

Promotion Optimization Model Marketing-Integrated as a Strategy to Increase Destination-leisure Visit on a Tourist Object in the District Ciamis

Amirudin¹, Heri Setyawan¹

¹*Business Administration Department, Politeknik Negeri Jakarta, Depok 16424, Indonesia*

Keywords: Business-destination, Business-MICE, Business-leisure, Destination-leisure

Abstract: The World Tourism Organization (UNWTO) predicts business-MICE will recover in 2022 due to the Corona virus outbreak. So, what should be done? (1) Creating a new branding strategy no worries of corona, enjoy your holiday to business-MICE players (2) Promoting safety and healthy tourism to international travellers (3) Supporting destination-leisure players / activists in the tourism industry, for example the government and banks provide relaxation of bank lending, reduced electricity and water costs, reduced local government tax levies. (4) Strengthen tourism mitigation SOP (disease outbreaks and natural disasters). Indonesia is a country prone to disasters, meaning that we are close to natural disasters at any time such as volcanoes, landslides, floods, or non-natural disasters such as the Covid-19 pandemic outbreak (5) Priority for ecotourism (combining nature and culture) rather than mass tourism. Because people will be more selective in choosing private tours than group tours and avoid mass tours (6) Using social media to promote aggressively, for example via Instagram and Facebook. It is necessary to design a business-leisure information system application, based on Android, in which, there is a collection of tourism industry data that provides data on human resources for business-MICE, types of services, attractions, and business-destinations spread across Indonesia. Apply discounts for aircraft landing and parking fees as well as discounted rental rates for shops and cargo agents at airports in Indonesia.

1 INTRODUCTION

The World Tourism Organization (UNWTO) predicts business-MICE will recover in 2022 due to the Corona virus outbreak. So, what should be done?

2 METHOD

In order to build an integrated marketing promotion optimization model as a strategy to increase destination-leisure visits to tourism objects in Ciamis district the author prepares the following steps (1) Place and time of research. The research was carried out in the Ciamis district as a key point by first stopping at the office-area and head-office of Kertajati airport, Majalengka and proceeding to the west position of the airport, namely the Panjalu sub-district city government office followed by the north side of Rancah, Banjar and Pangandaran, following the south side. Kawali and Pangandaran Beach and

finally in Kuningan. To complement the research, a visit was made to the operator office of the Nusawiru airport (Pangandaran district) and the Husein Sastranegara airport, Bandung. (2) Assumption-of-Research. First, this research work will continue after the issue of the COVID-19 pandemic has ended (according to government estimates early April 2020). Second, this study uses a comparison of the Husein Sastranegara airport which has been operating for a long time and is managed by PT Angkasa Pura II and the Nusawiru airport which is managed by PT Angkasa Pura I, while Kertajati airport is a new airport that has not been integrated between modes. The airport operator, the license holder from the Ministry of Transportation, is PT Bandara Internasional Jawa-Barat (BIJB) which is currently commanded by the President Director, Salahudin Rafi. Meanwhile, the term destination-leisure is tourism object, community, stakeholders, travelers, government agencies, employers and employees. Tangible and intangible-assets. If the relationship between point Operationalization and Relevance between Measuring Instruments and between

variables is linked to point below. (3) Assumption of Research, the results (outcome) of research will be in accordance with the research objectives. The relationship between these two variables the authors describe it in the form of a relationship diagram. First Level Hypothesis Testing H0: marketing optimization as a business-leisure destination strategy does not show an optimal level of increase in user effectiveness. (Negative Statement). H1: marketing optimization as a strategic business-leisure destination shows an optimal level of improvement in user effectiveness. (Positive Statement). First Level Hypothesis Statement: "If the marketing optimization as a business-leisure destination shows a high level of user effectiveness, then the strategy to increase visits through Kertajati international airport is significant". Second Level Hypothesis Testing. H0: marketing optimization as a business-leisure destination strategy does not show an optimal level of improvement in user efficiency. (Negative Statement). H1: marketing optimization as a strategic business-leisure destination shows an optimal level of improvement in user efficiency. (Positive Statement). Second Level Hypothesis Statement: "If the optimization of marketing as a business-leisure destination has a higher level of effectiveness and efficiency than through Nusawiru and Husein Sastranegara airports on a national scale, it shows a significant increase in tourist visits". Hypothesis testing is carried out in two strategies, namely the first strategy to test effectiveness and the second to have efficiency. First, the author wants to examine the question "is it true that Kertajati airport has an effectiveness in optimizing the integrated marketing of business-leisure destinations beyond Nusawiru and Husein Sastranegara airports". Second, examining the question "is it true that Kertajati airport has an efficiency in optimizing the integrated marketing of business-leisure destinations beyond Nusawiru and Husein Sastranegara airports"..

3 RESULT AND DISCUSSION

3.1 Leisure Destination Condition during the Covid-19 Pandemic

When the preliminary survey of this research was carried out in early May 2020 the COVID-19 pandemic outbreak was currently underway, which resulted in the condition of as many as 20 tourist destinations in Ciamis district showing helplessness. Managers and visitors to tourist destinations in Ciamis district experience total paralysis. The local government of Ciamis district closed all tourist destinations so that citizens are protected from the

COVID-19 pandemic. According to the respondent, Pak Sukri was "still closed sir" when the author was about to talk about the condition of a tourist attraction in Puncak Bangku which is located in the Rancah sub-district in early May. When the writer made observations and wanted to find respondents as interview subjects, it turned out that none of the managers and visitors carried out activities around the location. Likewise, when the writer moved to the location of Puncak Saninten, which is not far from the location of Puncak Bangku, about two kilometers away, it shows the same thing. In the following week the writer visited Meralaya Hill, which is about seven kilometers from the town of Rancah sub-district, which is not much different from the two tourist attractions that the writer mentioned first. On the following days the authors visited each tourist attraction as follows.

3.2 Expectations of Post-pandemic Leisure Destination Covid-19.

As expected by all levels of society, as well as tourism personnel in Ciamis district, they really hope that the COVID-19 pandemic will soon pass so that the economy will return to normal. Likewise, President Joko Widodo's hopes, as quoted from the mass media, said that in 2021 there would be a boom in the tourism sector in Indonesia. Because according to President Jokowi, the corona virus (COVID-19) outbreak in Indonesia was finished at the end of this year. "I believe this will only be until the end of the year. Next year there will be a boom in tourism. Everyone wants to go out. Everyone wants to enjoy the beauty of tourism again, so that optimism must be raised," Jokowi said in the introduction of a limited meeting on mitigating the impact of COVID-19 on the tourism sector and creative economy, Thursday (16/4/2020). To that end, the government has issued various stimulus packages from both the central and regional governments so that the tourism sector will recover quickly. Much further, the World Tourism Organization (UNWTO) predicts tourism will recover in 2022 due to the Corona virus outbreak. Menparekraf Wishnutama Kusubandio is optimistic that Indonesian tourism will recover faster than expected. Tourism is considered to be the most battered sector after Indonesia was hit by the Corona virus. Wishnutama prepared a number of steps so that tourism in the country would soon recover. "We believe tourism in Indonesia will recover more quickly. We are preparing three stages to respond to the impact of COVID-19, namely emergency response, recovery and normalization," said Minister of Tourism and Creative Economy Wishnutama to reporters in a virtual discussion with reporters, PHRI.

and Asita with the theme 'Industrial Steps to Respond to the COVID-19 Outbreak, this week. As a response to the response to COVID-19, the government has issued a policy package as follows.

Table 1: Policy to accelerate the performance of the tourism sector

No	Policies and Programs	Expected results
1	Additional allocation of the Ministry's APBN Tourism and Creative Economy Rp 298.5 billion	➤ Generating foreign exchange of IDR 13 trillion
2	Incentives for airlines, travel agents; incentives inside joint promotion schemes, promotional activities tourism. familiarization trip (famtrip) and influencers.	➤ It is hoped that with the incentive scheme provided by the government, it will be the best solution for the tourism sector so that it will have an impact on the number of foreign tourists visiting, and provide more equitable welfare for the community through tourism activities
3	Domestic ticket discounts that can be used by domestic tourists the average was 51.44 percent for 25 percent of indoor seating capacity one flight, including: 30 percent discount for 25 percent quota seats on every flight to 10 destinations travel. This is valid for three months viz March, April and May 2020. There is an additional 15.8 percent discount Avtur from Pertamina. And 5.64 percent discounted flight fares (PJP2u / PSC and NAV) from AP and Airnav so total this policy will last for three months. This discount applies to domestic airlines to the destinations Denpasar, Batam, Bintan, Manado, Yogyakarta, Labuan Bajo, Belitung, Lombok, Lake Toba and Malang	➤ Accelerate or attract 736 thousand tourists from market-focused countries with high category average spending per arrival (ASPA), namely: Australia at USD 1,800, the Middle East at USD 2,200, and other markets
4	Encourage the existence of incentives in accordance with the association's proposal	

	that for the hotel tax and restaurants in 10 destinationstravel rates are zero.	such as America, Europe and Asia
5	The government will subsidize or provide grants to the government areas affected by the decline tax rates for hotels and restaurants in the area amounting to Rp. 3.3 trillion.	
6	In the APBN, there are also IDR 147 billion of physical DAK for tourism that arrived currently unable to use the region. The plan is that the DAK will be converted into grants to the regions so that it can spur development tourism.	
7	Encourage the movement of wisnus with continue to do promotional campaigns domestic travel, encouraging doing meetings from government agencies and corporations in domestic tourist destinations.	
8	Promote events (music, sports) that are already in the country. On the other hand, efforts were also made to attract potential MICE and events international so that it can be held in Indonesia	

Meanwhile, the Ministry of Tourism and Creative Economy has issued Circular Letter Number 3 of 2020 concerning follow-up actions to prevent the spread of COVID-19 for hotel, restaurant and tourism managers. (1) Implement Physical Distancing with a minimum distance of 1 meter in accordance with WHO and UNWTO guidelines in public spaces. (2) Check body temperature at least 2 times a day. (3) If you are not healthy, you should immediately go to the health facility. (4) Use a mask if you have a cough or flu. (5) Applying cough / sneezing etiquette: cover

your mouth using your inner upper arm or tissue when coughing or sneezing and immediately throw away the dirty tissue in the trash, then wash your hands using soap and water. (6) Clean toilets regularly and for toilet users, flush the toilet after use. (7) Applying personal hygiene (washing hands with soap and water) especially after using the toilet, doing cleaning work and before and after eating. (8) Wear gloves when performing cleaning work and when handling waste. (9) Avoid touching the face area unnecessarily. (10) Perform cleaning using a disinfectant of the equipment after use.

4 CONCLUSIONS

Based on these conditions, the right strategy is needed to be able to recover and move the economy, especially in the tourism sector. The strategy that can be done at this time is (1) Creating a new branding strategy, for example no worries of corona, enjoy your holiday (2) Using social media to promote vigorously, for example through Instagram and Facebook (3) Promoting safety and healthy of tourism to international tourists (4) Supporting tourism actors / activists in the tourism industry, for example the government and banks providing relaxation of bank lending, reducing electricity and water costs, reducing local government tax levies (local governments) (5) Strengthen tourism mitigation SOPs (disease outbreaks and natural disasters). Indonesia is a country prone to disasters, meaning that we are close to natural disasters at any time such as volcanoes erupting, landslides, floods, or non-natural disasters such as the Covid-19 virus pandemic outbreak (6) Ecotourism tourism priority (combining nature and culture) compared to mass-tourism. Because people will be more selective in choosing tours that are private compared to group tours and avoid mass tours. Suggestion. It is necessary to design an Android-based tourism information system application in which there is a collection of tourism industry data that provides data on tourism human resources, types of services, attractions, and tourist facilities spread across Indonesia. Apply discounts for airplane landing and parking fees as well as discounted rental rates for shops and cargo agents at airports in Indonesia.

REFERENCES

Amirudin et al, 2019: "Strengthening Environment and Innovation System on Vocational Education in Supporting 4.0 Industrial Revolution", Hotel Margo

City, Depok 7 November 2019, organizer Politeknik Negeri Jakarta

Amirudin et al, 2018: "Strengthening Environment and Innovation System on Vocational Education in Supporting 4.0 Industrial Revolution", Hotel Grand Savero Bogor 7-8 November 2018, organizer Politeknik Negeri Jakarta

Amirudin et al, 2017: "The Impact of Sustainable Global Technology Development on Competitive Researches and Society Services", Hotel Santika Depok 2 November 2017, organizer Politeknik Negeri Jakarta

Baerentholdt, 2000: Destination Travel & Destination, Proceedings of a Conference held at Roskilde University 17.02.2000. Geography Roskilde University Working Paper#152/Publication from the Tourism Research Centre of Denmark, 15-28

Chitty, et.al. (2015), "Integrated Marketing Communications", Second Asia Pacific Edition (Australia: Chengage Learning Australia Pty Limited).

Clow, K. E. & Baack, D. (2012), "Integrated Advertising, Promotion and Marketing Communications", England : Pearson. Jennifer Niederst Robbins (2012), Learning Web Design 4th Edition, Canada: O'Reilly Media, Inc.

Kotler, P., Haider, D. and Rein, I. 2017: "Marketing Places". New York: Free Press.

Christina, R.L., 2017: "Efek Perceived Quality of Performance dari Peripheral Conference Service terhadap loyalitas peserta pada destinasi konferensi, perpektif place marketing", Disertasi Doktor, Universitas Indonesia

Djamasbi, S., Siegel, M., & Tullis, T. (2010). Generation Y, Web-design, and Eye Tracking. International Journal of Human-Computer Studies, 307-323.

Beaird, J. (2010). The Principles of Beautiful Web Design. Canada: SitePoint.

El-Gohary, Hatem, 2010: "E-Marketing - A literature Review from a Small Businesses Perspective", International Journal of Business and Social Science

Framke, W., & Finne, A. & Gronroos, C. (2019), "Rethinking marketing communication: From Integrated Marketing Communication to Relationship Marketing". Journal of Marketing Communication, Vol. 5, No. 29.Pp 179-195.

Gartrell, Richard B, 2014. "Destination Marketing for Convension and Visitor Bureaus". Iowa: Kendall/Hunt Publishing Company.

Getz, D., & Cheyne J., 1977: "Special Event Motivations and Behaviour" in Ryan C., (ed) The Tourist Experience , a New Introduction, Cassels, London, 136-154

Heri Setyawan et al: 2014:. "Bali Sebagai Model Pengembangan Destinasi MICE di Indonesia", ISSN:2339-1553, Jurnal Online Politeknik Negeri Jakarta.

Khizar, Farooqi, & Rehmat. 2016. "Effect Of Integrated Marketing Communication Components On Brand Awareness And Customer Loyalty In Beverage Sectore." Paradigm: A Research Journal of

- Commerce, Economics, and Social Sciences. 10(2):64-73.
- Kotler, P., Bowen, J., and Makens, J., 2018: "Marketing for Hospitality and Tourism", Prentice Hall: UK
- Oliver, R.L., 2017: "Satisfaction, a Behavioral Perspective on the Customer", New York, McGraw Hill
- Perason, P.H., 1970: "Relationship between Global and Specified Measures of Novelty Seeking", *Journal of Consulting and Clinical Psychology*, 34:199-204
- Piotrow, P. T., Rimon, J.G. II, Payne Merritt, A., & Saffitz, G., 2017: "Advancing Health Communication": The PCS Experience in the Field Center Publication 103. Baltimore: Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs
- Shoemaker, S., & Lewis, R.C., 1999: "Customer Loyalty, the future of Hospitality Marketing," *International Journal of Hospitality Management*, 18, 345-370
- Smith, P.R 1999: 'Organizing the Unorganizable: Private Paid Household Workers and Approaches to Employee Representation' *North Carolina Law Review* 79 at 45–110
- Smith, Meg and Ewer, Peter 1999: *Choice and Coercion: Women's Experiences of Casual Work* (Sydney: Evatt Foundation). Sociaal Cultureel
- Scott, D., 2014: "A Comparison of Visitors Motivation to Attend three Urban Festivals", *Festival Management and Event Tourism*, 3(3), 121-128
- Stephan Dahl Lynne Eagle David Low, 2018: "Integrated Marketing Communication and Social Marketing", *Journal of Social Marketing*, Vol 5 Iss 3 pp. 226-240
- Toyama, M & Yamada, Y., 1996: "The Relationships among Tourist Novelty, Familiarity, Satisfaction and Destination Loyalty, Beyond the Novelty Familiarity Continuum", *International Journal of Marketing Studies*, vol 4 no 6 Seminar Internasional (Speaker)