

INDONESIA TOURISM MARKETING IN SOUTH KOREA

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ABSTRACT

This paper describes the analysis of Indonesian tourism marketing process in the Republic of Korea. The analysis started from the preparation process up till the implementation process; such as product instrument, instrument distribution, promotion instrument, public relations, and evaluation. It is revealed the obstacles of tourism marketing process the which has been done. Those are the lack of human resources, lack of marketing funds, and closed Korea Busan Indonesia Center. It also Explains the strategy of tourism marketing to increase of the number of Korean tourists to visit the country. Qualitative research was conducted in this final paper. The result of analysis shows that Indonesian tourism marketing in the Republic of Korea has not been done well because of the lack of human resources and the lack of the marketing funds.

Keywords: tourism, promotion, marketing, Republic of Korea

ABSTRAK

Penelitian ini membahas mengenai analisis proses pemasaran pariwisata Indonesia di negara Korea Selatan, mulai dari perencanaannya hingga pelaksanaannya. Analisis dimulai dari tahap product instrument, distribution instrument, promotion instrument, public relations, sampai tahap evaluation. Di dalam tugas karya akhir ini juga diuraikan kendala – kendala yang ada dalam proses pemasaran pariwisata yang telah dilakukan. Kendala tersebut adalah kurangnya sumber daya manusia pariwisata yang terampil, kurang tersedianya dana pemasaran pariwisata negara, dan ditutupnya Kantor Kekonsuleran Republik Indonesia Busan. Selain itu, dijelaskan pula langkah pemasaran pariwisata yang tepat agar dapat menarik calon wisatawan ke Indonesia. Penelitian ini disusun dengan menggunakan penelitian pengumpulan data kualitatif. Hasil penelitian menjelaskan bahwa pemasaran pariwisata Indonesia di negara Korea Selatan belum berjalan dengan baik karena kurangnya sumber daya manusia pariwisata yang terampil dan kurangnya dana pemasaran yang tersedia.

Kata kunci : pariwisata, promosi, pemasaran, Korea Selatan

INTRODUCTION

Indonesia is a country with a tropical climate which is composed of 34 provinces with 13 487 islands scattered around the equator. Indonesia has 721 local languages are used by more than 300 ethnic groups scattered throughout the area. Indonesia has natural and cultural richness that makes it the great tourism potential.

There are 50 national parks in Indonesia, where 6 of them included in the UNESCO World Heritage Site; and more than 400 volcanoes in Indonesia. In addition, the

diversity of flora and fauna that exist in Indonesia make this country fit to undertake the development of agro-tourism. There are 1,128 tribes in Indonesia that resulted in the diversity of cultural products; such as dances, musical instruments, and customs in Indonesia.

Because of the diversity of nature and culture, as well as the commencement of the development of tourism in Indonesia, today tourism is becoming one of the areas that the focus of attention of the Indonesian state in an effort to increase state revenues. The government expects the number of foreign

tourists in 2016 reached 12 million people and generating 172 trillion rupiah (about 5%) of foreign exchange to GDP. To achieve the target of this expectation, many efforts made by the government, especially the Ministry of Tourism and Ministry of Foreign Affairs. One such effort is the lack of cooperation between countries.

One of the countries that appealed to the government of Indonesia is a country of the Republic of Korea, or more commonly known as South Korea. This is because the high level of prosperity of the South Korean people with income per capita of US \$ 27512.894 ranks 28th in duna, eight times greater than the country of Indonesia with an income per capita of US \$ 3415.834 who was ranked 118 in the world, based on the record of the IMF in 2015. This led to the needs of local people to travel abroad is no longer a secondary requirement, but the primary requirement that they prepare every year. This is because the characteristics of the South Korean people who prefer to spend their free time with friends, relatives, and family by way of a vacation; both within the city, outside the city, Many routine activities conducted by the Ministry of Foreign Affairs and the Indonesian government each year in South Korea in an effort to promote the culture of the homeland. In the promotional and marketing activities, the government is focusing on the promotion of Indonesian marine tourism; such as Bali island, Wakatobi, Raja Ampat, Derawan, and Riau Islands. However, local people have not seen South Korea is interested in marine tourism activities in Indonesia and the majority of them tend to know Bali alone. Therefore,

THEORETICAL OVERVIEW

Tourism

Tourism, according to Law No. 9 of 1990 is everything that is related to travel, including concessions, charm and attractions as well as businesses related to tourism operation. According to the World Tourism Organization (WTO), tourism is a human activity that travel to and stay in the goal area, outside the everyday environment, for the time being.

Marketing

According to Kotler (2009) marketing is the process of identifying and meeting human and social needs. According to J. Stanton in Umar (2005), covers the entire marketing system associated with the proposed business activities to plan, determine the price of goods or services, promote goods or services, and distribute it to consumers in order to achieve customer satisfaction.

Tourism marketing

Marketing in tourism is very complex because of the product rather than the tourism industry have characteristics compared to the product in the form of goods and tourism products are often associated with several companies, agencies, and institutions in society. J. Krippendorf in his book *Marketing Et Tourisme* explained that tourism marketing is a system and coordination should be implemented as a policy for the company - a company engaged in the field of tourism, both private and government, both in the scope of local, regional, national, and international to achieve optimal satisfaction of the needs - the needs of travelers and other groups in addition to achieve general satisfaction

RESEARCH METHODS

The research method that I use is the research methods of data collection. Methods of data collection is the research conducted by the technique or how to collect data from a data source. Source of data that I use is the primary data source, in the form of an author interview with Mr. Nuradi Noeri; and secondary data sources, in the form of data - data I get during a period of apprenticeship in the Ministry of Foreign Affairs of the Republic of Indonesia.

The primary data source is the source of the data obtained directly from the original source or the first party. Primary data specifically collected by the author to answer and analyze the formulation of the problem. The main benefit of the primary data source is the element - the element of deceit or that are counterfeit can be closed against the phenomenon resources for primary data sources and better reflects the real situation. Secondary data sources are data sources obtained by the author indirectly or through an intermediary. Secondary data is usually in the form of notes

or historical reports that have been compiled in the archive, whether he be published or which can not be published. The benefits of secondary data sources is preferable to minimize the cost and time, classify problems - problems, creating a benchmark to evaluate the primary data, and meet gaps - gaps in information. Information that can be collected is usually more and more extensive than the information obtained from the primary data source.

RESULT DISCUSSION

Indonesia Tourism Marketing Process in South Korea

During establish bilateral cooperation in the field of tourism in less than 10 years, the South Korean government has given a lot of opportunities for Indonesia to be able to market the tourism potential of Indonesia for local communities Korea, for example through public lectures, exhibitions, cultural festivals, and many other things as enumerated in the background to this introductory chapter of this final work assignments. To undergo any such activities, certainly there are procedures to go through. The procedure through which nothing else is marketing, but tourism marketing is different from marketing in general because of the tourism industry is a service business, where products are not tangible but perceived by consumers and not businesses that produce a real product that is tangible and function of use is not sustainable.

In this section the authors will describe the process - the marketing process from the initial stage to the final stage. Stage - The stage is the product of instrument, instrument distribution, promotion instrument, public relations, and evaluation. Here is the classification of tourism marketing process cycle will be discussed: (1) Product Instrument, Product instrument covers the assessment process and the manufacture of socialization material. In the early stages of marketing, there should be assessment of socialization material. (2) Instrument Distribution, Distribution as referred to here is the socialization process of marketing materials that have been prepared. After the stage of product packaging material on the instrument is ready, the team will conduct socialization socialization of tourism in some schools or universities in South Korea. (3)

Promotion Instrument, Promotion of tourism marketing instrument in not only covers the promotion phase, but also concurrent with the implementation phase of marketing. After the socialization, marketing execution will take place starting from the promotion of an exhibition on the theme of Korean Travel Fair. (4) Public Relations, Public relations here serves as a means of communication between the government and local communities South Korea. Public relations has a goal to create and establish a positive image of the country. However, the image that should be pursued in accordance with the actual situation without exaggerated - exaggerated for the purpose of more successful marketing and sympathetic attitude creates positive assessment satisfactory to the consumer. (5) 5. Evaluation, evaluation is the final stage which is no less important than other tourism marketing stage.

Constraints in the Process of Indonesian Tourism Marketing in South Korea

There are some constraints experienced during the marketing process progresses. Constraints - the constraints included a lack of human resources (HR) skilled tourism, lack of funds available for marketing purposes, and the closure of the Office of Consular Affairs of the Republic of Indonesia (RI Kurki) Busan. The third thing that this obstacle is an important component in the process of Indonesia's tourism marketing in the country of South Korea, and therefore should be given more attention to creating well-targeted marketing.

Right Indonesia Tourism Marketing in South Korea

To achieve the targeted tourism marketing, must be performed several improvements in the marketing process. Can be seen from the constraints - constraints that have been described previously, that the improvements to be made in the country's tourism marketing Indonesia in South Korea are on the three main stages of tourism marketing process, namely product instrument, instrument distribution, and promotion instruments.

In the process of product instrument, to produce a good socialization material, should be described in the explanation of the entire information infrastructure facilities in the country of Indonesia. The selection of packaging material is good enough to form a booklet. However, it should be spelled out all the accurate and complete information about the real situation in our country, not only includes the photos - photos only. In addition, packaging material is better to use local languages South Korea is good and right. To solve this problem, it is necessary to do translations carried out by specialist translators so that there is no misuse of the word used in the socialization materials. With the complete information and communicative,

In the process of distribution of instrument, should the Indonesian tourism marketing cooperation also with the local Indonesian travel companies, in addition to cooperation with the travel company South Korea. With this, we indirectly help the local Indonesian company in increasing its revenue and income to impact with the Indonesian state in terms of state tax revenue

In the process of promotion instruments, the need for Indonesia's tourism human resources in communicating a more communicative during the implementation of tourism marketing. In this case, the local language training to be undertaken periodically South Korea held by the Ministry of Foreign Affairs together with the Embassy of South Korea. For the promotion of sustainable tourism through advertising, promotion budgeting should be held in advance so that the Embassy in South Korea can still make the sale in addition to a small promotional budget.

There are also important things that must be considered by the public relations in the marketing process, the web site Embassy in South Korea on Indonesia's tourism should continue to be revised to make it more interesting news to read. News content should also be considered, it is better not have the words, but also include photos and videos on tourism promotion Indonesia. Photos and videos selected for society in general more interested in watching videos and viewing photos that caught the attention over having to read a long article.

CONCLUSION

During the cooperation in the field of tourism in less than 10 years, the South Korean government has given a lot of opportunities for Indonesia to be able to market the tourism potential of Indonesia for local communities Korea. To lead the marketing, there is a procedure to be followed; namely product instrument, instrument distribution, promotion instrument, public relations, and evaluation. Instrument covers the product stage assessment process and socialization materials production. Assessment is the process by which the assessment team should discuss what material will be appointed for disseminating publications and collecting materials and ingredients are concerned for the purposes of socialization. The assessment was done after the team conducted a study of the characteristics of the local community South Korea to determine the type of tourism which is favored by the local community. Making the matter of socialization is the process in which the material collected in the assessment can be packaged in a printed form to be distributed to potential tourists in the stage of promotion and marketing of tourism will be implemented.

Distribution instrument covers the distribution process of socialization material to be marketed later. In this process, the Indonesian tourism marketing team will disseminate to schools - schools and universities - universities in South Korea.

Moreover, at this stage the team also will conduct cooperation with travel companies South Korea for tourism marketing purposes will be implemented. Cooperation carried out with the primary objective that all marketing materials can be well in detail to prospective tourists moment later stages of promotion and marketing. In this partnership, Indonesia's tourism marketing team to help the travel companies in arranging travel packages and trip schedule arrangement. Promotion instrument on stage covers tourism marketing promotion and implementation of tourism marketing.

Tourism promotion conducted in South Korea starting from Korea Travel Fair and continued in the special exhibition Open House Seoul: Indonesia Travel Fair to the Busan Film Festival. Promotion was done so that local people know more about Indonesian tourism. In this stage, the tourism marketing

done by the travel company South Korea to local communities by offering travel packages that have been designed by each - each company. Promotion was done so that local people know more about Indonesian tourism. In this stage, the tourism marketing done by the travel company South Korea to local communities by offering travel packages that have been designed by each - each company. Promotion was done so that local people know more about Indonesian tourism. In this stage, the tourism marketing done by the travel company South Korea to local communities by offering travel packages that have been designed by each - each company.

At the stage of public relations, team berugas to make the entire documentation of the activities during the marketing process takes place and put it in the web site Embassy in South Korea and is also responsible for interacting directly with local people who have been to Indonesia to determine the level of their satisfaction and what they expect developing later in the day. The result of this interaction will be a matter of discussion in the next stage, namely the evaluation of tourism marketing. Evaluation phase necessary for the tourism marketing process that will be done next. With the evaluation, we can find things - things that should be improved or maintained for future marketing processes in an effort to increase the number of South Korean tourists visiting Indonesia.

In tourism marketing process that has lasted this long, there are some constraints experienced marketing team; among others, the lack of human resources skilled tourism, lack of funds available for marketing purposes, and the closure of the Office of Consular Affairs of the Republic of Indonesia (RI Kurki) Busan. Indonesia tourism resources still have shortcomings in terms of communicating with the local community. There was also still a lack of discipline on duty in each person in charge. Funds provided for tourism promotion in South Korea still can not compensate for the promotion budget which is determined by the local state, so that the Indonesian state can not conduct a vigorous tourism promotion compared in the country - other countries.

In addition, another obstacle is the closing of Kurki RI in city Busan in March 2016. This could have a major impact on the

country's tourism promotion process in the future as one of Indonesia tourism promotion activities of interest to the local community of South Korea, which Busan Food Festival and the Busan Film Festival, held in the city of Busan South Korea with aid coordination Kurki RI in the city of Busan. Kurki closing of Busan RI This causes all countries keurusan activities centered only in the South Korean embassy in Seoul and therefore the Embassy can not promise terlaksanakannya promotional activities normally carried out in the city of Busan. To remedy - it is, there are several ways that tourism marketing right can be done by the Indonesian state in South Korea, starting from the product to the point of public relations instrument. In the process of product instrument, to produce a good socialization material, required a full explanation of the entire information infrastructure facilities in the country of Indonesia in accordance with the truth. In addition, the selection of packaging materials should be changed from the form of brochures into booklet form. The form of booklets been because we therein can be translated all accurate and complete information about the actual state of tourism in the country of Indonesia. Packaging material a better use of local languages South Korea is good and right.

In the process of distribution of instrument, should the Indonesian tourism marketing cooperation also with the local Indonesian travel companies, in addition to cooperation with travel companies South Korea because it can help the local Indonesian company in increasing the company's revenues were impacted also by the Indonesian government revenues. In the process of promotion instruments, the need for Indonesia's tourism human resources in communicating a more communicative during the implementation of tourism marketing, as well as the selection of the team should pay more attention to the implementation of the promotion of human resources that covers how to look right as the image of the country's tourism promotion. In the promotion of sustainable tourism as well, should the team do a little advertising in the print media and local television media South Korea. It is intended that Indonesia's tourism marketing materials can be delivered to the local community on a regular basis and through

its medium. There are also important things that must be considered by the public relations in the marketing process, the web site Embassy in South Korea on Indonesia's tourism should continue to be revised news by watching the preparation of news and article content to make it more interesting to read.

SUGGESTION

From the analysis of the authors, there is some suggestion that the author wants to convey to the Ministry of Foreign Affairs of the Republic of Indonesia, among others: (1) Should the Center for Education and Training Ministry of Foreign Affairs of the Republic of Indonesia began opening training class Korean for the employees of Foreign Affairs, in particular on country teams focused on South Korea to improve communication between team duty and local communities to target tourists. (2) Should the budget in-depth examination at the South Korean Embassy in budget management so that there is a clear explanation of the Embassy of household expenditure and can be increased the number of Indonesian tourism promotion budget in South Korea.

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