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Analysis of Marketing Strategy in Increasing the Tourist Visit (Case Study : Jember Mini Zoo)

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Abstract: Tourism becomes the one sector that contributes to economy, social and culture. New tourist destinations are not easy to compete with other tours. Therefore, marketing is one of important factors for the success of tourist destinations. This research was conducted at the Jember Mini Zoo, which is a zoo tour that was just opened to the public in May 2021. This study aims to analyze the marketing strategies that was used to increase tourist visits at Jember Mini Zoo. This study uses a qualitative approach by conducting in-depth observations and interviews with informants that comes from the marketing department. The method used to test the data obtained using SWOT analysis. The results of this study are strategies that can be used by Jember Mini Zoo to increase tourist visits as follows: 1. Making Jember Mini Zoo as a quality and valuable tourist spot and also building a corporate image. 2. Improving service quality, maintaining good environmental sustainability, and innovating. 3. Continuously updating rides and other facilities, it is also expanding the scope of marketing area by using direct marketing and digital marketing. 4. Improving the maintenance of existing rides and accelerating the process of making rides, so they don't lose out to competitors.

Keywords : Marketing Strategies, Marketing Mix, SWOT

INTRODUCTION

Marketing becomes the forefront of all companies to increase sales of their products. So, the marketing strategy is used to compete with other companies. It is because, marketing has an important role for companies in maintaining and increasing company revenues [1]. So, it is needed the right strategy for the company. The result of study showed that marketing strategy has a significant effect on marketing performance [2]. Marketing strategy is needed to attract tourists to come.

Marketing is a way of identifying and fulfilling human and social needs. One good and short definition of marketing, it fulfills the needs by a profitable way [3]. Marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders. in a dynamic environment [4]. Marketing can be interpreted as one of the activities in the economy that helps in creating economic value [5].

Before the development of information technology companies used direct marketing. It mentioned that direct marketing is a marketing system that uses various advertising media to interact directly with target consumers [6]. This interaction is usually done through telephone, email, or face-to-face meetings with consumers to establish more comfortable communication. However, direct marketing has several very common obstacles, one of it is regional coverage, direct marketing, it is difficult to expand the promotional area to outside the city, it is because the distance between cities has a fairly wide distance.

After the information technology developed rapidly, so the marketing began to move using digital marketing. Digital marketing is the internet application and it has related to digital technology which is related to traditional communication to achieve marketing goals [7]. Promotion of tourism using social media will provide benefits for the tourism sector because social media has a wide reach, it is also cheap, and efficient. Social media will be the right platform to promote tourism because social media has a large number of users.

Marketing mix is a set of tactical marketing tools that the company combines to produce the response it wants in the target market [8]. Marketing mix is a combination of variables or activities that are the core of the marketing system, variables that can be controlled by marketing to influence the reactions of buyers or consumers [9].

Tourism in Indonesia has given a significant role in giving the contribution to the economic, social and cultural life of the nation [10]. Employment opportunities for the community in the tourism sector continue to increase, state income from the tax and foreign exchange sector increases, the social conditions of the people who participate in the tourism sector also increase. From this situation, it can be said that the tourism sector in Indonesia is an important economic sector.

1 Tourism in Indonesia has attractiveness and interesting tourist attraction to visit. It is due to the geographical location of Indonesia which is between the continents of Asia and Australia, it is also about the tropical climate that makes Indonesia have cultural diversity and abundant natural wealth.

Jember is one of the cities that has an interesting tourist object. Tourist objects in Jember Regency, it is such as Papuma Beach, Watu Ulo Beach, Botanical Gardens, Jember Mini Zoo, and so on. Jember Mini Zoo is a tour that just opened to the public in May 2021 and it was officially opened by the Regent of Jember in January 2022. Jember Mini Zoo has problems when doing marketing, it is because not many people know about Jember Mini Zoo because it is included in the Jember Mini Zoo, it is new tourist object. The marketing area is not wide enough, while it only in Jember area. Some of the rides are still in the process of being built.

Table 1
Visiting Data from Jember Mini Zoo Tourism Object
October 2021 – Maret 2022

Month	Number of visitors
October 2021	3541
November 2021	3326
December 2021	2893
January 2022	2935
February 2022	2650
March 2022	2372

Source: Jember Mini Zoo visitor data report

Based on table 1.1 tourist visitors at Jember Mini Zoo have decreased every month except in January which has slightly increased from December. Management and introduction that effective and efficient tourist objects to the community, it will help the development of Jember Mini Zoo tourism. The increase in tourist visits will have a good impact on income generation, the income

earned can be used to build additional tourist facilities for innovation so that tourists are not bored to visit again, this income can also be used to pay for the operational costs of tourist objects

Based on study stated that marketing in Banda Aceh city tourism was influenced by internal and external factors of the company [11]. In addition, based on study regarding this promotion strategy also conducted in Yogyakarta by using social media Instagram, it has been able to attract the interest of visitors [12]. Based on study, it indicated that the better marketing performance, the competitive advantage tends to increase [13], based on research to increase the number of visit in botanical gardens tourist object and zoos that are in Yogyakarta by researching marketing strategies [14]. In addition, the determination of marketing strategies is also carried out to increase tourist arrivals in the Dili District of Timor Leste [15]. Some studies only focus on marketing strategies using either direct marketing and digital marketing using SWOT analysis, none of them focus on marketing strategies using *marketing mix*. Therefore, this study intends to focus on examining marketing strategies in the *marketing mix* using SWOT analysis. The purpose of this study is to analyze the right strategy to increase tourist visits at Jember Mini Zoo.

METHOD

This study uses a qualitative approach by conducting in-depth observations and interviews. This type of research uses a case study that examines the conditions that exist in the Jember Mini Zoo. This research was conducted at the Jember Mini Zoo which was carried out in April – May 2021. Researchers are interested in conducting research at the Jember Mini Zoo because this tourist object is still new which certainly has obstacles in marketing its products, therefore researchers want to analyze the right marketing strategy to use in this area. Jember Mini Zoo.

The types of data used in this study are primary and secondary data. The primary data in this study are the results of interviews while the secondary data are the results of observations and documentation in the form of visitor data for the Jember Mini Zoo in October 2021 – March 2022. The interviews conducted by researchers regarding SWOT (Strengths, Weaknesses, opportunities, and Threats) [11].

The technique of determining informants in this study used the purposive sampling method, it is the determination of informants with certain criteria made by the researcher. This study aims to analyze the marketing strategies used to increase tourist visits, therefore the informants in this study are people who understand and implement marketing strategies at Jember Mini Zoo. The criteria for determining the informants determined by the researchers are as follows:

1. The parties who involved in marketing the products in Jember Mini Zoo
2. The parties who know the preparation of the marketing strategy of Jember Mini Zoo
3. The parties who understand the strengths, weaknesses, opportunities, and threats of Jember Mini Zoo

The determination of informant was selected based on the criteria that had been made by the researcher to obtain accurate data for the problem being studied. Therefore, the researcher determined 4 informants based on these criteria, they are: 1 Marketing Supervisor, 2 Marketing Section Persons, and 1 Telecommunication Marketing Section Person.

The instrument used in this study is source triangulation because interviews were conducted with 4 different informants to obtain more accurate data. The data obtained were analyzed using the SWOT (Strength, Weakness, Opportunities, and Threats) analysis technique.

The scope of this research is about marketing strategy using a *marketing mix*, it consists of *price, promotion, place, people, process, Physical evidence* to increase the tourist visit in Jember Mini Zoo.

RESULTS AND DISCUSSION

Jember Mini Zoo is one of the new tourist destinations in Jember Regency which becomes an educational tour with a variety of animals and interesting rides, however, some of the rides are still in the process of being made for the development and renewal of the rides at Jember Mini Zoo. The beautiful scenery and atmosphere are also an object for tourists. Jember Mini Zoo still needs to improve its marketing because it is a newly opened tour and not many people know about it.

A. Marketing Mix Analysis

1. Product

Products in tourism are objects or characteristics that become tourist attractions. It like a variety of rides, animals, scenery, and services that exist at the Jember Mini Zoo to attract tourists to visit it.

2. Price

Price is an exchange rate that can be equated with money or other goods for the benefits obtained from goods or services. Determining the right base price for the products offered by Jember Mini Zoo tourism depends on the company's management provisions. The price of admission to the Jember Mini Zoo for the public is Rp. 20,000 while for the Edu Wisata package there are 4 kinds, they are the iguana package of Rp. 25,000, sulcata package Rp. 30,000, Poland package Rp. 35,000, and the macaw package is Rp. 50,000. Each tour package gets different items.

3. Location (*place*)

The tourist location of Jember Mini Zoo is located near the city center of Jember. The location of this tourist destination is quite strategic because it is easy to reach using public or private transportation.

4. Promotion

Jember Mini Zoo uses 2 types of marketing, they are direct marketing and digital marketing. This direct marketing is done by offering schools in Jember Regency to visit the Jember Mini Zoo, while it is also using brochures, banners, and so on. Digital marketing used is marketing through social media Instagram.

5. Physical Evidence

The physical environment at Jember Mini Zoo can be said to be cool and beautiful because there are still many trees, rice fields, and artificial lakes that are still preserved.

6. People

The elements of tourism actors are tourists and employees of Jember Mini Zoo. The clothes worn by employees are uniforms that affect the comfort and success of the service. Each animal has a guard who is tasked with caring for and educating visitors about

the animals that are there. Employees who work at Jember Mini Zoo are people who have passed the selection to become employees.

7. Process

The process carried out by Jember Mini Zoo includes the ticketing process, information delivery, and service. The existing process can be said to be good, such as providing animal education to visitors directly delivered by animal keepers who understand more about the animals. Environmental cleanliness is also well maintained for environmental sustainability.

B. Analysis of Strengths, Weaknesses, Opportunities, and Threats

The analysis that will be explained below, it is about what factors that influence the strengths, weaknesses, opportunities and threats at Jember Mini Zoo.

1. Identification of Internal Factor

Based on the results of researcher observations and interviews with the marketing department of Jember Mini Zoo, the researchers identified the following internal factors:

a. Strengths

The tourist destination of Jember Mini Zoo is one of the excursions that has a strategic location, because it is close to the center of Jember City. This excursions also has a beautiful and cool atmosphere with green views. In addition, it is as a place for vacation, Jember Mini Zoo also provides education about the animals that are there. Jember Mini Zoo continues to develop and add rides so that visitors don't get bored to visit again. It is based on the results of interview with Nur Fahmi as SPV Marketing, he said that "Jember Mini Zoo has a nice view with a cool and beautiful atmosphere, this tourist attraction has a strategic place that is not far from the center city of Jember. Another thing, that is an advantage is that apart from being able to take a vacation, visitors can also get education about the existing animals. We always innovate by developing the vehicles that are here".

b. Weaknesses

The results of field research showed that Jember Mini Zoo in developing and adding rides still takes a long time. So, the visitors feel that there are still few rides. It also affects the decision of visitors to visit tourist attractions. It is as based on the results of an interview with Nur Fahmi as SPV marketing "the development and manufacture of the vehicle still takes a long time".

2. Identification of External Factors

a. Opportunity

Jember Mini Zoo has a great opportunity to develop its tourism, it is because animal tourism or zoos are still few in Jember Regency and surrounding areas. Based on the results of an interview with Nur Fahmi as SPV marketing stated that "The opportunity for Jember Mini Zoo is still very large, because in the Jember area there is still no similar tourism and outside the Jember area there are only in Banyuwangi, Malang, and Surabaya".

b. Threat

There are still few tourist destinations that offer similar tours in Jember and its surroundings, but it is possible that there will be new competitors who imitate the Jember Mini Zoo or competitors with more interesting innovations. It is based on the interview results with SPV marketing which stated that “for external threats, it is possible that later there will be similar tours that will become competitors, but we always innovate so we don’t lose to competitors”.

Table 2. SWOT analysis matrix of tourism attraction marketing strategy of Jember Mini Zoo

Internal	Strength	Weakness
External	<ol style="list-style-type: none"> 1. has a quite strategic location 2. has a beautiful and cool atmosphere with a green view 3. provide education about the animals that are there and the rides that continue to grow and innovate 	<ol style="list-style-type: none"> 1. It takes a long time to make the rides. 2. It feels that there are still a few rides 3. There are not many people knowing about Jember Mini Zoo
	opportunities	SO
<ol style="list-style-type: none"> 1. Animal tourism or zoos are still few in Jember Re-gency area 	make Jember Mini Zoo a quality and valuable tourist spot, it considers its strategic location to be reached, besides that it also builds a good image with the community.	Do the development and innovation on rides and other facilities on an ongoing basis while there are still few competitors, as well as expand the scope of the marketing area
threats	ST	WT
<ol style="list-style-type: none"> 2. there will be a new competitor that imitates the Jember Mini Zoo. 3. competitors with more attractive innovations 	Always improve service quality, maintain good environmental sustainability, and continue to innovate so as not to lose to compete with competitors.	accelerate the process of innovation of the vehicle so as not to lose to competitors.

Source: Analysis Results, 2022

C. Marketing Strategies that Must Be Appropriately Implemented to Increase the Number of Tourist Visits to Jember Mini Zoo

The analysis in the marketing mix section regards the product, price, promotion place/location, physical facilities, people and processes owned by Sangeh tourist attraction, it is also regarding the identification of internal factors and external factors on the components of the marketing mix owned by the tourist attraction is related to marketing mix, a marketing strategy can be put forward by the manager of Jember Mini Zoo. Based

on table 3.1 the results of the SWOT analysis, the strategies that can be applied at Jember Mini Zoo are as follows:

1. Strategy of Strength Opportunities (SO)

This strategy seeks to take advantage of the strengths possessed to seize opportunities that exist outside or the external environment. The strategy that can be applied in the marketing of Jember Mini Zoo is to make Jember Mini Zoo a quality educational tourist attraction and build a good image to the community. Company image is very important to always remind consumers of the product or attraction.

2. Strategy of Strength Threat (ST)

This strategy explains that the strength of Jember Mini Zoo is to face threats in Jember Mini Zoo by always improving the quality of service, preserving the environment that is already good, and continuing to innovate so as not to lose competition with competitors.

3. Strategy of Weakness Opportunities (WO)

This strategy is a strategy that designed to try minimizing weaknesses by taking advantage of existing opportunities. The marketing strategy that can be applied is to promote Jember Mini Zoo as a quality, educative, and fun educational tour, continue to develop and innovate sustainably on existing rides and continue to expand the scope of the marketing area by using direct marketing and digital marketing in a condition where there are still few competitors to attract tourists to visit Jember Mini Zoo.

4. Strategy of Weakness Threat (WT)

This strategy aims to survive by minimizing weaknesses by avoiding threats. The strategy that can be applied is to accelerate the innovation process for more diverse rides and animals at the Jember Mini Zoo and pay more attention to animal care, especially an adequate diet so that the health and survival of the animals is guaranteed. Jember mini zoo has interesting potential, but because it is still a new tourism area and the marketing area is not yet wide, it makes Jember Mini Zoo less well known outside the region.

CONCLUSION

The conclusion of results from this study, there are several strategies that can be applied to increase tourist visits at the Jember Mini Zoo, it includes: **Strategy of Strength Opportunities (SO)**, a strategy that can be applied in the marketing of Jember Mini Zoo, it makes Jember Mini Zoo as a quality educational tourist attraction and builds a good image to the public. Company image is very important so it always reminds consumers of the product or attraction. **Strategy of Strength Threat (ST)**, The strategy is done, it always improves service quality, maintain good environmental sustainability, and continue to innovate, so they do not lose to compete with competitors. **Strategy of Weakness Opportunities (WO)**, The marketing strategy that can be applied, it promotes Jember Mini Zoo as a quality, educative, and fun educational tour, continue to develop and innovate sustainably on existing rides and continue to expand the scope of the marketing area by using direct marketing and digital marketing in a condition where competitors are still struggling little to attract tourists to visit Jember Mini Zoo. **Strategy of Weakness Threat (WT)**, The strategy that can be applied is to accelerate the innovation process for more diverse rides and animals at Jember Mini Zoo and pay more attention to animal care, especially an adequate diet so that the health and survival of animals is guaranteed. Jember Mini Zoo has interesting potential, but

because it is still a new tourism area and the marketing area is not yet wide, it makes Jember Mini Zoo less well known outside the region.

This research is to add to the literature on marketing strategies using SWOT as a reference material for further research and renewal of marketing strategies that can be applied to several similar companies. Future research can analyze more deeply about marketing strategies by using SWOT analysis to update strategies by following technological developments and environmental changes.

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