

Implementation of Product Marketing Activities Culture Based Tourism

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Abstract

Culture-based tourism marketing is increase to developing the uniqueness of traditional values and culture is an attraction of cultural-based tourism marketing activities. The purpose of this study is to determine the implementation of marketing activities of tourism products carried out and to find out the uniqueness and appeal of culture. The research method uses qualitative descriptive. Data collection techniques used was interviews, observation and documentation. The research location is at Mandara Giri Semeru Agung Temple, on Jl. Serma Dohir, Sumberagung, Senduro District, Lumajang Regency. Data collection method uses purposive sampling with research informants, are people who are competent in their respective fields. Analysis of the data used consists of four stages, including: data collection, data reduction, data presentation and conclusion drawing. The results showed that: the implementation of tourism product marketing activities was viewed based on 4 (four) basic aspects of tourism product offerings, that is: attraction / attractiveness, accessibility / transportation, amenities / facilities and ancillary / institutional, which had been implemented in several elements still need to be improved again, one of them is amenities where there are still some supporting facilities available that are still not maximal, for example currency exchange facilities, and other supporting facilities related to activities carried out by tourists at a tourist destination. Whereas the uniqueness and cultural appeal of the Mandara Giri Semeru Agung Temple is realized in the form of traditional arts, traditional ceremonies, various interesting cultural attractions and local community wisdom.

Keywords: *tourism, tourism products, culture*

BACKGROUND OF STUDY

Indonesia is a country that has a rich in cultural diversity, diversity of ethnic groups, customs, religions and cultures which uniquely provides cultural diversity. Tourism potential that can be created and potential to be developed is quite large.

Tourism activities not only include foreign tourists and domestic tourists, but are also supported by several other activities that contribute to the success of tourism. Menparekraf explained that in recent years, the contribution of the tourism sector to the national economy is getting bigger. The tourism sector contributes as much as 10% to 17% of Indonesia's total exports of goods and services and its position as the largest foreign exchange contributor increases to rank 4 with foreign exchange income of 10 billion USD.

The contribution of tourism to Gross Domestic Product reaches around 9%. The absorption of labor in the tourism sector reaches 10.18 million people or 8.9% of the total number of workers so that it is the fourth largest sector of labor creation. (Press Release of the Minister of Tourism and Creative Economy, 2014).

Tourism is a leading sector (tourism is a leading sector), for a region. Tourism according to UNESCO in 2009 is defined as travel activities that are carried out temporarily from the original place of residence to the destination area with reasons not to settle or make a living but only to have fun, to satisfy curiosity, to spend leisure time or time off and other destinations. Tourism is the greatest potential that every country or region has to support development. Law No. 10 of 2009, concerning tourism, emphasizes that what is meant by tourism is a variety of tourism activities that are supported by various tourist facilities provided by the community.

The form of tourist facilities that must be owned by a tourist destination to be maximized in its implementation is supported by 4 (four) basic aspects of tourism product offerings, namely: attraction /attraction, namely: strengthening village tour management, improving the standard of information service on leadership, culinary and homestay, increasing creative industries and home industries as an attraction, amenities/facilities, namely: increasing the quality of home stay and toilets, improving the quality of village roads, improving the quality of village environmental hygiene, improving the quality of health centers to provide first aid in tourist accidents, accessibility/transportation namely: improving the quality, capacity and connectivity of achievements from village to city, and ancillary, namely: strengthening village tourism institutions.

One form of tourism is cultural tourism. Cultural tourism is included in one type of tourism that is heavily promoted, so that it becomes an opportunity as well as an opportunity for the region to explore the potential of tourist attraction of an area's locality to be more value for the area compared to other regions. The strategic value of local culture is a positive inspiration in various regions to develop the potential of locality in tourism activities.

One of the potential cultural tourism destinations is in Lumajang Regency, precisely in Senduro Sub district, which is west of Lumajang Regency, approximately 17 km from the city center. Senduro Sub district is a mountainous area that is located at altitudes ranging from 100-2,000 meters above sea level. The uniqueness and attraction of Senduro sub-district include: having a high religious tolerance, because in that location there are several religions that live in harmony side by side with one another, namely: Christianity, Catholicism, Hinduism and Islam. At this location there is also a mixture of several tribes, namely: Java, Madura, Bali and Tengger. Another tourist attraction that is owned is the existence of the

Mandhara Giri Semeru Agung Temple, which is a sacred place that is also held by Balinese Hindhu religionists

The diverse cultural tourism attractions that the region has, become an advantage and added value to cultural tourism. The complete facilities and supporting infrastructure facilities available at tourist sites are absolutely necessary so that the tourism activities carried out can be successful. Some supporting facilities are available at tourist sites, there are still some that have not functioned optimally so that it needs to be further improved.

The objectives of the research are: to find out the implementation of marketing activities of tourism products carried out and to find out the uniqueness and appeal of culture.

LITERATURE REVIEW

Tourism

Law No. 10 of 2009 concerning tourism also states that the state of nature, flora and fauna, as the gift of the Almighty God, as well as ancient relics, historical heritage, art, and culture possessed by the Indonesian people are the resources and capital of tourism development for increased prosperity and welfare of the people. According to Nyoman S. Pendit (2003: 33), tourism is able to provide a direct impetus to the progress of the construction or repair of ports (sea or air), highways, local transportation, hygiene or health programs, pilot projects and cultural sustainability. Environment and so on. Government support for activities in the area of regional tourism was reflected in the form of Lumajang Regent Regulation Number 79 of 2014 concerning Tourism Destinations One District One Village Tourism in Lumajang District.

The Main Objectives of Tourism Development

The International Union Of Official Travel Organization (IUOTO) in Spillane (1993) states that the main reasons for developing a country's tourism activities include: 1). Tourism is a driving factor for the development of the national and international economic sector, 2). The driver of prosperity for an area through the development of communication, transportation, accommodation and other services provided, 3). Special attention to cultural preservation activities, and socioeconomic values implemented, 4). Equitable level of welfare as a result of tourist consumption activities, 5). Sector of foreign exchange earning, 6). Drivers of international trade activities, 7). Drivers of growth rates and development of professional institutions to shape the spirit of hospitality, 8). Opportunities for local product markets that develop in a destination.

Great Concept of Indonesian Tourism Marketing

Determination of areas in Great Indonesian Tourism is determined based on the number of tourist arrivals, connectivity and accessibility of destinations and perceptions of tourists, (Kemenpar, 2015). The Great Concept is an approach to developing tourism through synergy of infrastructure dimensions, accessibility, connectivity, activities, facilities, hospitality and market preferences related to the selection of entry points or points of distribution, patterns of tourist visit movement, business readiness and

certainty and tourism management in order to improve optimizing the value of benefits and positive impacts for society, business and regions.

Culture Tourism

Culture-based tourism is one type of tourism activity that uses culture as its object. 12 cultural elements that can attract tourist arrivals according to Law Number 10 of 2009 include: 1). Language, 2). Society, 3). Handicraft, 4). Food and eating habits, 5). Music and art, 6). History of a place, 7). How to work and technology, 8). Religion stated in the story or something that can be witnessed, 9). The shape and characteristics of architecture in each tourist destination, 10). Dressing procedures for local residents, 11). Education system, 12). Activity in leisure time.

METHODOLOGY

The research method was carried out using a qualitative descriptive approach. Data collection techniques through interviews, observation and documentation. The research location is at Mandara Giri Semeru Agung Temple, on Jl. SermaDohir, Sumberagung, Senduro District, Lumajang Regency.

Data collection method uses purposive sampling, where informants or resource persons of the study are determined based on certain criteria according to the need for completeness of the research data expected, the selected research informants are competent people in their respective fields. The source of research data is divided into primary data sources through interviews and observation of conditions in the object of research, while secondary data sources are obtained from documentation activities obtained in research objects, archives, journals and other supporting sources.

Analysis of the data used consists of four stages, including: data collection, data reduction, data presentation and conclusion drawing.

RESULT AND DISCUSION

Results and Discussion 1

Implementation of Tourism Product Marketing Activities Has Done

Tourism product marketing activities are carried out through the implementation of marketing of tourism products consisting of 4A elements, namely: attractions / amenities, facilities/accessibility, accessibility/ ancillary/institutional.

The results of interviews and observations made with the Culture and Tourism Office relating to tourist attraction / attraction are disclosed as follows:

"... Tourist attractions that are owned by Mandhara Giri Semeru Agung Temple, are more dominant in terms of religion and culture typical of Hindhu religion, which is not much different from Bali, even it can be said that Mandhara Giri Semeru Agung Temple is a miniature from Bali .."

Some of the tourist attractions presented attract the attention of both foreign and local tourists, as expressed by local tourists as follows:

"... Some religious ceremonial activities carried out by Hindhu Balinese people, attracting tourist visits these locations, include: Peodalan (the birthday activity of Mandhara Giri Semeru Agung Temple) held around of July. Many Balinese people come to Mandhara Giri Semeru Agung Temple to pray according to Hindhu religion and religious beliefs, and display cultural tourism in Balinese art forms, namely traditional regional dance .. ".

The tourist attractions displayed have certain moral messages both related to religion and culture, especially Hindhu religion, as expressed by the traditional stakeholders as follows:

"...The ceremony, dance and other traditions have a deep philosophical meaning not only in terms of religion, but also in culture and noble values that take place for generations."

The results of interviews and observations carried out with the employees of Mandhara Giri Semeru Agung Temple, are related to the facilities / tourist facilities they have, as follows:

"... The available tourist facilities for those around the location are quite adequate, because they adjust to the needs in the temple. For example places of worship, toilets and hotels already exist, including some residents who offer their homes as home stays when certain ceremonies are held ... "

The existence of facilities owned outside the Mandhara Giri Semeru Agung Temple, in some parts, there are still some that need to be completed again, as stated by the following tourists:

"...The facility of exchanging money / for the benefit of transactions is still limited, so tourists must exchange their money in the money changer in Lumajang Regency. First, the existence of public toilets outside the temple location is still limited, because the location of the temple is in the mountains, sometimes internet signal can't be maximal .. "

The results of interviews and observations made with the Office of Culture and Tourism are related to accessibility / transportation, as follows:

"...The road are quite supportive, the road is in good condition which allows tourists to arrive at the location safely, affordable either by using a motorcycle, or a car, the road can be passed by the opposite direction of the traffic, so it is convenient for vehicles ... "

The results of interviews and observations made with the village, related to ancillary / institutional, as follows:

"...Institutional activities in tourism management are carried out by establishing synergies between the traditional stakeholders in the MandharaGiriSemeruAgung Temple, youth organizations and the Tourism Awareness Group / POKDARWIS, and the local Culture and Tourism Office, so that cultural tourism can be widely known to the public at large. .. "

The implementation of marketing activities for tourism products from elements of 4A, including: attractions/facilities, amenities/ facilities, accessibility/transportation and ancillary/institutional, has been implemented well, but there are still some basic things related to supporting facilities that are available

inadequate, for example money changer for transaction activities of foreign tourists visiting the location, the existence of hygiene facilities, such as toilets in locations around the Mandhara Giri Semeru Agung Temple which are still limited so that they need to be equipped again and need full support and support for ease of connectivity, especially the internet network, given the position of Pura in the highlands.

Uniqueness and Cultural Attraction

The uniqueness and appeal of culture owned by the MandharaGiriSemeruAgung Temple, as expressed by tourists, as follows:

"...Mandhara Giri Semeru Agung Temple is like a place of worship that the Balinese Hindus are worshipping, so when there are Peodalan ceremonies and ogoh-ogoh festivals they will come to visit here, which is held once a year to celebrate Nyepi, the Hindu feast celebrated every new year Saka.."

One of the unique cultures that one has is traditional dance, as is often found in Bali, as expressed by Pura employees, as follows:

"...Traditional art that is owned, especially dance, is very interesting, thick with the noble philosophical meaning of culture, which is preserved in descending ways, and dance attractions are very popular with tourists, as well as entertainment, as well as a form of local cultural wisdom in accordance with custom and tradition that is owned .."

Another attraction that is owned by the Mandhara Giri Semeru Agung Temple, as expressed by the adat stakeholders, is as follows:

"...Activities for worship that attract tourists are related to the procession of taking holy water for worship taken from the 7 highest springs in the area."

Another cultural attraction that can be found around the Pura location is that there are many centers of souvenirs and creative economic products from the local community that are sold around the location, as stated by traders, as follows:

"...We sell typical souvenirs of Lumajang Regency, for tourists who visit, ranging from bananas, as a mainstay product and other processed products, such as various banana chips, sale of bananas and various cakes from banana based ingredients, here are also t-shirts with the theme of the temple so it is perfect as a souvenir when tourists visit here .."

Some of the uniqueness and attractiveness of the Mandhara Giri Semeru Agung Temple, further strengthen the image of the region as a leading tourist destination. This temple which is also known as the biggest temple in Southeast Asia is unique and different because the existence of the temple is in a community with different religions and tribes and customs, but is able to coexist well with tolerance that is always maintained.

CONCLUSION

The conclusion of the research results is: the implementation of marketing of tourism products runs quite well, there are only a few elements of tourism products that need to be improved, one of which is related to the completeness of supporting facilities such as money channel, toilet facilities for tourists

who are outside the temple location and internet connectivity. Less supportive need to get more attention, to be more equipped, so that tourists feel comfortable when visiting.

The uniqueness and cultural attraction of the Pura Mandhara Giri Semeru Agung temple is quite diverse, ranging from religious ceremonials, local wisdom, tolerance between religious communities, to creative industrial products produced by the community

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