

# Analysis of Tourism Marketing Communication Activities of Srambang Park Ngawi in Increasing Public Awareness

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## ABSTRACT

The increasing number of tourist visit is the effect of the increasing of public awareness about the existence of a tourist destination. The increase of awareness is one of the results of marketing communication activities conducted in tourism destination. This study discusses varieties of marketing communication activities conducted in Srambang Park. The aim of this study was to identify tourism marketing communication activities conducted by Srambang Park of Ngawi City in increasing public awareness. Method used in this research was qualitative descriptive by conducting in-depth interview to five related informants to explain about marketing communication activities, observation and documentation conducted by Srambang Park Ngawi. Marketing communication activities in this study were analyzed using theory of marketing communication by Morissan. According to the results, it can be concluded that Srambang Park Ngawi utilized several marketing communication mix to increase public awareness, among others are advertising in radio, printed media, and social media; marketing promotion through coupons and discounts; public relation and publication through events, and public relations from related agencies; personal sales through presentations from related agencies; direct selling through catalogues from related agencies; and interactive marketing through websites of related agencies.

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## SARI PATI

Meningkatnya jumlah kunjungan wisatawan adalah efek dari meningkatnya kesadaran masyarakat tentang keberadaan tujuan wisata. Meningkatnya kesadaran adalah salah satu hasil dari kegiatan komunikasi pemasaran yang dilakukan di destinasi pariwisata. Penelitian ini membahas varietas kegiatan komunikasi pemasaran yang dilakukan di Taman Srambang. Tujuan dari penelitian ini adalah untuk mengidentifikasi kegiatan komunikasi pemasaran pariwisata yang dilakukan oleh Srambang Park of Ngawi City dalam meningkatkan kesadaran masyarakat. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan melakukan wawancara mendalam kepada lima informan terkait untuk menjelaskan tentang kegiatan komunikasi pemasaran, observasi dan dokumentasi yang dilakukan oleh Srambang Park Ngawi. Kegiatan komunikasi pemasaran dalam penelitian ini dianalisis menggunakan teori komunikasi pemasaran oleh Morissan. Berdasarkan hasil penelitian, dapat disimpulkan bahwa Taman Srambang Ngawi memanfaatkan beberapa bauran komunikasi pemasaran untuk meningkatkan kesadaran masyarakat, antara lain pemasangan iklan di radio, media cetak, dan media sosial; promosi pemasaran melalui kupon dan diskon; hubungan masyarakat dan publikasi melalui acara, dan hubungan masyarakat dari lembaga terkait; penjualan pribadi melalui presentasi dari agen terkait; penjualan langsung melalui katalog dari instansi terkait; dan pemasaran interaktif melalui situs web agen terkait.

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## INTRODUCTION

For the past few years, tourism sector of Indonesia has been grown rapidly. The growth reached 25.68%, while in ASEAN region; tourism industry merely experienced 7% of growth (Sindonews.com, 2017). In addition, several years ago, tourism industry contributed 4% of the total economy (Indonesia Investment, 2016).

In 2017, there were 784 tourist destinations (DTW) in East Java with specification; 265 of DTW are natural tourism, 320 DTW are cultural tourism, and 199 DTW are special interest tourism (disbudpar.jatimprov.go.id, 2018).

One of regencies in East Java is Ngawi. Tourism potential of Ngawi ranges from natural tourism, cultural tourism and also historical tourism. The most dominating tourism potential in Ngawi Regency is its natural tourism. The most well-known natural tourism in Ngawi Regency is Srambang Park.

Srambang Park is a natural tourism object that offers the beauty of waterfall, family tourism park, and also camping ground. The reason why Srambang Park was chosen as the research object was because according to pre-research interview, if compared to other tourism objects in Ngawi Regency, Srambang Park has implemented several forms of marketing communication such as advertising, direct marketing, event and others. In addition, Srambang Park tourism object is the first waterfall tourism object and forest opened for public in Ngawi Regency.

From some of the marketing communication activities, Srambang Park can increase the number of tourist visits. Following is the table of increase in tourist number in Ngawi Regency.

**Table 1. The Number of visitors of tourism objects in Ngawi Regency**

No.	Tourism Object	Jan-July 2018	Jan-July 2019
1.	Tawun	42.671	51.256
2.	Museum Trinil	7.516	12.531
3.	ATP	19.655	10.429
4.	Jamus	67.038	47.292
5.	Tirto Nirmolo	72.829	49.461
6.	Selondo	50.143	45.538
7.	Harga Dumilah	47.274	37.085
8.	Watujonggol	10.315	8.182
9.	Srambang Park	85.800	110.151

The table showing data of tourism object visitors listed from January to July to show the significance of the increase of visitors. Based on the table, it is clearly shown that there is an increase of tourist number in Srambang Park Ngawi.

Based on this phenomenon, the title of this research is "Analysis of Tourism Marketing Communication Activities of Srambang Park Ngawi in Increasing Public

Awareness". With this research, it is hopeful that both researchers and readers are able to know varieties of tourism marketing communication activities to increase public awareness.

Theory used in this study is the theory of integrated marketing communication mix included in a book entitled *Periklanan Komunikasi Pemasaran Terpadu* by Morissan, M.A. This book explains that there are six marketing mix of marketing communication, including advertising, direct marketing, interactive marketing, sales promotion, public relation, and personal sales (Morissan 2010: 17-34).

## **METHODS**

### **Research Paradigm**

In this research, researchers utilized constructivism paradigm. According to Mulyana(2013) in Pratama (2017:70), in constructivism paradigm, researchers create meanings through various human interactions and activities and serve it descriptive forms. Meaning, in conducting a research, a researcher must filter obtained data to gain relevant results according to what is required in the researched.

Based on this paradigm, this research utilized qualitative research method. According to a book entitled *Pedoman Karya Ilmiah* by Heinz Frick, this method is used in a research that is based on experience, both personal experience and other experiences. (Frick, 2008: 24).

### **Research Object and Subject**

#### **Research Object**

Research object is something that becomes the research focus. Based on this definition, the object of this study is the tourism marketing communication activities of Srambang Park Ngawi in increasing people awareness.

#### **Research Subject**

Research subject in qualitative research is the information source or informants. Based on this definition, the subject of this research is tourism object managers of Srambang Park, Tourism Office, and visitors.

#### **Research Location**

This research took place in Srambang ParkNgawi that is located in 7°34' 15.60" South Latitude and 111°13'26.75" East Longitude, which is in the Forestry Area of Perhutani Regional Division of East Java. Administratively, Srambang ParkNgawi is located in Girmulyo Village, Jogorogo District, Ngawi Regency, East Java Province.

#### **Analysis Unit**

According to a book entitled *Metodologi Penelitian: Skripsi, Tesis, Disertasi & Karya Ilmiah*, analysis unit is the organization, group of people, events, or other things that become research object. Analysis unit is at the level where data is to be collected. The determination of analysis unit is important so that it is not wrong in collecting data and making conclusion later. (Noor, 2017: 29-30).

Analysis unit in this research is the activities of tourism marketing communication of Srambang ParkNgawi in increasing people awareness with analysis using IMC theory in *Periklanan Komunikasi Pemasaran Terpadu* by Morissan, M.A year 2010. The following is table of data analysis unit of this research.

**Table 2. Data Analysis Unit**

Input	Analysis	Sub Analysis
Analysis of Tourism Marketing Communication Activities of Srambang Park Ngawi in Increasing Public Awareness	Marketing Communication Mix by Morissan (2010:17-34)	Advertising
		Sales Promotion
		Public Relation & Publication
		Personal Sales
		Direct Sales
		Interactive Marketing

### Research Informants

Research informants can be also called as data source. According to Kaelan (2012: 74) in Ibrahim (2015: 67), data source is those who are called informant, participants, friends or teachers in research. In this research, purposive sampling technique was utilized. Purposive sampling is used in situation where an expert uses his/her judgment in choosing respondents with certain objectives in his/her mind. To obtain data in this research, researcher used five data sources that are relevant or related to tourism object of Srambang Park Ngawi. The following are names of informants as well as their position that could help providing information for this research.

**Table 3. Research Informants**

No	Name	Status	Type of informant
1.	Hariyanto	Owner of Hargo Dumilah Group	Main
2.	Singgih Pariyanto	Marketing of Srambang Park Ngawi	Supporting 1
3.	Monang	Tourism Office of Ngawi Regency	Supporting 2
4.	Galih Sedayu	Event expert	Supporting 3
5.	Visitor	-	Supporting 4

### Data Collection Technique

Data collection technique in this study was divided into two, primary data collection and secondary data collection.

Primary collection data was conducted using interviews, observations, and also documentation. On the other hand, secondary data collection was conducted through book references, theses references, as well as internet searching.

### Data Validation Technique

In this study, source triangulation technique was utilized. By using this technique, it means researchers must use different source using the same technique in conducting research. Source triangulation is helpful to make researcher have a better understanding about the research result conducted.

### Data Analysis Technique

In this study, researchers utilized data analysis technique by Miles and Huberman. Generally, Miles and Huberman assumed that data analysis consists of three steps, namely data reduction, data presentation, and drawing conclusion/verification. (Anggito et al, 2018: 243-252)

## RESULTS AND DISCUSSION

In a book entitled *Periklanan-Komunikasi Pemasaran Terpadu* by Morissan, M.A year 2010, there are six marketing communication mix that can be used by a brand to promote itself. Below are tourism marketing communication activities conducted by Srambang Park Ngawi in increasing people awareness.

### 1. Advertising

*Advertising* is any form of non-personal message of a product or company that is conveyed through media and aimed for public. Media that are usually used include television advertising (TVc), radio ads, Print Ads) and others. (Pamungkas,2016:10).

As a brand, Srambang Park certainly requires tourism promotion through advertising to attract visitors. In its implementation, Srambang Park utilizes several advertising media, including radio, print media and social media.

Srambang Park advertises its brand through radio 4 times in a year, with a period of three months. Playbacks of radio ads in a day range from five to seven times. Radio channels utilized by Srambang Park Ngawi to advertise its brand are Bahana FM and Kartika FM. These two channels are channels that have many listeners in Ngawi Regency.

Print media used by Srambang Park to advertise include brochures, posters and billboards. Brochures were distributed by Srambang Park through Hargo Dumilah Group (the main manager of Srambang Park Ngawi) once a year to be distributed in an event held by the Tourism, Youth and Sports Office of Ngawi Regency entitled Ngawi Tourism Festival. In addition, Srambang Park Ngawi also printed brochures for certain events held by Srambang Park.

Besides brochures, Srambang Park also advertises its brand through print news of newspaper in advertorial columns of Radar Ngawi and Radar Madiun. Advertising in Radar Ngawi and Radar Madiun newspapers were used twice in one year, before Eid and New Year. The reason why these times were chosen was because there was long school vacation, so it is expected that with advertisements on newspapers can increase visitors.

Srambang Park Ngawi also uses billboards to advertise its brand. However, the billboards were only placed when there were big events such as Grand Opening in 2017.

Not only using radio and print media, Srambang Park also advertises its brand through social media Facebook. According to one visitor from Tuban, East Java, they found Srambang Park Ngawi from Facebook Ads. This was also confirmed by marketing Srambang Park that they had also advertised their brand on the Facebook Ads channel to attract millennial interest.

### 2. Direct Marketing

Direct marketing is the effort of a company or organization to communicate directly with potential target customers with a view to generating responses and or sales transactions (Morissan, 2010: 22).

The form of direct marketing that Srambang Park uses to promote its brand is using a catalog. This catalog is provided by the Ngawi Regency Tourism, Youth and Sports Office. The catalog provided by the Ngawi Regency Tourism, Youth and Sports Office is in the form of a book which is usually exhibited when there is a big event and is also

always on display at Tourism, Youth and Sports Office of Ngawi Regency. This catalog contains a variety of attractions in Ngawi including Srambang Park Ngawi attractions.

### 3. Interactive Marketing

Interactive marketing is a marketing activity that uses a website as its medium, and of course uses the internet in its operation.

Srambang Park officially does not have a website to explore the tourist attractions. However, because Srambang Park is under the auspices of Tourism, Youth and Sports Office of Ngawi Regency, the Srambang Park Ngawi attraction is also explored by the website owned by Tourism, Youth and Sports Office of Ngawi Regency.

The website page of Tourism, Youth and Sports Office of Ngawi Regency is [www.ngawitourism.com](http://www.ngawitourism.com). On this page, various information about Srambang Park is available, including address, short description, and also news about Srambang Park itself.

### 4. Sales Promotion

In an IMC book by Uyung Sulaksana, it is explained that sales promotions are used to stimulate faster and stronger responses from consumers. The forms of this sales promotion are contest with prizes, sampling, trade exhibitions, coupons, discounts and so on. (Sulaksana 2007: 109).

Sales promotions used by Srambang Park to increase public awareness are coupons and discounts. Srambang Park cooperates with travel agents to distribute coupons to visitors who use the services of the travel agency. The coupons given can be exchanged for Srambang Park entrance tickets.

Discounts are given to students who want to visit Srambang Park. The discount system that is in place is that before conducting tours in Srambang Park Ngawi, groups of students need to make a reservation to the marketing of Srambang Park first. The discount given is 50%.

The Tourism, Youth and Sports Office also helped facilitating sales promotion, including distributing Srambang Park Ngawi admission tickets free of charge at the Car Free Day event every week.

### 5. Public Relations

In a book by Morissan, M.A, it is explained that public relations are the art and social science in analyzing trends, estimating consequences, giving advice to company leaders and implementing planned action programs that serve both the interests of the organization and the public. The forms of public relations include events, publications, public relations itself and so forth. Srambang Park also holds events every week to attract visitors. The event which was held in Srambang Park was named *Panggung Gembira* / 'Happy Stage' (a public stage held to entertain village people). This event is a traditional music entertainment, traditional dance, and other performances which are held once a week.

In addition, Srambang Park was also the venue for a national scale event called *Cycling of Mountain 2018* organized by Jawa Pos newspaper.

Apart from Srambang Park itself, the Tourism, Youth, and Sports Office as the facilitator of tourism development and promotion also contributed in organizing tourism



events. A tourism event organized by the Tourism, Youth and Sports Office called the *Ngawi Tourism Festival*. This event took the form of an exhibition.

Not only that, Tourism, Youth and Sport Office also has a Tourism Ambassador named *Dimas Diajeng* who of course indirectly becomes public relation between the Tourism, Youth and Sports Office and the public to inform them about various kinds of tourism in Ngawi including Srambang Park Ngawi which became the tourism icon of Ngawi Regency.

## 6. Personal Sales

Personal sales are one form of direct communication between a seller and future buyer. Forms of personal sales include presentations, sales meetings and samples.

Srambang Park did not directly use personal sales as one of its marketing tools. However, this was done through Tourism, Youth and Sport Office.

Tourism, Youth and Sport Office conducted presentations for promotion purposes to various regions in Indonesia. This event was named *Roadshow Presentasi* (presentation roadshow). In this presentation, local tourism offices and local tourism travel agencies were invited to promote their respective tours and to facilitate cooperation with travel agencies.

## MANAGERIAL IMPLICATION

The implementation of marketing communication in Srambang Park Ngawi as a tourism destination has been started since 2017. The impact that can be seen directly with marketing communication activities can be seen from the following things:

### 1. There was an increase in visitor number

The significant increase of visitor number in Srambang Park Ngawi compared to other tourism objects in Ngawi can be seen from the following table:

**Table 4. The number of visitors of tourism objects of Ngawi Regency**

No.	Tourism Objects	Jan-July 2018	Jan-July 2019
1.	Tawun	42.671	51.256
2.	Museum Trinil	7.516	12.531
3.	ATP	19.655	10.429
4.	Jamus	67.038	47.292
5.	Tirto Nirmolo	72.829	49.461
6.	Selondo	50.143	45.538
7.	Harga Dumilah	47.274	37.085
8.	Watujonggol	10.315	8.182
9.	Srambang <i>Park</i>	85.800	110.151

### 2. There was an increase in economy

With an increase in the number of visitors, this of course can improve the economy of related parties (stakeholders). Stakeholders of Srambang Park Ngawi include Srambang Park's owner, the community around the parking lot and the canteen, the Office of Tourism, Youth and Sports, the Office of Perhutani, and so forth.

## CONCLUSION

Based on the research and discussion conducted by researchers, several conclusions can be made as follows:

1. Advertising  
Srambang Park used radio, brochures, advertorial columns of Radar Ngawi and Radar Madiun newspapers, billboard, as well as Facebook as media to advertise its tourism brand.
2. Direct Marketing  
Tourism, Youth and Sport Office as the facilitator of tourism promotion and development also helped in creating tourism catalogues.
3. Interactive Marketing  
The website owned by Tourism, Youth and Sport Office was used together to promote tourism in Ngawi Regency including Srambang Park.
4. Sales Promotion  
Srambang Park Ngawi used coupons and discounts to attract visitors. Coupons and discounts were given to society according to terms and conditions applied. Tourism, Youth and Sport Office also helped by giving free tickets to visitors of Car Free Day every Mondays.
5. Public Relations  
Forms of public relations utilized by Srambang Park Ngawi including holding *panggung gembira* ('Happy Stage') event everyweek, as well as become the host of COM. Tourism, Youth and Sport Office also helped by holding Ngawi Tourism Festival, and promoting tourism through public relations, namely *Dimas Diajeng*(annual pageant to find talented boy and girl) of Ngawi Regency.
6. Personal Sales  
Personal sales was conducted by Tourism, Youth and Sport Office through presentation to parties outside the region to tourism entitled *Roadshow Presentasi*.

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