



TOURISM PROMOTION AND SERVICES STRATEGIES TO INCREASE THE NUMBER OF VISITORS DURING THE COVID-19 PANDEMIC

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Abstract

This research is research for qualitative reasons (field research). They are collecting data using the method of observation, interviews, questionnaires and documentation. Respondents who were sampled in this study were 42 people. At the same time, the analysis uses qualitative descriptive analysis.

The study results indicate that the manager carries out the promotion and service strategy by increasing the number of visitors by implementing a promotional mix, namely advertising through electronic media and social media. Promotion by holding events and entertainment. Advertising using newspapers and electronic media. Meanwhile, in the implementation of TERRA, it is *tangible* by providing the necessary installations. *Empathy* by serving friendly current visitors, *reliability* with clear service standards and management expertise, *responsible* responsiveness, reactivity to function quickly and respond, and *assurance* by providing guarantees for visitors.

Keywords: Promotion Strategy, Service, Number of Visitors, Covid-19

INTRODUCTION

The development of the regional tourism sector is part of global, regional development. It should have a positive impact, such as opening up job opportunities, increasing regional and community income, and leading positive activities for the community and the younger generation. Tourism is very decisive in national development as a producer of currency, increasing and increasing employment and income opportunities for the community. The tourism sector is an economic sector that has an important role in a country's income.

The strategy is a plan to increase influence on the market, short term and long term, based on market research, product planning, evaluation and sales planning and distribution. The tourism industry grows faster because it has a very promising perspective. The emergence of tourism in Indonesia has become one of the important sectors because tourism can fulfill its duties as a factor in the development and production of currency in the country.

Tourism in Indonesia will grow. This development can be seen in the current economic conditions. The economic aspect of tourism is not only related to economic activities directly related to tourism activities, such as companies, restaurants and tour package organizations. Many other economic activities are closely related to tourism, such as transportation, telecommunications and retail establishments.

The attractions that are considered to have the potential to become tourism, one of which is the beach. The beach is a beautiful tourist object that has a blue and calm sea color so that

we can see various schools of fish clearly, besides that the beach also has another uniqueness, namely sand, where there is a natural phenomenon that causes islands in the ocean that make this beach more beautiful.

Another problem is not maximum beach tourism in tourism activities, such as recreation and entertainment companies. For this reason, the manager's role is very important to promote and add infrastructure that has good services to attract more local and foreign tourists in the growing interest visitors.

With a wide variety of maritime tourism owned, competition from coastal managers must better serve something different from other visits by prioritizing creativity, innovation and providing good tourism services to increase the number of visitors must develop marketing efforts, promotions and service strategies so that visitors are more interested visit the beach. By prioritizing existing services and facilities, it can attract visitors to visit tourist objects.

As explained above, natural tourism objects are part of nature which is one part to be used properly by humans so that fair economic relations can create for humans. In this case, the relationship between economic activities between the government, entrepreneurs and the community around the place and tour. The beach also has several promotional strategies created, such as creating a website for downloading, serving visits and attracting travelers to visit the beach. In addition, promotions carried out by this beach are also on television, social media, and print media.

The number of decisions tourists make in beach tourism cannot separate from the promotions carried out by managers in conventional and digital ways. Promotional activities carried out by the manager include advertising through social media and Instagram to persuade tourists to visit photos and videos about rides and activities at tourist attractions.

The Covid-19 virus is contagious. Corona Virus or Acute Respiratory 2 (SARS-COV-2) is a virus that attacks the respiratory system and causes shortness of breath and lung infections so that it can claim the life of an infected person. In Indonesia, the Covid-19 virus spread in early March 2020. The outbreak of the covid-19 virus in many countries is afraid to stir thoughts and feelings because the case of Wuhan is so increasing. Covid-19 is the main enemy of humans and is concerned about the world because it can take human lives. After the Covid-19 pandemic, which caused a weakening of economic activity for several months. Economic activities include production, distribution and consumption activities.

Throughout 2019, the number of foreign tourist arrivals entering Indonesia reached 15.22 million, and this figure increased by 1.88% compared to the number of tourist visits

during the same period in 2019, or 13.95 million. Tourist visits to Indonesia throughout 2020. Since the spread of the Coronavirus, apart from imposing a policy of limiting the import of live animals from China, the government has also suspended flights from China until February 5, 2020. Since its implementation, the number of tourist visits has decreased (Eka Budiyanto, 2020).

As explained above, the formulation of the problem can take: how do beach managers carry out the promotion and service strategies to increase the number of visitors? And with the research objective namely: to describe and analyze the promotion and service strategies used by beach managers in increasing the number of visitors.

Scope Marketing

Marketing is a social and organizational process by which individuals and groups obtain what they need and create, supply, and exchange all that is useful with other people or groups; this Depends on marketing. The American Marketing Association (AMA) is an organization whose function is to create, communicate, and deliver value to customers and manage customer relationships so that both organizations and stakeholders enjoy (Philip Kotler and Kevin Lane Koller, 2016).

Strategy Promotion

This promotion is one of the most important variables of the company's marketing mix in product marketing services. According to A. Hamdani in Danang Sunyoto (2012), this promotion is a very important variable in the marketing mix made by the company in marketing products.

This promotion is one of the tools organizations, or companies use to introduce products or services by telling, persuading, influencing, and communicating with consumers to buy the products or services offered. The objectives and tasks of promotion are: (1) because there are many things about the company that external parties must know. (2) Because you want to increase sales. (3) They want the company to be known as a good company. (4) Because they want to present the benefits of our company or our services to competitors (Mr. Mursid, 2014).

Service

This service is something intangible, action or performance offered by one party to another and causes a movement of ownership (Fandi Tjiptono, 2017). Good service is said to be superior. Superior can be interpreted as a company that charges a high price for its services.

This service is also part of the actions or organizations of a person or organization to ensure customer satisfaction (Kasmir, 2019).

This service is an action or behavior that someone carries out by giving a wish that someone is satisfied or not. Performing a service means the existence of a request that is granted but does not lead to a transfer of ownership. There are five main factors to take into account concerning customer satisfaction, namely:

- a. Product Quality: Customers will be satisfied if their evaluation results show that their products are of high quality.
- b. Quality of Service: Customers will feel satisfied if they get good service or according to expectations.
- c. Emotionally, customers will feel proud and confident that others will be amazed if someone uses a branded product and tends to have higher satisfaction. The satisfaction obtained is not due to the quality of the product but the social value that makes customers satisfied with a particular brand.
- d. Price, products with the same quality but are set at a relatively low price will provide higher value to their customers.
- e. Cost: Customers who do not need to incur additional costs or do not need to waste time getting a product or service tend to be satisfied with the product or service (Rosita, Sri Marhamah and Woro Hanoumwahadi, 2016).

Tourist

In essence, this tour is a quick process of someone or another going to a place other than their residence. The initial impetus was due to various economic, social, cultural, political, religious, health and other interests, such as just wanting to know, gain experience or learn.

Tourism is closely related to the understanding of tourist travel, namely the change of place of residence when a person is outside their residence for some reason and does not carry out activities that generate wages. We can therefore say that a visit is a journey made by one or more persons for the purpose, among other things, of having pleasure and fulfilling a desire to know something. It can also be caused by interests related to sports activities for health, conventions, and other professional needs.

According to Presidential Instruction No. 19 of 1969, tourism is a service activity that utilizes natural wealth and a unique environment, such as cultural products, historical heritage, beautiful natural scenery and a comfortable climate. On the other hand, the WTO defines tourism as " *the active ties of persons traveling to and staying in places outside their usual*

environment for not more than one consecutive year for leisure, business and other purposes ". for and living outside the usual environment and not more than one year in a row for pleasure, business, and other purposes (Muljadi AJ, 2010).

Marketing is primarily meant to cater to and satisfy the needs and wants of the targeted tourists. The field of tourism behavior studies how individuals, groups and organizations select, purchase, carry and use products to meet the needs and wants of tourists.

Types of Tourism

Every tourist who leads to tourism has a different motive, especially in the case of tourists outside the region. Differences in reasons are reflected in the existence of different types of tourism because one field and country can generally present various tourist attractions, which will affect the facilities that need to be prepared in development and promotion programs.

Known types include:

1. Culture tour

Cultural tourism is an activity for visiting or reviewing from other locations or abroad, studying the state of their people, their habits, their way of life, their culture and arts.

2. Industrial tourism.

Industrial tourism is a trip made by a group of students or students or ordinary people to a complex or industrial area where there are factories or large workshops with the intent and purpose of conducting a review or research.

3. Social tourism.

Social tourism organizes easy and simple organizations to offer weak economic travel opportunities, for example, for workers, youth, students, farmers, etc.

4. Agricultural tourism.

Agricultural tourism is the organization of trips made to agricultural projects, plantations, nursery fields, etc., where group tourists can make visits and visits for study purposes or have a look around while enjoying the freshness of colorful plants and fertile nurseries of various types of major vegetables and palawija and around the gardens visited.

5. Maritime tourism.

This type of tourism is closely related to the type of water tourism, especially from lakes, rivers, beaches, bays or the upper seas, such as fishing, sailing, diving in the catching view, surfing skills, rowing races, going around sightseeing marine parks with beautiful views below. Water surface, as well as various water recreations that are mostly carried out in the regions.

6. Nature reserve tourism.

This type of tourism is generally held by travel agents or agencies who consume their efforts by arranging visits instead to nature reserves, protected parks, forests, and mountainous areas and where their sustainability is protected by law.

Covid-19 pandemic

Covid-19 is an infectious disease caused by acute respiratory syndrome *coronavirus 2* (*severe acute respiratory syndrome coronavirus 2* or SARS-Co-2). This virus is a large family of coronaviruses that can attack animals, for example, Respiratory diseases, such as the flu, MERS (*Middle East Respiratory Syndrome*), and SARS (*Severe Acute Respiratory Syndrome*). Covid-19 is a new Coronavirus type discovered in Wuhan, Hubei, China, in 2019. Therefore, the Coronavirus disease-2019 which abbreviated as Covid-19. Covid-19 has since been found to spread widely to cause a global pandemic that continues today. Symptoms of Covid -19 are generally in the form of fever 38, dry cough, and shortness of breath, and the worst impact for humans is death (Andi Amri, 2020).

While economic activity is a form of human effort in the context of needs that can achieve, human existence cannot be separated from nature's nature to maintain survival. Economic activities generally involve the community, including agriculture, non-farmers and services. Consumer activities aim to meet the needs of life, including responding to physical and spiritual needs.

METHOD

Types and Nature of Research

This research is field research, which is a direct field search. This study examines the condition of the objective field, which is located on one of the coasts of Indonesia. Call it X beach.

Judging from the character of the research is included in qualitative research. Explain events in the field, not look for relationships between variables. In this study, the authors describe data about the discussion. Namely, this technique describes tourism promotion and service strategies for increasing the number of visitors during the covid-19 period.

Data source

1. Primary data

Primary data is data in verbal or spoken words, gestures, or behavior carried out by trusted subjects, research subjects related to the variables studied (Arikunto, 2018). The primary

data in this study were obtained using field research techniques. Data were collected using interviews with statement sheets, direct questions to managers, and visits through a guide. Researchers use this data as the primary data for information.

2. Secondary Data

Secondary data is a source that does not provide data directly to data collectors, for example, through other people or documents (Arikunto, 2018). In this case, the secondary data used in this study were obtained in the literature and various other sources such as the scope of marketing, tourism, magazines, articles, news, the internet, and other sources supporting and reporting on this research.

Data Collection Techniques

This study uses data collection techniques in the form of:

1. Observation Technique

This technique is a technique that demands researcher observations on the object of research. For example, to conduct experiments, the instruments used can take the form of observation sheets and observation directions (Husein Umar, 2016).

Observational data collection techniques are used when research is related to human behavior, work processes, natural phenomena and respondents who are observed on a not large scale.

2. Interview Techniques

An interview technique is a conversation with a specific purpose. The conversation is carried out in two parts: the interviewer who asks questions and the interviewee who answers the questions (Arikunto, 2018). The tool used in this interview technique is an interview guide. This research study was conducted on managers and visitors.

3. Documentation

Documentation is research or recognition of problems related to the problem, related variables in notes, transcripts, books, magazines, newspapers and the number of records and recorded data related to the object under study. When carrying out the documentation method, the researcher investigates written objects such as books, magazines, documents, regulations, meeting minutes, newspaper newspapers, etc. (Arikunto, 2018).

Population and Sample

The population is a generalization area consisting of Objects / Subjects that present certain numbers and characteristics determined by researchers to study and then conclude

(Sugiyono, 2019). In this study, the population is beach managers who know the beach and some visitors who visit the beach.

The sample is part of the number and characteristics possessed by the population. The sampling technique used is *non-probability* sampling using *Accidental Sampling*. The non-probability sampling technique is a technique for taking data or samples so that all data may be selected as unequal samples. If a large population of researchers cannot possibly study everything in the population due to limited funds, time, and energy, the researcher can use samples taken from that population (Arikunto, 2018).

Data Analysis Technique

This analysis uses qualitative descriptive analysis to achieve research objectives, namely data obtained from research conducted in coastal tourism. There are several definitions of qualitative research methods raised by experts. Qualitative research is a methodology that provides tools for understanding the overall significance associated with complex phenomena and processes of social life practice (Hengki Wijaya, 2019).

The steps taken in analyzing qualitative descriptive data are:

1. Collect the data and information needed about the description of the activities carried out by the beach manager through interviews and direct observations in the field.
2. Identify existing problems and analyze them in-depth with several approaches such as PIECES analysis and system requirements analysis, studying the components of the system to be designed and the required controls.

RESULT AND DISCUSSION

1. Promotional Strategies Performed by Managers in Increasing the Number of Visitors

The promotional strategy consists of various communications to transmit information and convince or persuade potential tourists to travel. To determine the range of promotions, the range of promotion uses several promotional variables that are considered effective for promoting to achieve the specified goals. The variables are:

a. Advertising

Advertising is a form of communication provided to inform, persuade, influence, and remind target customers to accept and buy the products offered by the company. The manager uses advertising as one of the visitors to attract visitors. Managing to advertise using electronic media such as television, social media, magazines/newspapers, and websites make it easier for individual stories.

Advertising by the manager has been implemented quite well. It can be seen from the data on the increasing number of visitors. The advertising media used have been quite effective in increasing the number of visitors. The advertising media used also vary from placing banners to increasingly sophisticated electronic media and advertising media that provide images. In addition to the interviews conducted, there are also questionnaires (questionnaires) that researchers to several visitors have distributed. The questionnaire results state that visitors were interested in visiting this beach because of the manager's advertising media, with 67.5% results through social media, 45% stories from individuals and 12.5 via television.

b. Sales promotion

Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service performed, such as demonstrations, exhibitions, and various other types. Beach managers carry out sales promotions in buying events carried out by various communities or automotive clubs, motorcycles and other entertainment events. The event or performance organized by the manager can attract tourists to visit and increase the number of visits. Based on the questionnaire that the researcher to several visitors distributed, it found that visitors were interested in visiting because of the *sales promotion* carried out by the manager, with 97.5% results due to sponsorship in an event and 25% due to a performance from a band.

c. Publicity

Advertising means that a non-personal request for a product, service or idea uses a new commercial period and sponsors are not directly overwhelmed. The manager also promotes through advertising activities and activities carried out by the manager in collaboration with electronic media and printed media. In electronic media, advertising activities are carried out through television programs, social media and others. Meanwhile, advertisements made in print media are newspapers and YouTube. Promotional activities through publicity in electronic and print media that are carried out are expected to provide a good *image*, which can encourage someone's desire to visit tourist objects.

2. Services Performed by the Manager in Increasing the Number of Visitors

Good service is a service that is said to be superior. Superior can be interpreted as the company has set a high price on its services. A high service price can describe a business generally having good quality standards. Companies with higher service or better customer

service generally charge higher prices for their products. Companies with higher services tend to have a larger market share and grow faster than competitors with lower services.

In carrying out a service, there are several factors used to measure the quality of service on the coast following Islamic economic principles, including:

a. Direct Evidence (*Tangibles*)

Tangibles are tangible evidence of the concern and care service providers, or maintainers give to visitors. The tangible components include physical appearances such as buildings, rooms, parking lots, cleanliness, cleanliness, room comfort, and employee appearance. The manager always pays attention to the physical installation and the quality of the services provided to give a good impression to visitors as the services provided and facilities are always considered.

Based on the questionnaire that the researcher to several visitors has distributed, it is stated that visitors are interested in visiting this beach because of the physical evidence carried out by the manager, with 72.5% results because there are places of worship and clean toilets, 45% waves are calm and not too heavy. Large, 25% and 5% are due to complete facilities and a large parking space.

b. Attention

Beach managers pay attention to individual and group visitors and are sensitive to the needs desired by visitors. As a beach manager, pay attention to hospitality in service, spread a smile to visitors, and serve it so that visitors feel valued and cared for the services. With a focus that the manager can promote the comfort and safety of visitors, the attention given can increase the number of visitors who want to go to the beach.

Based on the questionnaire that the researcher to several visitors distributed, it stated that visitors were interested in visiting this beach because of the attention made by the manager with the results that 77.5% of managers served with a friendly attitude, 30% of managers served and appreciated every visitor, 15% and 55%. % because the manager serves with a polite and non-discriminatory attitude.

c. Quick Response (*Responsiveness*)

The beach manager responds quickly to help and provides prompt service. The answer can promote positive perceptions about the quality of service provided. The vigilance of the manager in every visitor, the manager's speed in visitor services, and the manipulation of visitor complaints always give the manager the best service for visitors.

Based on the questionnaire that the researcher, several visitors have distributed stated that

visitors are interested in visiting this beach because of the speed and responsiveness carried out by the manager, with the results of 82.5% stating that the manager responds to every visitor/consumer who wants to get service, 42.5% and 12.5%. 5% stated that the manager provided services quickly and accurately, and the manager responded to all visitor complaints.

d. Reliability

The beach manager provides services to visitors according to the proposed appointment. This service is important because customer/visitor satisfaction will reduce if the service provided does not fulfill the promise. Thus, the component element is the company's capacity to provide services correctly and contain costs appropriately.

Based on the questionnaire that the researcher to several visitors has distributed, it states that visitors are interested in visiting this beach because of the reliability carried out by the manager, with the results that 85% have clear service standards, and 12.5% are the reliable of managers/officers in providing service information and using tools. Assist in the service process.

e. Confidence or Guarantee (*Assurance*)

The behavior of the beach manager makes visitors calm and believes that the company can guarantee the services that their visitors need. Managers' knowledge and behavior can also strengthen visitors' confidence in consuming the services offered. The manager provides a guarantee of safety and comfort.

Based on the questionnaire that researchers to several visitors have distributed, it states that visitors are interested in visiting this beach because of the guarantee made by the manager with the results that 97.5 managers provide comfort guarantees to visitors, 32.5% of managers provide security guarantees to visitors, and 5 % managers provide a guarantee of costs in service.

Physical evidence made by the manager is by providing complete facilities, large parking lots, places of worship, clean toilets, and photo spots for visitors. But from some existing physical evidence, respondents are more interested in visiting relaxation because the places are clean, so visitors are comfortable and feel at home. The manager's attention is providing service with a smile, respecting all visitors who want service, and maintaining the cleanliness and safety of the beach. Still, respondents are more interested in visiting this beach because the manager serves visitors with a friendly attitude. The manager's speed and responsiveness

are by providing services quickly, providing complaint services, and quickly taking solutions to visitor problems. Still, respondents are more interested in visiting the beach because the manager is responsive to every visitor who wants to get service. This beach also has clear service standards and provides visitors security, comfort, and accident guarantees.

CONCLUSION

This study deals with three topics: tourism promotion strategies, tourism services, and promotion strategies. After following the research process, several things can conclude, namely: Tourism Promotion strategies on the beach, namely the realization of promotional steps, namely in the form of advertising through television, social media (Instagram and websites) and other electronic media, *sales promotion* by holding events with the car, motorcycle and other entertainment clubs, and publicity through electronic and print media. At the same time, the tourism services used by this beach are the presence of several service satisfaction factors, which include: *Tangible* physical evidence carried out by the manager by adding existing facilities, making improvements every year, carrying out cleanliness and security, *Empathy* carried out by the manager, namely paying attention to visitors by being friendly, polite in performing services. *Responsiveness* carried out by the manager is to quickly provide services to visitors, respond to all complaints and provide solutions to existing problems. *Reliability* is carried out by the manager, namely by the existence of clear service standards and the manager's expertise in conveying information to visitors. Meanwhile, *Assurance* is carried out by the manager by providing security, comfort, and even accident insurance for visitors.

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