

# Tourism Marketing 3.0 on Mangunan Orchard to Create Sustainable Tourism In Yogyakarta

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## ABSTRACT

### Keyword :

Tourism  
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The concept of *Tourism Marketing 3.0* has been applied by several tourist destinations in the world to attract tourist visits. The indicators used are *Technology Change, Political Legal Change, Economic Change, Socio-Culture Change* and *Market Change*. The number of tourist attractions popping up in Yogyakarta encourage managers to set the right strategies and plans so that the tourist attraction of the Mangunan Orchard is increasingly in demand. The purpose of this study is to analyze the application of the concept of *Tourism Marketing 3.0* on the tourist attraction of the Mangunan Orchard, in order to attract tourist visits. This research uses a qualitative method with a descriptive approach combined with the concept of *Tourism Marketing 3.0* analysis. Data collection in this study uses in-depth interviews, observation, documentary methods, visual material methods, and literature study. The subjects of this study were several people who came from the Department of Agriculture, Food, Maritime Affairs and Fisheries, the Department of Tourism, Managers in the field, as well as several tourists who visited the Tourist attraction of Mangunan Orchard. Based on research that has been done, the results obtained that the tourist attraction of the Mangunan Orchard is not in accordance with the concept of *Tourism Marketing 3.0*. This is because the attributes used: *Technology Change, Political Legal Change, Economic Change, Socio-Culture Change* and *Market Change* have not been fully applied. With these results, the right strategies and programs are needed in applying the concept to attract tourist visits.

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## SARI PATI

### Kata kunci:

Pemasaran Pariwisata 3.0,  
Keberlangsungan Minat  
wisatawan

Konsep Pemasaran Pariwisata 3.0 telah diterapkan oleh beberapa destinasi wisata di dunia untuk menarik kunjungan wisatawan. Indikator yang digunakan adalah Perubahan Teknologi, Perubahan Hukum Politik, Perubahan Ekonomi, Perubahan Sosial Budaya, dan Perubahan Pasar. Banyaknya tempat wisata yang bermunculan di Yogyakarta mendorong pengelola untuk menetapkan strategi dan rencana yang tepat agar objek wisata Kebun Buah Mangunan semakin diminati. Tujuan dari penelitian ini adalah menganalisis penerapan konsep Pemasaran Pariwisata 3.0 pada objek wisata Kebun Buah Mangunan, dalam rangka menarik kunjungan wisatawan. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif yang dipadukan dengan konsep analisis Pemasaran Pariwisata 3.0. Pengumpulan data dalam penelitian ini menggunakan wawancara mendalam, observasi, metode dokumenter, metode materi visual, dan studi pustaka. Subjek penelitian ini adalah beberapa orang yang berasal dari Dinas Pertanian, Pangan, Kelautan dan Perikanan, Dinas Pariwisata, Pengelola di lapangan, serta beberapa wisatawan yang berkunjung ke Objek Wisata Kebun Buah Mangunan. Berdasarkan penelitian yang telah dilakukan didapatkan hasil bahwa objek wisata Kebun Buah Mangunan belum sesuai dengan konsep Pemasaran Pariwisata 3.0. Hal ini dikarenakan atribut yang digunakan: Perubahan Teknologi, Perubahan Hukum Politik, Perubahan Ekonomi, Perubahan Sosial Budaya dan Perubahan Pasar belum sepenuhnya diterapkan. Dengan hasil tersebut maka diperlukan strategi dan program yang tepat dalam menerapkan konsep untuk menarik kunjungan wisatawan.

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## INTRODUCTION

The tourism sector is able to increase the economy of the surrounding community and other sectors that are closely related to tourism, such as the aviation industry, travel agents, rental businesses, hotels, restaurants, and other sectors that support tourism activities. Once the magnitude of the impact arising from the development of tourism makes this sector must be done seriously (Sulistyo, 2019).

In the Tourism Development Master Plan of the Special Region of Yogyakarta in 2012 - 2025 made tourism as a basic part of human needs or lifestyles. Tourism in its position as one of the pillars of national development increasingly shows a very important role as foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor in various regions in Indonesia (DIY, 2012).

The number of tourist attractions in the Special Region of Yogyakarta force managers to arrange the right strategies and plans to make the tourist attraction more attractive to tourists. The impact of the competition is, the less attractive tourist attraction in its management will be increasingly abandoned. Managers must be able to provide the best for consumers, in this case are tourists. Customer satisfaction positively connected with an intention repurchase, desire to recommend goods and services, loyalty and also the benefits. In relation to customer loyalty, that if the customers satisfied on goods or quality of service, as well as superior value given to consumers, it will improve loyalty consumers (Susilo & Suryaty, 2015).

By looking at the pictures and phenomena above, starting from the rise of emerging new tourist attractions as well as the number of tourist attractions that are less developed and ultimately no longer able to attract tourists, this situation can be analyzed of existing tourist attractions using the concept of *Tourism Marketing 3.0*. ***Tourism Marketing 3.0*** is a tourism marketing concept that has been applied for tourism promotion in several tourist destinations in the world in attracting tourist visits, while the indicators used as an activator are *Technology Change, Political Legal Change, Economic Change, Socio-Culture Change* and *Market Change*

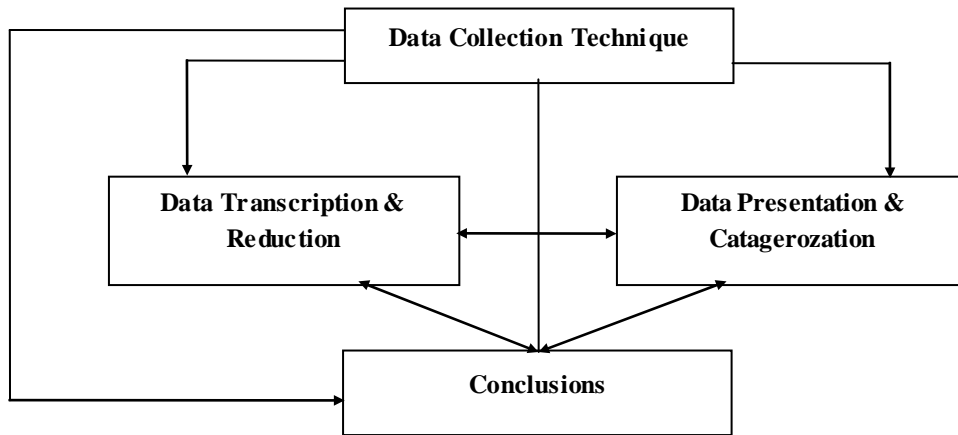
There are three levels of tourism marketing in the concept of *Tourism Marketing 3.0*. First, *Tourism Marketing 1.0* is the stage in which a tourist only sells tourism products both natural beauty and creative industries. Second, at the level *Tourism Marketing 2.0*,

tourism actors create *experiences* for *consumers* (tourists) as in the form of festivals. Third, tourism actors have sold *human spirit* in *Tourism Marketing 3.0* as a cultural uniqueness in the Objects of Tourist Destinations (ODTW) (Kartajaya, 2013).

This research is needed to evaluate tourism strategies especially related to the development of superior and sustainable tourism objects. With the strategy undertaken towards the development of a tourist attraction, is expected to assist local governments in maximizing the potential of existing regional and can provide broad impact to the surrounding community.

## **METHODS**

This study used a qualitative research method with descriptive approach, combined with the concept of *Tourism Marketing 3.0* on the tourist attractions of the Mangunan Orchard. This study describes a symptom, event, recent event happening now in addition understands a phenomenon in a social context in a scientific manner by prioritizing the process of deep communication interaction between the researcher and the phenomenon under study. The analytical tool used in this study was an in-depth interview which contained the things that became the provisions of the *Tourism Marketing 3.0* concept. The subjects of this study were several people who came from the Department of Agriculture, Food, Maritime Affairs and Fisheries, the Department of Tourism, managers in the field, as well as several tourists who visited Tourism object of Mangunan Orchard. The combination of in-depth interviews and case studies combined with Analysis Concepts of *Tourism Marketing 3.0* will provide more in-depth results, where these criteria direct the process towards achieving the performance of an object of tourism through an effective and comprehensive approach and application, as well as an integrated framework, in harmony, and integrated. The stages of data analysis in this study are: Transcription, Reduction, Coding and Categorization, and Drawing Conclusions (Raihani, 2010). Analysis of the interactive model data can be described as the following picture:



**Picture 1**  
**Analysis Interactive Models**

## RESULTS AND DISCUSSION

Based on research that has been done about the application of the concept of *Tourism Marketing 3.0* in the Tourist attraction of Mangunan Orchard, where the flow of research stages that have been carried out are: data collection through data transcription, data reduction, coding data, presentation of data and drawing conclusions combined with in-depth interviews with respondents from the Department of Tourism, the Department of Food Agriculture, Maritime Affairs and Fisheries, the Office of Tourism, Managers in the field as well as a number of tourists obtained the following results:

**Table 1. Readiness of Mangunan Orchard  
In applying the Tourism Marketing Concept 3.0**

	Instrumen <i>Tourism Marketing 3.0</i>	Results obtained		
		Not Applied	Partially Applied	Applied
1.	<i>Technology Change</i>			
	a. <i>Data Focus Development</i>		√	
	b. <i>Smart Technology</i>			
c.	<i>Paradoks Marketing</i>			
2.	<i>Political Legal Change</i>			
	a. <i>Democratization</i>	√		
	b. <i>Decentralization</i>			

c. <i>Diversification</i>	
3. <i>Economic Change</i>	
a. <i>Trillion Dollar Club</i>	
b. <i>US\$ 5KMark</i>	√
c. <i>Two-Engine Economy</i>	
4. <i>Sosio-Culture Change</i>	
a. <i>Vertical to Horizontal</i>	
b. <i>Exclusive to Inclusive</i>	√
c. <i>Individual to Social</i>	
5. <i>Market Change</i>	
a. <i>New Indonesia Sub-Culture : Youth - Woman – Netizan (YWN)</i>	
b. <i>The Rising of Indonesia Business Tourism</i>	√
c. <i>Indonesia : The New Pretty Woman In Asia</i>	

Source: Primary Data Processed 2019

Based on the table above, the results obtained that Tourism Object of Mangunan Orchard has not applied the concept of *Tourism Marketing 3.0* so that it has not been able to become a superior tourist attraction. This can be seen from the *instruments* and *sub-instruments* that have not been fulfilled by the tourist attraction of Mangunan Orchard, they are:

- a. ***Instrument Technology Change***, for this instrument, the tourist attraction of Mangunan Orchard does not yet have a platform that is independently managed (website), and does not yet provide WiFi facilities for traveler. The concept of ***Tourism Marketing 3.0*** Requires that a tourist attraction must provide a platform (website) that is managed independently, easily found through the application and provide WiFi facilities for tourists. Currently the players in the telecommunications industry are competing to be the foremost and establish cooperation with various parties in providing connectivity needs of consumers (tourists). This is in line with the use of information technology that is so large from consumers (tourists) (Kartajaya, 2013). To operate in global market had to develop a bond in which synergistic between marketing strategies and institutions. Through a strategy a viable combination, could maximize competitive advantage, allowing to compete effectively and efficiently into the world. Subsequently to can connect with consumers because consumers using devices mobile internet to connect with

consumers instant and can communicate be an extraordinary valuable (Susilo & Suryaty, 2015).

- b. ***The Political Legal Change Instrument***, the tourist attraction of Mangunan Orchard has not yet provided a special space for tourists to express their opinions, open cooperation with investors and hold regular agendas at tourist sites. The concept of ***Tourism Marketing 3.0*** explains that a tourist attraction must provide space for tourists to express their opinions, open the door for investors and have a routine agenda that is held. All parties discuss about democratization, decentralization and diversification but not too much impact on business and that is felt by many various parties. At present, as the level of maturity of all parties increases, the implications for some of the above become more significant (Kartajaya 2013). Through other studies explained about the importance of marketing company values to distribution partners. The manager of the tourist attraction of Mangunan Orchard must understand who are the partners and parties that should be invited to work with to be able to achieve the goals to be achieved. Distribution partners are collaborators, cultural change agents, and creative partners for the company. The importance of growing and developing requires companies to have distribution partners who can manage relationships well (Sulistyo, 2017).
- c. ***Instrument of Economic Change***, the tourism object of the Mangunan orchard does not currently have a plan to collaborate with other parties, and prefers to carry out management independently. The concept of ***Tourism Marketing 3.0*** explains that a tourist attraction must be sure of economic development, make a positive contribution to the environment and open the door for other parties in the effort to develop a tourist attraction. Changes in the Indonesian economy are currently controlled by improving Indonesia's status in the global economy, increasing purchasing power and increasing the amount of incoming investment. Along with the increase in investor confidence, consumer confidence also increases, it drives the rate of consumption and makes the market more attractive to marketers (Kartajaya, 2013). The another research given information to out - comes the performance marketing in holistic, marketers need ability and competence about; management relations consumers, management intercourse with a partner, data base marketing, central management contacts and telemarketing, marketing homework, brand,

development experiential marketing, marketing communications integrated and analysis profit segmentation, based on consumers and channel (Susilo & Suryaty, 2015).

- d. Sosio Cultural Change Instrument*, the tourist attraction of Mangunan Orchard feels that it has been so close to tourists and social activities to the surrounding environment, but this has not been felt by tourists. A more prominent role needs to be done so that it is more felt and seen by tourists. The concept of *Tourism Marketing 3.0* explains that a tourist attraction must have a field operator that is close to tourists, able to synergize with other attractions and carry out social activities for the environment. The development of Indonesian society has become increasingly positive. This is influenced by the development of technology and democracy, the more horizontal, inclusive and social behavior of the people (Kartajaya, 2013). Other research explains that an organization must be able to create sociocultural transformation in presenting social services for the surrounding community. Marketing in the era 3.0 is not about making changes alone, but about working with other companies to find creative solutions to solve existing problems. Some institutions contribute a part of their income to certain charitable and social activities. An organization must be able to choose a social issue based on three criteria: the relevance of the issue to the organization's vision, mission and values, its impact on business and social impact. Selection of target constituents requires understanding from *stakeholders* (Sulistyo, 2017) .
- e. Instrument Market Change*. The tourist attraction of Mangunan Orchard has not provided a space for *netizens* to provide reviews regarding the tourism object of Mangunan Orchard. Besides that, the tourist attraction of Mangunan Orchard has not yet held an international scale event. The concept of *Tourism Marketing 3.0* requires that a tourist attraction must be able to accommodate by giving attention and providing facilities for young people (millennial), women as representatives of their families and *netizens*. Besides that, a tourist attraction must be able to accommodate the needs of tourists who want to collaborate tourism activities with business. As well as being able to present international class events. The Indonesian market has changed, influenced by developments in technology, political systems, the economy, and social cultural behavior, currently the Indonesian market has become very

dynamic, promising and competitive (Kartajaya, 2013). Customer satisfaction positively connected with an intention repurchase, desire to recommend goods and services, loyalty and also the benefits. In relation to customer loyalty, that if the customers satisfied on goods or quality of service, as well as superior value given to consumers, it will improve loyalty consumers (Susilo & Suryaty, 2015).

## MANAGERIAL IMPLICATION

Based on the results of data analysis about the implementation of the concepts of *Tourism Marketing 3.0* that have been done, researchers provide advice for the manager of the tourist attraction of Mangunan Orchard to create a special platform or official website that is independently managed and present a gradual WiFi facility in the area of the tourist attraction. Provide a special space for visitors to provide a review of all matters related to the tourist attraction of Mangunan orchards. Managers are also expected to open the door for investors who want to cooperate with various kinds of agreements that can be raised and present routine activities and become things that are awaited by visitors.

Managers are also expected to make a breakthrough by opening investment doors from outside parties who are interested in developing the tourist attraction of Mangunan Orchard. Managers are expected to further highlight the role of operators in the field in guiding and communicating with visitors. In CSR activities or other social activities, the manager can directly involve the visitors who come. lastly, the manager is expected to provide space for netizens to provide comments or form a discussion related to the tourist attraction of Mangunan Orchard in cooperation with various parties, especially with the government and investors in creating international class events

## CONCLUSION

Based on the data analysis previously described, it can be concluded that the application of the concept of analysis in the *Tourism Marketing 3.0* on the tourist attraction of Mangunan Orchard has not been fully applied. The instruments of the concept are *Technology Change, Political Legal Change, Economic Change, Socio-Culture Change Market Change* has not been entirely implemented by the manager of the tourist attraction of Mangunan Orchard.



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