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## MARKETING AND PROMOTION STRATEGIES IN INCREASING THE NUMBER OF FOREIGN TOURISTS TO A THOUSAND ISLANDS

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### ABSTRACT

This paper discusses the strategy carried out by the Tourism Office in promoting the Thousand Islands to foreign countries increase the number of foreign tourists' visit to the Thousand Islands. The Thousand Islands as one of the leading tourism object in Jakarta must be promoted and marketed to foreign countries. This study uses qualitative research and descriptive research with data collection techniques interviews and observations. The results of this study are to suggest and recommend other ways to promote the Thousand Islands to foreign countries and to see how the Thousand Islands itself in welcoming foreign tourists who visit the Thousand Islands. Based on the research results, the tourism office has promoted 4 pillars. There are 4 pillars of tourism promotion carried out by the Tourism Office, namely, famtrips, overseas events, sales missions, and festival participation. In addition to the promotion concept carried out by the Tourism Office, there was also the development of a marketing concept, namely the 4Ps (product, price, place, and promotion).

Keywords: Marketing, Promotion, Foreign Tourist

### ABSTRAK

Penelitian ini membahas mengenai strategi yang dilakukan oleh Dinas Pariwisata dalam mempromosikan dan memasarkan Kepulauan Seribu ke Mancanegara dengan harapan dapat meningkatkan jumlah wisatawan asing ke Kepulauan Seribu. Kepulauan Seribu sebagai salah satu wisata unggulan yang ada di Jakarta menjadi wisata yang wajib dipromosikan dan dipasarkan ke Mancanegara. Penelitian ini menggunakan jenis penelitian kualitatif dan penelitian deskriptif dengan teknik pengumpulan data yaitu wawancara dan observasi. Hasil dari penelitian ini yaitu untuk menyarankan serta merekomendasikan cara-cara lain dalam mempromosikan Kepulauan Seribu ke Mancanegara serta melihat langsung kesiapan dari Kepulauan Seribu itu sendiri dalam menyambut wisatawan asing yang datang berkunjung ke Kepulauan Seribu. Berdasarkan hasil penelitian dinas pariwisata tela melakukan promosi 4 pilar. Terdapat 4 pilar promosi pariwisata yang dilakukan Oleh dinas Pariwisata yaitu, famtrip, event ke luar negeri, *sales mission*, dan partisipasi festival. Selain konsep promosi yang dilakukan oleh Dinas Pariwisata lalu ada pula pengembangan konsep pemasaran yaitu 4P (*product, price, place, and promotion*).

Kata Kunci: Pemasaran, Promosi, Wisatawan Asing

**INTRODUCTION**

Indonesia is a country known as an archipelagic country which has been recognized throughout the world. Many foreign tourists (tourists) visit Indonesia to enjoy all the beauty that Indonesia has, in this case many tourists only choose Bali as their main destination without knowing that in Indonesia there are many other natural potentials that are very interesting to visit. However, apart from Indonesia's natural potential, there are many other things that tourists can enjoy when visiting Indonesia, for example, Indonesia has a wealth of cultural arts, flora and fauna, ecosystems, and natural phenomena that can be enjoyed in several tours. If all the wealth owned is managed properly, it will certainly be an attraction for tourists, especially foreign tourists.

The tourism sector does indeed make a significant contribution to the Indonesian economy, with all the natural wealth it has, it will certainly be a great opportunity to be able to improve the economy. But today, a source said that the tourism sector is still sluggish. The Central Statistics Agency (BPS) reported that in January 2021 the number of foreign tourists coming to Indonesia was only 141,300 people. When viewed by country of origin, most foreign tourists visit from Timor Leste, which is 53.2 percent of the total foreign tourists visiting Indonesia. Furthermore, foreign tourists from Malaysia amounted to 34.2 percent, and Papua New Guinea 2.4 percent. The decline in the number of foreign tourists also has an impact on the room occupancy rate (TPK) for star classification hotels. In fact, the lowest TPK occurred in the province of Bali, which was only 11.15 percent.

Based on the table of foreign tourists visiting the Thousand Islands in 2020, the total number of foreign tourists visiting the Thousand Islands in the January-December 2020 period was 6,233 foreign tourists. This number is certainly reduced because in 2020

Indonesia was hit by the Covid-19 pandemic which of course greatly affected the number of foreign tourists visiting the Thousand Islands.

The need for promotion and marketing by the government, especially the Tourism Office in increasing the number of foreign tourists visiting the Thousand Islands, what should the Tourism Office need to do in order to attract more foreign tourists who come. From the background described above, the authors are interested in conducting research with the title Promotion and Marketing Strategy in Increasing the Number of Foreign Tourists to the Thousand Islands by the Department of Tourism and Creative Economy of the Special Capital Region of Jakarta.

**LITERATURE REVIEW**

The previous research used as a reference in this research was a study conducted by Fidya Humaira, 2019, with the title "Marketing Promotion Strategy for the Bulukumba Regency Tourism Office in Increasing the Number of Tourists at Caseo Beach." From the results of his research obtained the following results. The results showed that 1). The marketing promotion strategy of the Bulukumba Regency Tourism Office in increasing the number of tourists at Caseo Beach, Bonto Bahari Subdistrict, Bulukumba Regency is carried out with various forms of promotion, namely: advertising, publicity, public relations, sales promotion (sales promotion), face-to-face sales, and demonstrations. This is faced by the supporting and inhibiting factors. 2). Supporting factors are: icons found in the tourist attraction of Caseo Beach, tourist attractions that attract tourists, facilities and infrastructure, and the role of the community. 3). The inhibiting factors are: funds, language, human resources, the reach of the promotion area, inadequate facilities, and difficult road access. Furthermore, the previous research used by the author as a reference in this study was a study conducted by Siti Laelatul Mukaromah, 2017, with the title "The Role of Marketing Strategies in Increasing the Number of Tourists in Chocolate Village Educational

Tourism. In Blitar Regency in the Perspective of Islamic Economics.” From the results of his research obtained the following results. Based on data obtained from interviews, marketing strategies are carried out to increase the number of tourists. The marketing strategy is carried out in an Islamic way by doing marketing honestly and no one is harmed. Not all marketing is done smoothly and without a hitch. In carrying out the marketing strategy, the management of the chocolate village educational tour in Blitar Regency has obstacles, namely the lack of marketing communication, the lack of participation from the surrounding community, and the high cost of doing advertising. The results of the marketing carried out by Kampung Chocolate are said to be successful in attracting tourists who come. In carrying out the marketing strategy, the management of the chocolate village educational tour in Blitar Regency has obstacles, namely the lack of marketing communication, the lack of participation from the surrounding community, and the high cost of doing advertising. The results of the marketing carried out by Kampung Chocolate are said to be successful in attracting tourists who come. In carrying out the marketing strategy, the management of the chocolate village educational tour in Blitar Regency has obstacles, namely the lack of marketing communication, the lack of participation from the surrounding community, and the high cost of doing advertising. The results of the marketing carried out by Kampung Chocolate are said to be successful in attracting tourists who come.

### **Marketing**

Marketing is the overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of both existing and potential buyers (Basu and Hani 2004). According to Freddy Rangkuti, marketing is an activity process that is influenced by various social, cultural, political, economic and managerial factors. As a result of the influence of these various factors, each individual and group obtains their needs and wants by creating,

offering and exchanging products that have commodity values. According to Basu Swastha, marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers.

Meanwhile, according to Philip Kotler's definition of marketing is defined as a social and managerial process by which individuals and groups get what they want through the creation and exchange of products and value with other individuals or groups.

### **Marketing character**

Marketing has four characteristic features as follows: (Mohammed al. 2005;3) :

1. Marketing is a process A process is a particular method of carrying out an activity; generally includes a series of steps or operations. The classical marketing approach includes four main steps: market analysis, market planning, implementation, and control. Market analysis includes the search for opportunities in market share. Market planning requires segmentation, choice of target market, placement and design of the marketing mix. Implementation includes the implementation of systems and processes into the market according to the marketing program. Control refers to the informal and formal mechanisms that marketing managers use to oversee marketing programs. Analysis, planning, implementation, and control simultaneously provide a good marketing process for marketing managers.

2. Marketing consists of a mix of product, price, promotion and distribution A good marketing program includes a mix of marketing characteristics to provide benefits to customers. A successful marketing program must be able to combine the 4Ps (product, price, place, and promotion) in the right composition, at the right time and in sequence.

3. Marketing related to exchange Marketing will not be successful without

the involvement of two parties in exchange activities. The buyer can exchange time, money or services, while the seller must exchange something of value to the buyer.

4. Marketing is intended to satisfy individual and organizational needs. The purpose of marketing is to provide satisfactory results for companies and customers, the key to marketing success is satisfying the needs of customers, companies and shareholders on an ongoing basis. In the long term the company must have a positive cash flow or maintain investor confidence.

## **METHOD**

The time and location of data collection is during the author's internship starting from January to June 2021. Then the location of data collection is at the DKI Jakarta Tourism Office. Interviews, according to Esterberg in Sugiyono (2015:72) interview is a meeting held by two people to exchange information or an idea by way of question and answer, so that it can be reduced to a conclusion or meaning in a particular topic. In the interview process, the author uses several stages, namely:

- a. Making questions related to the Promotion and Marketing Strategy in Increasing the Number of Foreign Tourists to the Thousand Islands by the Tourism and Creative Economy Office of the Special Capital Region of Jakarta
- b. Determine who will serve as interviewees
- c. Carry out the interview process
- d. Documentation in the form of photos and sound recordings
- e. Ensure that the results of the interview are in accordance with the information required by the author

Observation, according to Widoyoko (2014:46) observation is "systematic observation and recording of the elements that appear in a symptom in the object of research".

## **DISCUSSION**

### **How the Tourism Office Promotes the Thousand Islands to Abroad**

The Thousand Islands is one of the many tours in Jakarta. Jakarta as the capital city of Indonesia is known as a metropolitan city so many people think that tourism in Jakarta is very boring, but who would have thought that it turns out that Jakarta has natural attractions that are very superior. Why is the Thousand Islands considered a leading tourist attraction? This is because the Thousand Islands is not far from Jakarta but has a lot of uniqueness that other cities don't have. Jakarta is known as a busy city, tired, high air pollution but that's all in contrast to the Thousand Islands, here everything looks beautiful and refreshing, and fun for anyone who visits the Thousand Islands. Apart from its natural beauty, The Thousand Islands also has other uniqueness such as; The National Monument is located on Pramuka Island, a Dutch heritage fort, and has a unique sea color gradation and is worth a visit.

Based on the results of interviews with staff from the overseas marketing section, he explained that the Central Jakarta Tourism Office continues to provide insight into knowledge, and introduces the Thousand Islands to foreign countries as one of Jakarta's leading tourism destinations. Following the theory of promotional suggestions according to Kasmir, promotional means can be done in several ways, including:

- 1) Advertising (Advertising)  
Advertising is a promotion carried out in the form of impressions or pictures or words contained in banners, brochures, billboards, newspapers, magazines, TV or radio. By reading or viewing the advertisement, it is hoped that consumers or potential consumers will be influenced and then interested in buying the advertised product, therefore this advertisement must be made in such a way that it attracts the attention of its readers.
- 2) Sales promotion is a promotion that is used to increase sales through discounts or

gifts at certain times on certain items as well.

3) **Publicity** Publicity is a promotion carried out to improve the image of Rumah Zakat in front of prospective muzakki or their muzakki through sponsorship activities for a charity or social activity or sport.

4) **Personal Selling** Personal selling is a promotion carried out through the personal employees of Rumah Zakat in serving and influencing muzakki.

From several promotional tools said by Kasmir, based on the results of interviews conducted, the author can describe several promotional tools carried out by the Tourism Office. The Tourism Office uses the first promotion method, namely advertising facilities, the Tourism Office markets the Thousand Islands tourism using videotron media which is played in 4 countries, namely Malaysia, Singapore, China, and finally South Korea. Promotion and marketing continue to be carried out apart from exhibitions and videotron screenings. The Tourism Office also has an official Enjoy Jakarta website that can be accessed by all tourists, both local and foreign. Some websites like <https://islandaribu.co.id/> it contains information about the Thousand Islands and in it there are tour packages that can be seen directly by the accessor. In addition to this website, there is also an official Jakarta tourism website, namely: <http://jakarta-tourism.go.id/visit/> there is information about tourist attractions in Jakarta, accommodation, as well as important dates for events organized directly by the Tourism Office. The Tourism Office also often participates in exhibitions held abroad, where they promote and introduce the Thousand Islands to attract foreign tourists to visit the Thousand Islands, in addition to participating in and organizing exhibitions, in 2021 the Tourism Office has held exhibitions in various cities in foreign countries such as in May in Dubai and Frankfurt, Berlin, later in September in Bangkok, October in Singapore, and

November in China, last year the Tourism Office participated in exhibitions in various other countries.

Furthermore, the Department of Tourism also uses promotional tools, namely sales promotion. There are 4 pillars of tourism promotion carried out by the Tourism Office, namely, famtrips, overseas events, sales missions, and festival participation. Sales mission is one of the promotions carried out by the Tourism Office where when visiting a country to participate in an event they also sell tourism in Jakarta, one of which is the Thousand Islands. Then there is a means of publicity promotion, where the Tourism Office also supports and supports several events that are taking place. They are more often asked to become sponsors in a tourism-themed event. And the last is a means of personal sales promotion. Staff and all employees of the Tourism Office are also asked to be active and participate in the promotion and marketing carried out by the Tourism Office. They were also asked to disseminate information about the Thousand Islands widely, either through social media accounts or through word of mouth.

In addition to the promotion concept carried out by the Tourism Office, there was also the development of a marketing concept, namely the 4Ps (product, price, place, and promotion). So the author can convey about the 4P marketing strategy as follows. Product, in this TKA the focus is the sale of the Thousand Islands to foreign tourists, the Tourism Office has several products to market such as tour packages, then there are resorts, and the last is the means of transportation, namely ships. Then Price, here discusses the prices given by the Tourism Office unlike other tourist attractions whose prices differ between domestic and foreign tourists. The Thousand Islands have the same price for both domestic and foreign tourists. Next up is Place, The place or venue for the Thousand Islands itself has several resort locations, restaurants, and

other supporting facilities that can be easily accessed by tourists who come to visit. And the last one is Promotion, of course, as described above, the Tourism Office is very serious in promoting the Thousand Islands. One of the most accurate ways to do this is by making advertisements and playing videotrons about the Thousand Islands abroad.

Citing a theory of goals according to Swastha (2002: 353) Promotional activities can be aimed at informing the target market about the company's offerings. Information promotion is generally more appropriate at the early stages in the product life cycle. Presumably this is an important issue to increase primary demand. Some people don't buy goods or services before they know the product and what it is for. This informative promotion is also important for consumers because it can help in making purchasing decisions. So that the purpose of the promotion carried out by the Tourism Office is to inform and disseminate the Thousand Islands in Abroad.

From the explanation of the sources above, it can be said that actually the Tourism Office has carried out promotions and marketing has done its job well by playing an active role in introducing the Thousand Islands to foreign countries. Several ways have been done with the aim of attracting foreign tourists to visit the Thousand Islands.

### **Readiness of the Thousand Islands in Facing a Visit**

According to Sudaryana and Octavia (2015: 32-33) based on the type, tourism can be divided into two categories, namely nature tourism and socio-cultural tourism. One of the nature tourism consists of Coastal Tourism (Marine Tourism), whose contents include swimming, fishing, diving, and other water sports, which are supported by facilities and infrastructure including accommodation, eating and drinking. Based on this theory, it is

appropriate for us to prepare in advance the facilities and infrastructure in the Thousand Islands. Good facilities and infrastructure will greatly support promotional and marketing activities carried out by the Tourism Office. This was also confirmed by Mas Irham, from the results of the interview Mas Irham said that the Thousand Islands had prepared several facilities and infrastructure. According to Mas Irham, the most important thing is information about the ferry schedule, as we know that the Thousand Islands has several accesses that tourists can choose from, so the main information given is the schedule of the crossing itself. Furthermore, according to Mas Irham, what is of concern is resorts, because in the islands themselves there are resorts managed by the private sector and there are resorts managed by the government, but the Tourism Office continues to strive for facilities with the same standard of comfort between resorts managed by the private sector and managed by the government. so the main information given is the schedule of the crossing itself. Furthermore, according to Mas Irham, what is of concern is resorts, because in the islands themselves there are resorts managed by the private sector and there are resorts managed by the government, but the Tourism Office continues to strive for facilities with the same standard of comfort between resorts managed by the private sector and managed by the government. so the main information given is the schedule of the crossing itself. Furthermore, according to Mas Irham, what is of concern is resorts, because in the islands themselves there are resorts managed by the private sector and there are resorts managed by the government.

Complete and adequate facilities and infrastructure will be the main attraction for tourists who come to visit the Thousand Islands, this is confirmed by Mr. Iwan Samosir

through the results of an interview via Whatsapp. He said that the Thousand Islands itself was ready to welcome foreign tourists according to 2019 data, as many as 25,418 foreign tourists visited the Thousand Islands, this indicates that foreign tourists are actually starting to be interested in visiting the Thousand Islands and feel comfortable with the services provided by the tourism industry in the Thousand Islands. Thousand Islands. He also said that the Tourism and Creative Economy sub-department often carried out regular monitoring every month to re-check the readiness of the tourism industry in the Thousand Islands. One of the programs carried out by Mr. Iwan Samosir is conducting Technical Guidance where the technical guidance itself is carried out for tourism industry players such as restaurant managers, resort managers, which are generally managed by the private sector in the hope that they will get standardization and certification of competence in receiving and serving foreign tourists. Next the technical guidance is carried out to the Tour Guides registered in the Thousand Islands they are given briefings on how to properly serve foreign tourists, provide appropriate and important information for foreign tourists and lastly about interesting information about the Thousand Islands that should be conveyed to foreign tourists. The entire technical guidance is carried out virtually so that it is safe for the implementers and for the participants considering that our country is currently being hit by the Covid-19 Pandemic.

Based on data, there are 8 resorts officially registered in the Thousand Islands, all of which are managed by private parties, but during the pandemic only 4 resorts are operating to receive guests. For assets from the government itself, namely a Dutch heritage fort Martello. In accordance with a theory from Sudaryana and Octavia (2015) regarding the types of tourism, namely Social - Cultural Tourism, which consists of National Monuments of historic buildings, cities, villages, religious buildings, and other historical places such as Battle fields

are a major tourist attraction in many countries. These archaeological heritages and monuments are classified into cultural groups. Therefore, Fort Martello must be managed properly by the government and become a government asset that becomes an attraction for tourists who come to visit the Thousand Islands, so not all the buildings in the Thousand Islands are managed by the government. The government itself only manages islands or buildings in which there are historical relics that must be preserved and protected.



Figure 1. Resort on Anyer Pulau Island

One of the resorts that has adequate facilities and has been standardized by the local Tourism Office is a resort located on Pulau Ayer. It can be seen in the photo, that the resort is unique in that it is located above the sea/floating. This resort also has supporting facilities such as a TV and a bathroom equipped with a toilet seat. As one of the main requirements for a tourist place, namely the provision of lodging accommodations, it is very important if the resorts in the Thousand Islands can be managed properly so that it becomes a common concern.

The condition of the Thousand Islands ecosystem is also worthy of being used as one of the unique features of the Thousand Islands, this will certainly be an added value for the Thousand Islands. According to data from



Marine Biodiversity and Conservation, the Thousand Islands has plants that are dominated by coastal plants, such as nyamplung (*Calophyllum inophyllum*), waru (*Hibiscus tiliaceus*), pandanus (*Pandanus sp.*), sea pine (*Casuarina equisetifolia*), cangkudu (*Morinda citrifolia*), butun (*Barringtonia asiatica*), bogem (*Bruguiera sp.*), breadfruit (*Artocarpus altilis*), ketapang (*Terminalia cattapa*), and kecundang (*Cerbena adollam*). Then life in the Thousand Islands consists of 54 types of hard/soft corals, 144 species of fish, 2 types of clams, 3 groups of algae such as Rhodophyta, Chlorophyta and Phaeophyta, 6 species of seaweed such as *Halodule sp.*, *Halophila sp.*, and *Enhalus sp.*, as well as 17 species of shorebirds. The Thousand Islands National Park is a nesting ground. Most of the beaches in this national park are protected by mangrove forests which are home to monitor lizards, golden ring snakes and hawksbill pythons (*Eretmochelys imbricata*) and green turtles (*Chelonia mydas*) which are endangered species.

### SWOT ANALYSIS

By using a SWOT analysis we can find out about the advantages and disadvantages of the Thousand Islands, the following is the author's description of the SWOT analysis of the Thousand Islands. The first is Strengths, the Thousand Islands has a strong strength because of its location close to the capital, very beautiful natural treats and away from the bustle of the capital, and several water activities that can be done there. Then Weakness, everything of course has a weakness. The Thousand Islands certainly has a weakness, namely the lack of transportation facilities to get there, then clean water is also a problem there because the average water produced is salty. The Thousand Islands have a very big opportunity because the Thousand Islands is a leading tourist attraction owned by DKI Jakarta and is directly supported by the Tourism Office, so it would be very good if then managed together. And the last is Threats. The Thousand Islands are of course still unable to compete with Bali and several other

island tours. Bali has its own unique prestige which is an advantage, many say that Bali is their Second Home. The results of the description above regarding the readiness of the Thousand Islands can be said that all existing infrastructure facilities in supporting the presence of foreign tourists who come are very good, all preparations have been made such as standardizing the resorts there, providing technical guidance for tourism managers who are there, then several Supporting facilities such as restaurants are also prepared. The pier as an important infrastructure facility in the archipelago is also well considered by tourism managers.

### CONCLUSION

The Tourism Office has taken several steps to promote and market the Thousand Islands. One way to do this is by participating in tourism-themed events abroad, then the Tourism Office also makes an advertisement and puts it up in several countries in Europe, Southeast Asia, and the East. Then the readiness of the Thousand Islands itself in dealing with foreign tourists visiting the Thousand Islands can be said to be ready both in terms of human resources and infrastructure. The Tourism Office routinely makes visits to check directly how the conditions and readiness of the Thousand Islands are.

### SUGGESTION

In this all-electronic era, the author recommends the Tourism Office to use influencers in Indonesia and abroad to participate in marketing and promoting the Thousand Islands because influencers are people who have lots of followers who will always follow that person. So that if the Thousand Islands is promoted with these influencers, there will be very many followers of those influencers who will come to visit the Thousand Islands. Then after being successful in marketing and promoting the Thousand Islands, it would be very good if the Tourism Office always gave more attention to the Thousand Islands.

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