lombok Regency, West Nusa Tenggara)

Siti Atika Rahmi^{1*}, Agus Suryono², M. Makmur³, Siti Rochmah⁴

¹Doctoral Administrative Program, Faculty of Administrative Sciences, University of Brawijaya, Malang, Indonesia*

^{2,3,4}Faculty of Administrative Sciences, University of Brawijaya, Malang, Indonesia

Abstract

This research was conducted at the Culture and Tourism Office of North Lombok Regency of West Nusa Tenggara with the title Implementation of Tourism Marketing Policies. Qualitative research with methods used observation, interviews, and secondary studies to obtain data about tourism in North Lombok Regency. Tourism marketing that has been carried out by the Culture and Tourism Office is by participating in exhibitions on Lombok Island and outside the region. As well as collecting data on the number or number of tourists coming to the North Lombok Regency in the hope that these tourist numbers can be used to determine the tourism market share of North Lombok Regency. The marketing policy carried out is not yet effective and not yet on target so cooperation between the private sector in tourism marketing in North Lombok is needed.

Keywords:

INTRODUCTION

Tourism has experienced significant developments in the movement of people who travel to meet the needs and curiosity of other places. Tourism is able to move a country's foreign exchange and of course, this also has an impact on regional income. This can be seen from the movement of tourists in 2015 as many as 10.4 million people with foreign exchange earnings of Rp. 144 trillion (Lakip Kemenpar 2015). Tourism is the key to development, prosperity, and happiness (UNWTO 2014). Tourism influences export earnings create employment, develop business and infrastructure (UNWTO 2014). Tourism in Indonesia has been regulated in Law Number 10 Year 2009 Regarding Tourism. Tourism according to the law is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. The provincial government of West Nusa Tenggara has issued Regional Regulation No. 7 of 2013 concerning the Regional Tourism Development Master Plan for 2013-2028. In the RIPARDA explained the development of regional tourism marketing consists of developing the tourist

market, developing the image of tourism, developing tourism marketing partnerships, and developing tourism promotion.

State policy is whatever the government chooses to do or not do (Dye, Thomas 1978). Public policy consists of three actions taken by the government, namely the formulation of policies, implementation of policies and evaluation of policies (Timang Setyorini, 2004) Implementation of public policies is as the implementation and control of the direction of action until the achievement of policy results (Dunn, 1999). Tourism marketing is a series of business strategies in designing and providing products to meet the needs and desires of customers (Hasan, Ali 2015). This research will discuss the implementation of marketing policies carried out by the regional government of North Lombok Regency, West Nusa Tenggara.

MATERIAL AND METHOD

Qualitative research is carried out with assumptions and uses a framework of interpretation/theory that shapes or influences the study of research to be carried out with meaning addressed to individuals or groups about a social problem. Qualitative researchers use the latest qualitative approaches in research, data collection in the community environment and the location of research. Data analysis in qualitative research is both inductive and deductive and the formation of various patterns

Correspondence address:

Siti Atika Rahmi

Email : sapto@jurnal.ub.ac.id

Address : affiliation address include post code

or themes that are consistent with the research conducted. The final report of the qualitative study included various opinions from the participants. the reflexivity of the researcher, the description and interpretation of the research problem, as well as its contribution to the literature (Creswell, 2015 p.59).

Data Collection

The research was conducted through observation, interviews, and secondary studies which provided a general description of the condition of tourism and its development in North Lombok Regency, West Nusa Tenggara Province. Secondary data includes statistical data relating to accessibility, information, tourism attractions. Then proceed with literature studies and policy studies to describe government policies, both central and local existing and new policies relating to the formulation of the tourism development model. The study was conducted at the Department of Tourism and Culture, North Lombok Regency, West Nusa Tenggara. Sources of data obtained with the results of digging information from the head of the North Lombok Regency Tourism Office. Then the researcher is directed to look for more detailed information through the respective head of department in the Tourism Office in accordance with Tupoksi. So that researchers get more detailed information about the development program carried out by the North Lombok District Tourism Office. Information was obtained from the Head of the Development of Destinations and Tourism Services Business along with Kasi, the Head of Tourism Marketing and Kasi Development, the Head of Tourism Industry Development Department of North Lombok Regency.

RESULT AND DISCUSSION

Tourism marketing is currently experiencing rapid development. This is influenced by developments in technology and information. The North Lombok Regency Government uses the website to promote existing destinations. Besides that social media also greatly influences tourism promotion. Tourism promotion is also carried out by business actors, such as travel agents, airlines, and others. The most widely used method in the world of tourism is to advertise destinations through television and internet media. Besides selling personally, publicity or public relations, and other promotional materials. North Lombok Regency Tourism Office has prepared a website as a

promotional tool. But it is still not operational because of budget constraints.

Tourism marketing is oriented to efforts to understand market demand and the various impacts that will have on the destination. The next orientation is how to deal with a very tight competition environment and can optimize the potential of the destinations owned by the region to meet various types and levels of market demand for tourists. In 2006, 664,744 tourists were visiting the North Lombok regency with details of 95,555 archipelago tourists and 569,189 foreign tourists. While in 2017 there were 131,821 tourist arrivals from the archipelago and 864,145 foreign tourists, bringing the total number of tourists to 995,966 people. The tourist visit figure serves to see the market share of tourism marketing. Based on citizenship, the largest number of foreign tourist arrivals comes from France, which is 105,026 people (data: tourism and cultural department of North Lombok Regency, West Nusa Tenggara).

In general, there has been an increase in tourist visits, but until now there has never been a real market analysis and data collection. Real data collection about, "what do tourists want?", and "can local governments provide it?". This market analysis will influence decisions related to what will be provided (products), what should be charged (tariffs), how tourism promotion, how to communicate with tourists (places), adjusted to the needs of tourists. An important task of tourism marketing is to meet the needs of tourists while still paying attention to the sustainability of a destination.

Promotion is an activity that can provide information about a particular region's tourism products to potential tourists. Printed materials (brochures, leaflets, tourist guide books), advertisements through print and electronic media, participation in international, regional and national scale tourism events. Public relations activities and finally the internet (site, homepage, world wide web? / Www). Promotion carried out by the North Lombok Regency tourism office is to take part in exhibitions outside the region, Lombok to overseas as a way to promote the potential of the region. The Office of Tourism provides information about tourism potential, tourism objects, tourism services, travel/hotel packages, cultural arts performances. And using media booklets, leaflets, VCDs, travel maps, souvenirs/souvenirs.

The activities carried out in the Tourism Marketing Sector of the North Lombok Regency

Culture and Tourism Office as an effort to promote tourism are as follows:

1. Increasing the use of information technology in tourism marketing with a budget of Rp.59,948,800 with output, namely the increasing use of information technology in tourism marketing.
2. Implementation of domestic and international tourism promotion with a budget of Rp. 684,790,300 and the expected output is the implementation of tourism promotion in the North Lombok Regency.
3. Procurement of tourism promotional materials with a budget of Rp. 109,039,500, the results of this activity are tourism promotion materials and a workshop on the preparation of tourism products, community-based development.
4. Promotion of potential tourism objects through the Gili Pesona Indah Festival with a budget of Rp. 69,082,000, - with the output of increasing participation of participants/tourists.

Market segmentation must be carried out by local governments that will develop tourism as one of the determining factors in regional development. Through the distribution of tourists, local governments obtain information about tourist behavior and choices so that they can provide services in accordance with the needs, desires, and expectations of tourists. Market segmentation is one important aspect of tourism marketing. Mill and Morrison (1985: 360) argue that market segmentation is carried out with the following assumptions: first, understanding the market should be based on factors of market segments and members that are part of it and knowing what their needs and desires are. Second, potential tourists are divided into groups and each group should have the same identity and characteristics. Third, a single product is expected to be more attractive to certain market segments than others. Fourth, increasing the destination marketing business and the tourism industry as a whole can develop special products that are offered specifically to certain markets.

Promotion is part of the marketing process which is one of the aspects in the marketing mix (Sunaryo, 2013 p. 177). The marketing mix of Sunaryo (2013) is the coordination of interactions of products, prices, distribution locations, and promotions. Promotion consists of activities carried out to increase Mill sales, Robert C.

(2000, p.318). Promotion is a special marketing variable to attract potential tourists to certain destinations and enjoy various activities designed in tourism (Hasan, Ali 2015 p.259). Tourism promotion is one way to market tourism in an area so that it can attract tourists to come visit.

Promotion methods can be carried out by marketing tourism products in order to achieve promotional objectives. To achieve that goal Pitana (2009, p.177) divides the promotion phase, namely, first establishing the company's promotion goals, secondly establishing several alternative strategies related to the different mix strategies that are expected to achieve the goal. This stage consists of available promotion methods, availability of costs, the company's current competitive position and products, evaluation of previous promotion strategies, tourist responses to tourism products, and the choice of effective new promotion strategies. Third, find a solution in the form of a set of promotional objectives that are measurable by calculating the target, core problems, tasks, and responsibilities, as well as the time required. Fourth, an evaluation of the promotion plan to fit the available budget, human resources, and time needed.

Tourism promotion carried out by the North Lombok Regency Tourism Office, apart from exhibitions, is through self-organized events in collaboration with tourism business actors. Implemented in collaboration with the Department of Culture and Tourism of West Nusa Tenggara Province, North Lombok Regency Government with PT. Ocean Nature Tourism which was held on September 15, 2016 at Medana Bay Marina Dusun Teluk Dalem Kren, Medana Village, Tanjung District, North Lombok Regency. The registered participants are ± 35 ships with a total of ± 70 people from 13 countries in the world that dock at Teluk Dalam Kren Hamlet, Medana Village, Tanjung District, North Lombok Regency, West Nusa Tenggara Province, Indonesia, which consists of England, Germany, Australia, Ireland, Newzealand (New Zealand), France, South Africa, Sweden, Switzerland, Spain, Italy, Finland and Austria.

Promotional activities that have been carried out by the Department of Culture and Tourism in 2017 are to introduce various objects, facilities and infrastructure in North Lombok Regency. It can be seen from the table below:

Table 1
Tourism Promotion Report of the North Lombok
Regency Culture and Tourism Office in 2017

Source: North Lombok Regency Culture and Tourism Office
2017

No.	Activity	Schedule	Place
1	2	3	4
A.	Overseas Promotion		
	1. Participate in the BITTRA	May	Bandung Exhibition
	2. Participate in the APKASI	October	JCC Jakarta Exhibition
B.	Promotion in the Region		
	1. Carry out Lebaran Ketupat	July	Kayangan
	2. Participate in North Lombok Cultural Appreciation Week	August	Tanjung
	3. Participate in the Beleq Gendang Festival	August	Tanjung, Lombok utara
	4. Participate in the Enchantment Month of Lombok Sumbawa	August	Mataram
	5. Exhibition in the framework of the Anniversary of the Republic of Indonesia and KLU	August	Tanjung
	6. Sail Indonesia 2017	September	Medana Tanjung
	7. Join the Gili Festival and Safar Bathing Event	November	Gili Trawangan
	8. Bayan Traditional Birthday	December	Bayan
	9. Participate in the North Lombok Cultural Festival Bayan New Year's Eve	December	Bayan

Activities that have been carried out by the Tourism Marketing Division of the North Lombok Regency Culture and Tourism Office as an effort to promote tourism are as follows:

1. Increasing the use of information technology in tourism marketing with a budget of Rp. 59,948,800 with an output that is increasing the use of information technology in tourism marketing.
2. Implementation of domestic and international tourism promotion with a budget of Rp. 684,790,300 and the expected output is the implementation of tourism promotion in North Lombok Regency.
3. Procurement of tourism promotion materials with a budget of Rp. 109,039,500, the achievements of this activity are tourism promotion materials and the implementation of workshops on the preparation of tourism products, community-based development.
4. Promotion of tourism potential through Gili Pesona Indah Festival with a budget of Rp. 69,082,000,- with the output increasing participation of participants/tourists.

The promotion method that has been carried out by the North Lombok Regency Culture and Tourism Office so far is only to take part in exhibitions. When participating in the exhibition, the Culture and Tourism Office provided information about tourism potential, tourism objects, tourism services, travel packages/hotels, cultural arts performances. And using media booklets, leaflets, VCDs, travel maps, souvenirs/souvenirs. Until now the method has not been effective because there has been no further research on the impact of the exhibition that has been followed. Though marketing or promotion is one that must be a concern if you want to increase tourist arrivals to North Lombok Regency. Tourism marketing is currently experiencing rapid development. This is influenced by the development of technology and information. The North Lombok Regency Government uses the website to promote existing destinations. In addition, social media also greatly influences tourism promotion. Tourism promotion is also carried out by

business actors, such as travel agents, airlines, and others. The most widely used method in the world of tourism is to advertise destinations through television and internet media. In addition to selling personal, publicity or public relations, and other promotional materials.

CONCLUSION

The government should determine market share and promotion strategies for tourism based on local wisdom. The tourist market share increases every year. The number of tourists coming to North Lombok Regency in 2016 was 664,744 with details of the number of archipelago tourists 95,555 and the number of foreign tourists 569,189. An increase in 2017 was 995,966, still with the dominant number of foreign tourists at 864,145 while the domestic tourists were 131,821. Tourism marketing based on local wisdom carried out by the Department of Culture and Tourism of North Lombok Regency participates in exhibitions and holds events whose success has never been evaluated. So far, more effective marketing has been carried out by tourism industry entrepreneurs in North Lombok Regency, either through the website or through the tourism industry chain. Cooperation is also carried out by tourism entrepreneurs in North Lombok Regency with other regional tourism entrepreneurs to foreign countries. Following the concept of public-private partnership popularized by Osborn and Gabler (1992) in reinventing government in [9], it is a concept drawn up between the government and the private sector based on the principle of complementarity and mutual benefit, which aims to realize the provision of infrastructure and public facilities that are effective and efficient. . This concept can be implemented in tourism marketing in North Lombok district.

ACKNOWLEDGEMENT

Thank you for all those who have assisted in writing the journal research, especially to the Head of Service and all staff from the Office of Culture and Tourism of North Maluku North Nusa Tenggara.

REFERENCES

[1]. Creswell, John.W, 2010. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches". California: SAGE Publications. Inc. Achmad Fawaid . Pustaka Belajar: Yogyakarta.

- [2]. Dye, Thomas R. 1978. Understanding Public Policy. Prentice Hall, Englewood Cliffs, N.J
- [3]. Dunn, William. 1999, Public Policy, Analysis: An Introduction. Englewood Cliff, N.J: Prentice-Hall, Inc
- [4]. Hasan, Ali, 2015. Tourism Marketing. PT Buku Seru. Jakarta
- [5]. Mill, Robert C. Dan Alastair M. Morisson, 1985. The Tourism System An Introduction Text . Prentice-Hall International , Inc : New Jersey
- [6]. Mill, Robert C, 2000. Tourism The International Business. Penerjemah, Tri Budi Sastrio. PT RajaGrafindo Persada: Jakarta.
- [7]. Peraturan Daerah Provinsi Nusa Tenggara Barat Nomor 7 Tahun 2013 Tentang Rencana Induk Pembangunan Kepariwisata Daerah Tahun 2013-2028.
- [8]. Pitana, I Gede , I Ketut Surya Diarta , 2009. Pengantar Ilmu Pariwisata . Penerbit Andi : Yogyakarta.
- [9]. Sunaryo , Bambang , 2013 . Kebijakan Pembangunan Destinasi Pariwisata Konsep dan Aplikasinya di Indonesia . Gava Media : Yogyakarta .
- [10]. Timang Setyorini. 2004. Kebijakan Pariwisata dalam rangka meningkatkan pendapatan ekonomi masyarakat Kabupaten Semarang. Program Magister Ilmu Hukum. Undip. Semarang.