

Implementation of Tourism Promotion at The Department Culture of Luwuk Regency

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Abstract

This study aims to determine the implementation of tourism marketing and promotion policies at the Department of Tourism and Culture of West Bandung Regency. In this study using qualitative research methods with a case study approach. Data collection techniques in this study were carried out by observation, interviews and documentation. And the data analysis used is using memos, coding, transcripts and data categorization. Based on the research obtained, it can be seen that the Implementation of Tourism Marketing and Promotion Policies at the Tourism and Culture Office of West Bandung Regency aims to increase tourist visits to tourist destinations in West Bandung Regency. Tourism marketing and promotion policies have been implemented at the Tourism and Culture Office of West Bandung Regency and tourist destinations in West Bandung Regency but there are still shortcomings that cause the success of the Implementation of Tourism and Tourism Promotion Policies at the Tourism and Culture Office of West Bandung Regency.

Keywords : implementation, tourism marketing, promotion

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1. Introduction

The Luwuk Regency Government issued Regional Regulation Number 4 of 2012 concerning the Luwuk Regency Tourism Development Master Plan (RIPPDA). Marketing and promotion are one of the most important strategies in tourism development, as stated in Regional Regulation Number 4 of 2012 Article 21 and Article 22. In this policy, Article 21 paragraph (2) states that marketing includes determining tourism product policies, pricing, distribution channels, and promotion. And Article 22 states that the implementation of promotion is carried out by advertising tourist object and attraction businesses, tourist facility businesses, tourism service businesses, and tourist destination areas, and promotion is carried out through exhibition activities, art performances, providing promotions through print and electronic media and other promotional activities. Based on this, promotion becomes a part of tourism marketing because promotion is an activity to disseminate information and influence tourists to visit the tourist destinations offered. Based on this policy, the Tourism and Culture Office (Disparbud) of Luwuk Regency makes marketing efforts by considering four important factors in tourism marketing in Luwuk Regency, namely, tourism products, pricing, distribution channels, and promotions. Tourism products include tourism management such as services and facilities provided for tourists that can support tourism activities, and have an attraction (having uniqueness, beauty of nature or culture) from tourism products that can attract tourists. The target market or distribution channel is very important in carrying out tourism marketing, because in tourism marketing you must know the target group that will potentially become tourists at your tourist destination. Determining the price of a tourist destination, determining the price of a tourist destination must be adjusted to the tourism product

offered because the services and facilities of a tourist destination are one of the determinants of the price of the tourist destination.

Furthermore, tourism promotion, promotion as a medium to communicate tourism to the target market, in this promotion is carried out with online and offline media as access to introduce tourism to the public, the use of online media is none other than because currently all information can be obtained in online media is also cheaper, effective and efficient to penetrate the target tourism market for all groups. Tourism promotion in online media is carried out on several platforms such as Facebook, Instagram, YouTube, TikTok and others. Offline tourism promotion is carried out by creating or joining tourism events such as festivals, performances, exhibitions and others but the costs tend to be expensive and limited so that promotions are mostly carried out on online media.

The results of observations that have been carried out found several problems in the implementation of tourism marketing and promotion policies in Luwuk Regency using the Van Metter and Van Horn Policy Implementation theory, the problems are in the resource and environmental condition indicators. In the resource indicator, the problem occurs due to insufficient and incompetent human resources and lack of budget for marketing and promotion. In the environmental condition indicator, it occurs due to Covid-19 which causes marketing and promotion activities to be less than optimal, resulting in a decrease in tourist visits.

Based on the description of the problems above, the researcher feels the need to conduct research on the implementation of tourism marketing and promotion policies. The research was conducted at the Luwuk Regency Tourism and Culture Office and 5 tourist destinations in Luwuk Regency, namely Curug Pelangi, Stone Garden, Guha Pawon, Sanghyang Heuleut and Sanghyang Kenit.

2. Method

This study uses a qualitative method with a case study approach. According to John W. Cresswell, qualitative research is a research process that uses an interpretive framework that can influence the study of research related to individuals or groups on a social or human problem (Cresswell, 2015). The case study method according to John W. Cresswell (Cresswell, 2015, p. 105) develops in-depth descriptions and analyses of cases or multiple cases. Case studies can study events, programs, activities, or more than one individual.

John W. Cresswell stated that "Data collection is a series of interrelated activities that aim to collect information to answer emerging research questions." Data collection is one of the most important elements in conducting research. This study uses research techniques, observation, interviews and documentation.

Data analysis in qualitative research is used to answer the formulation of the problem. In the data analysis process, data is needed from various sources such as interviews, observations and others that can be used in drawing conclusions. In this study, the data analysis process was carried out based on Miles & Huberman's theory, which states that analysis consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, and drawing conclusions.

3. Results and Discussion

Research results on the Implementation of Tourism Marketing and Promotion Policies at the Tourism and Culture Office of Luwuk Regency. The implementation of Tourism Marketing and Promotion policies is measured using the theory of policy implementation according to Van Metter and Van Horn with 6 indicators, namely size and objectives, resources, characteristics of implementing agencies, communication between organizations and implementing activities, disposition of implementing agencies and the environment (economic, social, political). The results of this study were obtained by researchers through data collection from interviews, observations

and documentation. Researchers conducted an in-depth interview process with informants who were directly related to the implementation of tourism marketing and promotion policies. In addition, researchers conducted observations and documentation by visiting the Tourism and Culture Office and several tourist destinations regularly during the research process.

Policy Implementation

1). Policy Size and Objectives

a. Policy Size

The basic size is used as a guideline in implementing marketing and The basic size of the policy is implemented in marketing and tourism promotion, namely Regional Regulation Number 4 of 2012 concerning the Master Plan for Tourism Development in Luwuk Regency, this regional regulation is a policy implemented by the Luwuk Regency Tourism and Culture Office for tourism development which refers to Government Regulation Number 10 of 2011 concerning the National Tourism Development Master Plan.

Regional Regulation Number 4 of 2012 concerning the Master Plan for Tourism Development in Luwuk Regency contains various things that are the focus of tourism development in Luwuk Regency, one of which is in terms of tourism marketing and promotion. This regulation regulates strategies for marketing development, organizing tourism promotion and regulating the roles of several parties such as local governments, the business world or business managers, the community and institutions operating in the tourism sector to implement this policy.

b. Policy objectives

The objectives of the tourism marketing and promotion policy in West Bandung Regency are to increase tourist visits to tourist destinations in Luwuk Regency, increase the original regional income of Luwuk Regency and improve the economy of the community around tourist destinations such as MSMEs, parking attendants and other businesses.

The policy implementers already know the size and objectives of the tourism marketing and promotion policy in Luwuk Regency. The basic measure of the implementation of this tourism marketing and promotion policy is Regional Regulation No. 4 of 2012 concerning the Tourism Development Master Plan which aims to increase tourist visits to tourist destinations in Luwuk Regency, increase the Original Regional Income (PAD) and to improve the economy of the surrounding community. Tourism development must be supported by qualified resources, a conducive environment, good communication between policy implementers and others.

2). Resources

a. Human resources

The human resources owned by the Luwuk Regency Tourism and Culture Office are still lacking in implementing tourism marketing and promotion policies, several tourist destinations still have limited human resources and there are also tourist destinations that already have sufficient implementers in implementing tourism marketing and promotion policies. The Tourism and Culture Office itself only has one staff so that implementing tourism marketing and promotion policies is carried out with the support of several parties such as support from tourist destination managers and support from tourism institutions in marketing and promoting tourist destinations.

The competence of human resources as implementers of tourism marketing and promotion policies is still lacking and the competence is not in accordance with what is needed. The Tourism and Culture Office itself needs expert promotion staff in implementing this tourism marketing and promotion policy, for implementers at tourist destinations are usually managed by the community from Pokdarwis so that they are less competent in the tourism sector, especially in marketing and promotion.

b. Financial resources

Financial resources or budget in implementing tourism marketing and promotion policies are not sufficient for the Luwuk Regency Disparbud and there are several tourist destinations, there are also destinations that have a budget that can cover the implementation of tourism marketing and promotion policies. In several tourist destinations, the lack of budget is due to a decrease in tourist visits so that budget income is reduced, while in the Luwuk Regency Disparbud, the lack of budget is due to Covid-19 which requires budget cuts allocated for the health sector human resources in implementing tourism marketing and promotion policies are still insufficient. For financial resources or budgets to support the implementation of policies, several tourist destinations are still lacking due to a decrease in visits which causes a lack of income for tourist destinations and for the Disparbud itself, the budget is lacking due to Covid-19 so that part of the budget is allocated for the Health sector.

3). Characteristics of the Implementing Agency

a. Bureaucratic structure

The division of tasks in the implementation of tourism marketing and promotion policies is clear, the Luwuk Regency Tourism and Culture Office as the preparation of marketing planning guidelines and implementation of tourism promotion to help promote tourist destinations in Luwuk Regency and the Tourism and Culture Office carries out activities in accordance with the planning that has been prepared and also in accordance with the direction of superiors. Tourist destination managers carry out marketing activities by providing information on tourism products, determining prices, target markets, and participating in promotional activities in electronic media, print media and tourism exhibition activities.

The standard operating procedure in the implementation of this tourism marketing and promotion policy is appropriate, but for implementers at tourist destinations if there is an urgent situation, it can be done flexibly.

b. Relationships within the organization

Good communication between work units will support the achievement of maximum policy objectives so that communication is very important in every policy implementation. Communication between work units with coordination carried out by the Luwuk Regency Tourism and Culture Office with tourist destination managers to improve their tourism products, communication so that work units must be carried out continuously and consistently.

Not only communication between work units but supervision in the implementation of marketing and promotion policies must always be carried out to minimize errors, supervision is carried out by the head of Pokdarwis and the Luwuk Regency Disparbud. This supervision is carried out to ensure that policies are carried out according to plan in order to achieve the previously set policy objectives. Based on the discussion above, it can be concluded that the characteristics of the implementing agency are very important in the implementation of tourism marketing and promotion policies. The division of tasks and SOPs in the implementation of this policy have been clearly carried out by tourist destinations and the Luwuk Regency Disparbud. Communication between work units and supervision for implementers is always carried out routinely to ensure that policies are carried out according to the predetermined plan.

4). Inter-Organizational Communication and Implementation Activities

a. Communication

The delivery of marketing and tourism promotion policy information has been clearly conveyed to tourism destination managers and institutions engaged in tourism, the delivery of policy information is carried out by conducting socialization carried out by the Luwuk Regency Disparbud to tourism partners such as tourism destination managers and tourism institutions.

Consistency in conducting communication has been carried out consistently by the Luwuk Regency Disparbud, by conducting open communication with tourism partners and always carrying out routine activities to support the implementation of tourism marketing and promotion policies such as FGD (Focus Group Discussion) activities and supervision of tourist destinations.

b. Implementation activities

Socialization and training are always carried out by the West Bandung Regency Disparbud, tourism destination managers and tourism institutions always participate in socialization activities for implementers which are carried out by delivering information related to policies and training for implementers to improve the competence of implementers related to tourism marketing and promotion in order to achieve policy objectives.

Implementation activities in marketing are carried out by providing information on tourist destinations by introducing their tourism products such as natural tourism that has water rides, as a natural ancient lake, as an ancient educational tour, introducing its natural beauty as an attraction, easy road access, having good facilities and others. Promotion is carried out with traditional promotional activities such as tourism festivals and tourism exhibitions, promotion is also carried out with social media by utilizing Instagram, Facebook, websites, YouTube and TikTok. For the promotion itself, several parties are assisted to introduce tourism products in Luwuk Regency such as promotional assistance from the Luwuk Regency Tourism and Culture Office, assistance from the Luwuk Regency Regent, community assistance and assistance from tourism institutions such as HPI and GenPI. Based on the discussion above, it can be concluded that communication is always carried out by the Luwuk Regency Tourism and Culture Office to tourism partners consistently in conveying information related to marketing and promotion policies by conducting socialization or training and for implementing activities in each tourist destination in carrying out tourism marketing and promotion are in accordance with the tourism marketing and promotion policies in Luwuk Regency and always participate in socialization and promotional activities held by the Luwuk Regency Tourism and Culture Office.

5). Implementer Disposition

a. Cognition

The cognition or understanding of the implementers of tourism marketing and promotion policies in Luwuk Regency in managing marketing and promotion on average already understands and understands it, policy implementers are always invited to the socialization of policies by the Luwuk Regency Disparbud so that policy implementers understand tourism marketing and promotion policies and the Luwuk Regency Disparbud always communicates regarding promotional activities that will be implemented.

b. Response

The implementer's response regarding tourism marketing and promotion policies, the implementer has received the policy and implemented the policy because this policy is in accordance with the marketing that the tourist destination wants to do by marketing the tourist destination to attract tourism as the desired goal.

The intensity of the implementer in implementing marketing and promotion policies is carried out quite intensely, destination managers are intense in providing tourism product information, participating in promotional activities, marketing communication by always being active on social media and uploading content to promote tourist attractions. For Disparbud, it is quite intense in communicating with tourism partners, conducting socialization and training for implementers and carrying out promotions consistently on social media.

Based on the discussion above, the policy implementers already understand the tourism marketing and promotion policies that are being implemented and the implementers have responded by accepting the policy. The intensity of the implementers in implementing this policy can be said to be quite intense by always being active in marketing and promoting their tourist destinations.

6). Environment

a. Social environment

The social environment has an impact on the decline in tourist visits due to Covid-19, so that the implementation of PSBB has forced destination managers to close tourist destinations, so it can be said that the policy is not running and the target visits that have been set have not been achieved.

b. Economic environment

The economic environment greatly influences the decline in tourist visits, because the unstable community economy causes a lack of interest in tourists to visit tourist destinations, which affects the success of the policy.

c. Political environment

The political environment has an impact on the reduction in foreign tourist visits due to the implementation of the PSBB policy which has caused the closure of access between countries and restrictions on social activities. The political environment also has an impact because the Regent of Luwuk Regency supports tourism marketing and helps promote tourism to achieve the success of marketing and promotion policies.

Based on the discussion above, it can be concluded that the external environment, namely the social environment, economic environment and political environment can influence the success of the policy. The social environment due to Covid-19, the economic environment due to the unstable community economy and the political environment due to the implementation of the PSBB policy greatly influence the decline in tourist visits to tourist destinations in Luwuk Regency.

4. Conclusion

Based on the results of the discussion and analysis that the researcher has presented regarding the Implementation of Tourism Marketing and Promotion Policies at the Tourism and Culture Office of Luwuk Regency, success in implementing tourism marketing and promotion policies has not been achieved. Based on this, the researcher made the following conclusions:

The Implementation of Tourism Marketing and Promotion Policies at the Tourism and Culture Office of Luwuk Regency has not been successful in its implementation as seen from the policy implementation measurement tool according to Van Metter and Van Horn which consists of Policy Size and Objective Indicators, Resources, Organizational Characteristics, Inter-Organizational Communication and Implementer Activities, Implementer Disposition and Environment. Where in the resource indicators and environmental indicators there are several problems that cause the policy objectives not to be achieved.

There are several obstacles in the Implementation of Tourism Marketing and Promotion Policies at the Tourism and Culture Office of Luwuk Regency. These obstacles are related to inadequate human resources, lack of implementer competence so that the implementation of marketing and promotion policies is ineffective, insufficient budget and environmental problems such as the closure of tourist destinations due to PSBB regulations and the cessation of tourism marketing activities due to Covid-19 so that the implementation of the policy carried out does not achieve the policy objectives.

Efforts to overcome obstacles are carried out by increasing competence by participating in training, recruiting expert promotional staff for the Luwuk Regency Disparbud, because the situation has returned to normal, performance must be improved, such as maximizing marketing and tourism promotion, one of which is by increasing social media promotion.

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