

Strategy of the Majalengka Regency Tourism and Culture Office in Promoting Paragliding Tourism Destinations

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ABSTRACT

This research is backgrounded by the huge potential of tourism sector in Majalengka but in fact it cannot be maximized by the government. One of the most popular tourist destinations this time is Paragliding. Although the promotion has been carried out by the local government through tourism and cultural office of majalengka, even it has been covered by national TV stations, but still the visit to paragliding is only dominated by local tourists. This is a problem because paragliding tourist destination is like march in place even though the promotions have been made. This study explored using marketing communication theory that focuses on 5 dimensions of the promotion mix, namely: advertising, direct marketing, personal selling, sales promotion, and public relations. In addition, the concept of promotion strategy that divides into two types, namely: push strategy and pull strategy is used to determine the promotion strategy applied by the tourism and culture office of Majalengka. The concept of tourist destinations that focuses on 5 variables: attraction, accessibility, amenities, ancillary services, and institutions are used to explore paragliding tourism destination itself. The research was carried out with a qualitative methodology of constructivism paradigm. The results showed that the tourism and culture department of Majalengka did not run maximally the promotion mix as it should be, advertising was not carried out continuously and periodically, public relations was not conducted, direct marketing was still done in traditional ways such as the use of pamphlets and CDs.

Keywords: promotion; strategy; promotional mix; destinations; tourism

Strategi Dinas Pariwisata dan Kebudayaan Kabupaten Majalengka Dalam Mempromosikan Destinasi Wisata Paralayang

ABSTRAK

Penelitian ini dilatar belakangi oleh potensi sektor pariwisata yang besar di Kabupaten Majalengka namun nyatanya belum bisa dimaksimalkan oleh pemerintah. Salah satu destinasi wisata yang sedang naik daun adalah Paralayang. Meskipun promosi sudah dilakukan oleh pemerintah setempat melalui dinas pariwisata dan kebudayaan, bahkan paralayang majalengka sudah diliput oleh stasiun TV nasional, namun tetap saja kunjungan ke paralayang hanya didominasi oleh wisatawan lokal. Hal ini menjadi masalah karena destinasi wisata paralayang seperti jalan di tempat padahal promosi sudah dilakukan. Penelitian ini dikupas menggunakan teori komunikasi pemasaran yang berfokus pada 5 dimensi bauran promosi, yaitu: advertising, direct marketing, personal selling, sales promotion, dan public relations. Selain itu konsep strategi promosi yang membagi menjadi dua jenis yaitu: push strategy dan pull strategy digunakan untuk mengetahui strategi promosi yang diterapkan oleh dinas pariwisata dan kebudayaan kabupaten majalengka. Konsep destinasi wisata yang berfokus pada 5 variabel yaitu: attraction, accessibility, amenities, ancillary services, dan institution digunakann untuk mengupas destinasi wisata paralayang itu sendiri. Penelitian dilakukan dengan metodologi kualitatif paradigma konstruktivisme. Hasil penelitian menunjukkan bahwa dinas pariwisata dan kebudayaan

majalengka tidak menjalankan secara maksimal bauran promosi seperti seharusnya, advertising tidak dilakukan secara terus-menerus dan berkala, public relations juga tidak dilakukan, direct marketing pun masih dilakukan dengan cara tradisional seperti penggunaan pamflet dan CD.

Kata kunci: *promosi; strategi; bauran promosi; destinasi; pariwisata*

INTRODUCTION

There Paragliding, which is located on Mount Panten Majalengka, is a new tourism destination in Majalengka Regency. Located in the highlands of Majalengka Regency, this paragliding tourist destination offers beautiful views with cool air. The start of the operation of the Cipali Toll Road and West Java International Airport in Kertajati, Majalengka also opens wide opportunities for regions in West Java, including Majalengka Regency in advancing their tourism. With all the potential and opportunities, in fact paragliding tourist destinations are still running in place. Although the Department of Tourism and Culture of Majalengka Regency has carried out several promotional activities to maximize tourism potential in Paragliding. Tourist visits were only dominated by local tourists. Even the name Paragliding Majalengka is not as famous as some other tourist destinations in West Java such as Bandung or Bogor. Even though the Paragliding tourist destination has been covered by national TV. The TV program with the theme of traveling typical of young people called "My Trip My Adventure" which regularly airs on Trans TV covers Paragliding in Majaengka Regency as one of the beautiful tourist destinations.

Promotion is felt to be maximum, paragliding still doesn't develop The promotion carried out by the government through the Department of Tourism and Culture (DISPARBUD) of Majalengka Regency is considered to be maximal, but it turns out that Paragliding tourist destinations are still stagnant and running in place. This situation becomes a research problem because there are things that are not ideal. DISPARBUD, which has carried out promotions to the fullest, is in fact unable to advance Paragliding destinations. This raises questions in this study related to the elements of the promotion mix that are applied and how the promotion strategy is implemented by DISPARBUD Majalengka.

METHODS

Promotional mix is the concept used to explore research problems. Kotler (2007) divides the promotion mix into 5 elements, namely: advertising; direct marketing; personal selling; public relations; sales promotion. This study will look at how DISPARBUD Majalengka applies these five elements in a promotional strategy for Paragliding tourist destinations. Apart from the promotion side, this research also explores Paragliding as a tourist attraction using the concept of a tourist destination. Sunaryo (2013) divides tourist destinations into 5 aspects, namely: attraction; accessibility; amenities; ancillary services; institutions. The Persuasion Knowledge Model (Friestad & Wright, 1994) is also used to see how DISPARBUD Majalengka as a marketer persuades potential tourists as customers. On the other hand, this model will look at how prospective tourists assess the persuasion efforts carried out by marketers, namely

DISPARBUD Majalengka. The research methodology used is descriptive qualitative with constructivist paradigm. Data were collected by interview, observation, literature study, and internet browsing. The data analysis technique used the qualitative analysis technique of Miles & Huberman (1984).

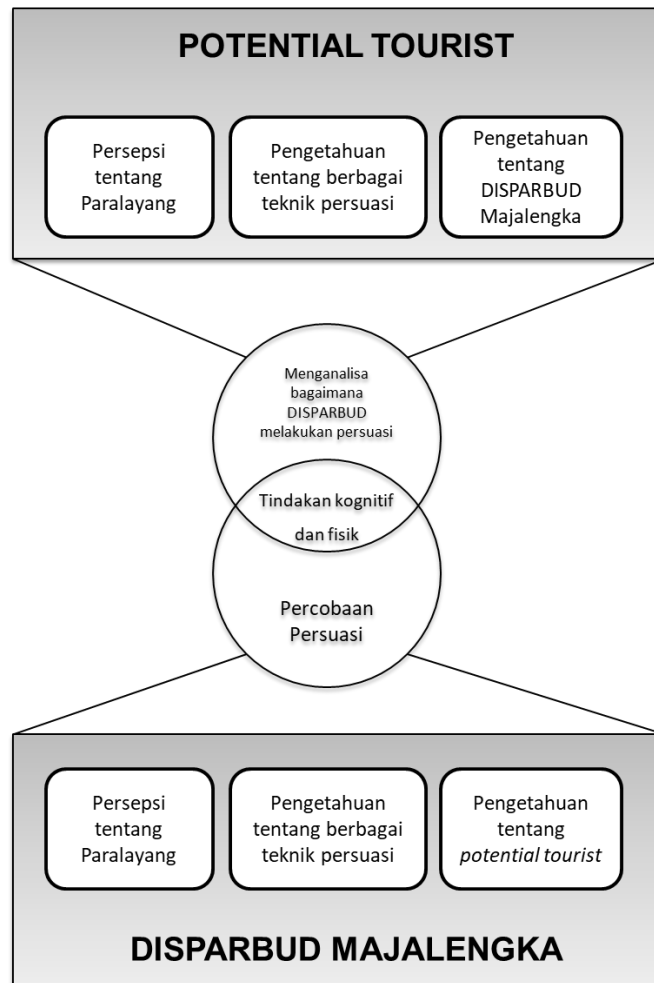
RESULT AND DISCUSSION

The results of data analysis showed that the promotions carried out by DISPARBUD Majalengka were not at all optimal. Advertising is not done repeatedly because the budget is not large from the APBD, advertising is only done occasionally and even then through print media. Direct Marketing is only done in the traditional way, the use of e-mail is still not done due to limitations in data management. Personal Selling is handed over to a third party, namely the Tourism Awareness Group (POKDARWIS) as the manager of the Paragliding tourist destination, DISPARBUD is not involved in this. Sales Promotion is also run by third parties. Attractive promos in the form of free ticket distribution or buy 1 get 1 ticket are POKDARWIS initiatives as managers.

Public Relations has not been maximally implemented. Publication is carried out based on good relations between the agency and journalists, and even then only when certain events involve Paragliding as a venue, such as the Trip of Indonesia series 1. The lack of maximum Paragliding promotion is one of the minus factors for this tourist destination. However, DISPARBUD also reasoned that the less than optimal promotion was due to the inadequate infrastructure of Paragliding as a tourist destination. Judging from the attraction aspect, paragliding only relies on highland-style views without the help of artificial rides such as selfie spots, sky trees, or zip bikes which are currently commonly found in some tourist attractions. The manager admitted that he could not maximize this aspect because of pressure from competitors. Accessibility is also a problem. The roads are narrow and can only be passed by one car, the road conditions are potholes, and most importantly the absence of mass transportation that can take tourists directly to Paragliding.

In Amenities are aspects that are good enough for paragliding tourist destinations. Restaurants are available around the tourist area, although they are very simple. An information center is also available and ready to serve tourists. Meanwhile, lodging is also available around the tourist area. Ancillary services is something that still needs to be improved. There are no banks or ATMs close to tourist destinations, there are no souvenir shops, and a new health center can be reached by a 15-minute drive. The four aspects above must be corrected immediately. And improvements can be maximized when the institutional aspect is also implemented properly. Majalengka DISPARBUD should be more involved in managing Paragliding tourist destinations. Even if appointing a third party to manage, then the standard operational procedure must be clear in every work carried out so that there is no misunderstanding between the two parties. DISPARBUD runs a promotional strategy to persuade tourists, tourists, or travelers to visit Paragliding. The application of the persuasion knowledge model in the context of the paragliding tourism destination promotion strategy itself is stated in the image below:

Figure 1 Implementation Persuasion Knowledge Model



Source: Researchers Notes

CONCLUSION

DISPRBUD has not implemented the promotion mix as it should, many obstacles ranging from budget issues to lack of pressure from competitors make promotion and infrastructure development of paragliding tourist destinations a road in place. DIPARBUD can try mediation with competitors to find the right solution and benefit both parties. If these two tourist destinations are integrated, it will be easier to develop infrastructure such as roads, access to public transportation, or even new artificial vehicles that can attract more tourists to come to Majalengka paragliding.

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