THE MARKETING COMMUNICATION STRATEGY OF ISTANA AMAL BEACH MANAGEMENT TO INCREASE THE NUMBER OF TOURIST VISITS IN PENAJAM PASER UTARA REGENCY

A THESIS

Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in Communication Science at the Faculty of Psychology and Socio-Cultural Sciences
Islamic University of Indonesia

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UNIVERSITAS ISLAM INDONESIA
2024

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STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirrahim

Undersigned, I henceforth:

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Through this letter, I hereby state the following:

1. Throughout the process of composing this thesis, I have not engaged in any form of academic misconduct, such as plagiarism, having someone else write the thesis on my behalf, or any other violations that contradict the high academic ethics upheld by Universitas Islam Indonesia.
2. Therefore, this thesis represents my scholarly work as the author, not a plagiarized work or the work of someone else.
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Thus, I truly agree with this remark.

Yogyakarta, 27 March 2024

Sincerely

Alfin Kurniawan

MOTTO

"Read in the name of your Lord who created."
QS. Al-Alaq: 1

"The only way to do great work is to love what you do."
Steve Jobs

DEDICATION

To my beloved parents, myself, and everybody who has ever been to support me.

PREFACE

The author wishes to express gratitude to Allah SWT for His blessings and guidance that enabled the successful completion of the thesis entitled "The Marketing Communication Strategy of Istana Amal Beach to Increase the Number of Tourists Visits by the Tourism Manager in Penajam Paser Utara Regency." This thesis is one of the prerequisites for obtaining a Bachelor's degree in the Faculty of Psychology and Social and Cultural Sciences, Bachelor's Program (S-1) in Communication Science at Universitas Islam Indonesia.

The author acknowledges that this thesis still has shortcomings and is far from perfection. Without the support and assistance from various parties, the author would not have successfully completed the study and the preparation of this thesis. Therefore, at this opportunity, the author would like to express sincere gratitude to:

1. My beloved parents, who have always provided prayers, support, and advice throughout the journey of writing this thesis, and my younger sister always encouraged the author.
2. Prof.Dr.rer.soc Masduki S.Ag., M. Si., who has been the thesis advisor and provided valuable guidance throughout the writing process.
3. All lecturers and staff of the Communication Science Program at Universitas Islam Indonesia who have shared valuable knowledge throughout the thesis writing process.
4. H. Hendra Wahyudi, who generously provided crucial data that supported this research.
5. The staff of the Tourism Management of Istana Amal Beach, who willingly devoted their time for interviews and provided essential data crucial for this research.
6. IP Communication 2020 friends whose names I cannot mention individually.

Warm Regard,

Alfin Kurniawan

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ABSTRACT

Alfin Kurniawan. 20321275. The Marketing Communication Strategy of Istana Amal Beach to Increase The Number of Tourists Visit by The Tourism Manager in Penajam Paser Utara Regency. Undergraduate Thesis. Communication Department, Faculty of Psychology and Socio-Cultural Science, Universitas Islam Indonesia 2023.

Tourism needs to be improved to become a priority sector in the economic development of Indonesia, with effective tourism planning and marketing to achieve satisfactory results both economically and socially. Effective tourism planning and marketing are crucial for achieving satisfactory development of tourism destinations. Pantai Amal is a natural tourist destination located in Penajam Paser Utara Regency. This research aims (1) to find out the marketing communication strategy of istana amal beach carried out by the tourism manager in Penajam Paser Utara regency to increase the number of tourists visiting, (2) to find out and identify obstacles and supporting factors that are faced by the tourism manager in Penajam Paser Utara Regency in increasing the number of tourist visits. The method used is a qualitative method. The research results show that (1) the marketing communication strategy of Istana Amal Beach tourism employs both pull and push approaches. They actively utilize social media as a means to attract tourists and invite them to visit the tourism destination. With this approach, the managers of Istana Amal Beach tourism apply pull strategy by relying on the allure and uniqueness of their destination, while also implementing push strategy through active efforts on social media. In this way, they hope to reach a wider audience and provide a positive impetus for potential tourists to choose Istana Amal Beach as their destination. (2) Supportive elements strategy for communicating tourism marketing initiatives involve utilizing social media, collaboration with music enthusiasts, and the organization of poundfit and aerobic exercise activities. Social media serves as an effective channel to reach target audiences, while collaboration with enthusiasts in music and sports provides added value and unique appeal. However, hindering factors for this strategy lie in the social and cultural environmental conditions, which can pose challenges in conveying tourism marketing messages. By understanding and managing supporting factors and overcoming obstacles, the managers of Istana Amal Beach Tourism can enhance the effectiveness of their communication strategy.

Keywords: Strategy Communication, Marketing Communication, Tourism Marketing Communication

ABSTRAK

Pariwisata merupakan suatu bidang yang perlu dikembangkan dalam Pembangunan, dengan perencanaan dan pemasaran pariwisata perlu dilakukan secara efektif untuk mencapai hasil yang memuaskan baik dari segi ekonomi maupun sosial. Melalui Strategi komunikasi pemasaran yang baik akan menjadi penentu keberhasilan dalam pengembangan daerah tujuan wisata. Pantai Amal merupakan destinasi wisata alam yang terletak di Kabupaten Penajam Paser Utara. Penelitian ini bertujuan (1) Untuk menemukan strategi komunikasi pemasaran yang diterapkan oleh Pantai Istana Amal yang dilakukan oleh pengelola pariwisata di Kabupaten Penajam Paser Utara untuk meningkatkan jumlah wisatawan yang berkunjung, (2) Untuk mengetahui dan mengidentifikasi faktor hambatan dan faktor pendukung yang dihadapi oleh pengelola pariwisata di Kabupaten Penajam Paser Utara dalam meningkatkan jumlah kunjungan wisatawan. Metode yang digunakan adalah metode kualitatif. Hasil penelitian menunjukkan bahwa (1) Strategi komunikasi pemasaran pariwisata Pantai Istana Amal mengadopsi pendekatan Pull dan Push. Mereka secara aktif memanfaatkan media sosial sebagai sarana untuk menarik wisatawan dan mengundang mereka untuk mengunjungi destinasi pariwisata tersebut. Dengan pendekatan ini, manajer pariwisata Pantai Istana Amal menerapkan strategi Pull dengan mengandalkan daya tarik dan keunikan destinasi mereka, sambil juga menerapkan strategi Push melalui upaya aktif di media sosial. Dengan cara ini, mereka berharap dapat mencapai audiens yang lebih luas dan memberikan dorongan positif bagi calon wisatawan untuk memilih Pantai Istana Amal sebagai destinasi mereka. (2) Faktor pendukung strategi untuk menyampaikan inisiatif pemasaran pariwisata melibatkan pemanfaatan media sosial, kerjasama dengan para penggemar musik, dan penyelenggaraan kegiatan pound fit dan aerobik. Media sosial berfungsi sebagai saluran efektif untuk mencapai audiens target, sementara kerjasama dengan para penggemar musik dan olahraga memberikan nilai tambah dan daya tarik yang unik. Namun, faktor penghambat untuk strategi ini terletak pada kondisi lingkungan sosial dan budaya, yang dapat menimbulkan tantangan dalam menyampaikan pesan pemasaran pariwisata. Dengan memahami dan mengelola faktor pendukung serta mengatasi hambatan, manajer Pariwisata Pantai Istana Amal dapat meningkatkan efektivitas strategi komunikasi mereka.

Kata kunci: Strategi Komunikasi, Komunikasi Pemasaran, Komunikasi Pemasaran Pariwisata

CHAPTER I
INTRODUCTION

A. Background

Marketing is a concept that plays an important role in developing the tourism industry, where marketing strategies become crucial in attracting tourists' interest. One effective marketing strategy is marketing communication, which can be done through various media such as advertising, promotion, events, etc. In the tourism industry, a marketing communication strategy is very important to increase the number of tourists visiting. However, competition from other tourist destinations and marketing issues can hinder tourism development in a particular area (Manafe, 2016).

According to (Kotler, 2012), an effective marketing communication strategy should consider the target market, the message conveyed, the communication media used, and the expected level of effectiveness. In the tourism industry, an effective marketing communication strategy should provide clear information about the tourist attractions, attract tourists' interest, and provide a pleasant experience during their visit. However, there are often problems in implementing marketing communication strategies, such as lack of information provided, ineffective communication media, and inadequate experience provided to tourists.

Effective tourism marketing is crucial for the development of tourism in a particular area. This is in line with the opinion of (Kotler, 2012) stating that tourism development in a region is highly influenced by the effectiveness of the marketing communication strategy implemented. Therefore, research on marketing communication strategies in the tourism industry is important to increase the number of tourists visiting.

The relationship between marketing communication strategy and tourism can be explained as follows. An effective marketing communication strategy can provide clear information about tourist attractions, attract tourists' interest, and provide a pleasant experience during their visit. In this case, the communication media plays a crucial role in providing information about the tourist attractions. In addition, the experience provided by the tourist attraction must also be enjoyable so that tourists can feel satisfied during their visit. If the marketing communication strategy implemented is less effective, the number of tourists visiting will decrease.

Therefore, choosing Istana Amal Beach as the focus of development is a strategic and relevant step, considering the dynamic changes occurring in East Kalimantan and its surrounding areas. Located in the beautiful Penajam Paser Utara, Istana Amal Beach boasts extraordinary natural beauty with its white sands, crystal-clear waters, and stunning scenery. However, there are still problems in developing Istana Amal Beach as a tourist attraction in Penajam Paser Utara. One of the problems is the lack of promotion and information about this tourist attraction. The lack of promotion and information has caused many tourists to be unaware of the existence of Istana Amal Beach, resulting in a relatively low number of tourists visiting.

This situation is reflected in the data from the BPS (Badan Pusat Statistik) which shows that East Kalimantan has a relatively low number of domestic tourist trips compared to other provinces in Indonesia. For example, in 2023, East Kalimantan recorded only 7,099,201 domestic tourist trips, significantly lower than more popular tourist destinations such as West Java with 160,912,938 trips, and East Java with 204,698,436 trips. This data underscores the need for enhanced promotional efforts and better dissemination of information to increase tourist visits to Istana Amal Beach and capitalize on its natural beauty for economic development.

This lack of exposure presents a unique opportunity, especially in the context of East Kalimantan's changing landscape. The region is undergoing significant transformation with the establishment of Indonesia's new capital, Nusantara, which will bring substantial infrastructure development, population growth, and increased economic activity. The proximity of Istana Amal Beach to Nusantara places it in a strategic position to attract visitors and investors. As Nusantara develops, increased accessibility and interest in the surrounding areas will naturally extend to Istana Amal Beach, providing a fertile ground for tourism development.

In addition to its proximity to the new capital, Istana Amal Beach will also benefit from its connection to Balikpapan, an international hub for the oil and mining industries. Balikpapan’s strong transportation networks, thriving hospitality sector, and international business community offer a potential market for tourism. By promoting Istana Amal Beach as a relaxing getaway from industrial hustle, we can tap into the flow of international business travelers and expatriates seeking leisure and recreation.

The development of Istana Amal Beach also aligns with the broader economic diversification goals for East Kalimantan. By reducing reliance on oil and mining, a dynamic tourism sector can contribute to balanced and sustainable growth. Enhancing tourism infrastructure and promotional efforts at Istana Amal Beach can stimulate local businesses, create job opportunities, and foster a culture of entrepreneurship within the community.

Therefore, through strategic development in Nusantara and Balikpapan, Istana Amal Beach can be elevated from obscurity to a prime destination. This effort not only addresses current challenges of promotion and information but also envisions a future where Istana Amal Beach plays a significant role in the region's growth and prosperity, becoming a symbol of sustainable and inclusive development in East Kalimantan.

Additionally, there is a problem with communication between the managers of the tourist attraction and the tourists. The lack of effective communication can lead to dissatisfaction among tourists during their visit, such as insufficient information about the tourist attraction, inadequate facilities, and so on. Therefore, an effective marketing communication strategy is needed to increase the number of tourists visiting Istana Amal Beach and address these communication issues.

The evaluation of the tourism sector in Penajam Paser Utara Regency, as detailed in an article by Bagus Purwa in Kaltim Antara news dated March 17, 2022, titled "Tourism sector in Penajam district hindered by infrastructure and promotion," reveals significant hindrances caused by insufficient infrastructure and promotional activities. This has resulted in the tourism industry in the area not being able to contribute maximally to regional revenue and the growth of the number of tourists. In addition to the lack of supporting infrastructure and suboptimal object management, the role of the community is also lacking in tourism development. Penajam Paser Utara Regency has promising marine tourism potential.

However, with the development of Ibu Kota Nusantara, Indonesia's new capital city, nearby, there is a significant opportunity to address these challenges. The extensive infrastructure projects and increased national and international attention associated with the new capital could enhance infrastructure, boost promotional activities, and engage the community in tourism development, potentially transforming the tourism landscape in Penajam Paser Utara Regency.

A GenPi news report, dated May 19, 2022, by Imam Rosidin titled 'Many potentials, but the tourism sector in Penajam is not developing,' stated, "The local government is committed to developing tourism potentials andforming the Creative Economy Committee

as a forum for business actors to develop their creations or productions in the region."

In this case, effective communication media can be used to increase promotion and information about Istana Amal Beach to tourists. Additionally, the tourist attraction managers also need to improve communication with tourists during their visit, such as providing clearinformation about the tourist attraction and available facilities and improving the quality of service to tourists.

Research on marketing communication strategies for tourist destinations is important because these strategies can affect the number of visitors and tourism development in a region. Therefore, research on marketing communication strategies for Istana Amal Beach in Penajam Paser Utara Regency is essential to increase the number of visitors to this tourist destination.

A study by Arfianti et al. (2019) showed that effective marketing communication strategies could increase the number of tourists visiting tourist destinations. This is consistent with the importance of marketing communication strategies in tourism development as described by (Kotler, 2012).

Therefore, research on the marketing communication strategy of Istana Amal Beach in Penajam Paser Utara Regency is important to increase the number of tourists visiting and to deal with the issues in the development of tourism in the region.

To increase tourist arrivals at Istana Amal Beach, tourism managers in Penajam Paser Utara Regency can employ various strategies. In an international context, tourism communication and marketing strategy is a global phenomenon influenced by various factors such as technological advances, socio-cultural factors, economic conditions, and environmental sustainability issues.

Technological Advancement, the advent of digital technology has revolutionized marketing communications worldwide. This provides opportunities for destination marketing organizations (DMOs) to communicate effectively with potential travelers. DMOs are increasingly adopting digital strategies to interact with tourists, provide travel information, and promote destinations (Sigala, 2018).

Economic Conditions, global economic conditions influence international tourism trends. During periods of economic prosperity, tourism tends to grow as people have more disposable income. Conversely, during economic downturns, tourism often declines. Therefore, marketing communication strategies that align with the current economic climate can be more effective (Li, 2010).

As concerns over climate change and environmental degradation increase globally, sustainable tourism has become an important topic. Marketing communication strategies can focus on environmental conservation efforts, clean beach initiatives, and eco-friendly services to attract tourists who value sustainability (Buckley, 2016).

In conclusion, the international context of the marketing communication strategy to increase tourist numbers to Amal Beach involves understanding global trends in digital technology, sociocultural factors, economic conditions, and environmental sustainability concerns in the tourism industry.

A. Problem Formulation

Based on the background above, the research aims to address the following problems:

1. How does the marketing communication strategy employed by tourism managers at Istana Amal Beach in Penajam Paser Utara Regency aim to increase tourist visits?
2. What are the obstacles and support factors tourism managers face to increase the number of tourist visits in Istana Amal Beach?

B. Research Objective

Based on the problem of formulation above, this research aims to:

1. Investigate the marketing communication strategy of istana amal beach carried out by the tourism manager in Penajam Paser Utara Regency to increase the number of tourists visits.
2. Identify obstacle factors and support factors that are faced by the tourism manager in Penajam Paser Utara Regency to increase the number of tourist visits.

C. Benefits of Research

Here are some of the benefits of the research that the researcher has compiled:

1. Academic benefits
    a. The research findings are expected to contribute new ideas and knowledge to the field of communication studies, particularly regarding communication strategies in tourism marketing.
    b. This research can serve as a valuable reference for future studies on similar topics or other communication strategy research.
2. Social benefits

    The results of this research are expected to provide additional knowledge for tourism managers, especially the tourism manager of amal beach and the general public of

Penajam Paser Utara Regency, that will help them understand how tourism managers conduct marketing activities to increase tourist visits. The research can serve as an evaluation tool and provide insights for improving promotional and marketing strategies.

D. Literature Review

In writing the thesis, the researcher has searched and found several theses that are relevant to this research. Here are some examples of the theses found.

A study by Elok Perwirawati and Juprianto (2019) discusses the marine tourism marketing communication strategy carried out by the Tourism and Youth and Sports Office of Aceh Singkil Regency in increasing tourist visits to Banyak Island. Through a descriptive-qualitative approach by collecting data through interviews, this research aims to find out the marine tourism marketing communication strategy and its supporting and inhibiting factors. The results showed that the marine tourism marketing communication strategy carried out by the Tourism Office and the Youth and Sports Office of Aceh Singkil Regency in increasing tourist visits to Banyak Island is through advertising, events, publicity, and word of mouth marketing. The supporting factors of marketing communication are the potential cultural attractions of dance (Adok dance, Payung dance) and the tomb of Sheikh Abdurrauf As-Singkili as a national Islamic cultural heritage. While inhibiting factors, one of which is the lack of cross transportation facilities for tourists visiting Banyak Island (Perwirawati, 2019).

There are also similarities and differences between this research and the one to be conducted. The same use of the descriptive-qualitative method focuses on discussing tourism and marketing communication. As for the differences, location of research, time of research.

A study by Muhamad Afdoli Ramadoni, Fifin, and Tantan Hermansyah (2022) discusses the persuasive communication strategy of the Culture and Tourism Office in promoting Bukit Seguntang tourist attraction. This research uses a descriptive-qualitative approach with data collection techniques through interviews, observation, and documentation. The purpose is to find out the persuasive communication strategy of the culture and tourism office in promoting Bukit Seguntang tourist attractions. The results showed that the persuasive communication strategy of the Culture and Tourism Office in promoting Bukit Seguntang tourist attraction through several ways, namely collaborating with local travel agents, making leaflets and booklets, and using print media, social media, and electronic media to promote and disseminate information about Bukit Seguntang tourist

attraction (Ramadoni, 2022).

There are also similarities and differences between this research and the one to be conducted. The same use of the descriptive-qualitative method focuses on discussing tourism. As for the differences, location of research, time of research, and the research focus.

A research by Fretika Putri, I Gusti Ngurah Widyatmaja, and Irma Rahyuda (2019) discusses Marketing communication strategies in increasing brand awareness of villa management managers in Bali coconut living. This study aims to determine the appropriate marketing communication strategy to be implemented by Bali Coconut Living (BCL). Based on the research results, BCL is still at the lowest position in the brand awareness level, which is unaware of the brand. From the results of the SWOT analysis, alternative strategies that can be carried out by BCL are conducting integrated and massive communication activities, adding human resources, maintaining customers to havea positive image and word of mouth, and increasing the promotion budget. BCL must design taglines and create content that is as attractive as possible. Additionally, BCL should implement integrated and extensive marketing campaigns to ensure rapid dissemination of information, reaching the intended target market swiftly and enhancing brand awareness among potential customers (Putri, 2019).

There are also similarities and differences between this research and the one to be conducted. Both studies employ a descriptive-qualitative approach, focusing on marketing communication. As for the differences, location of research, time of research, the purpose of research, and target of market.

A research by (Mardhiyani, 2020), discusses the Marketing Communication Strategy of the Indonesian Ministry of Tourism in Pesona Indonesia through Youtube. The study used the descriptive qualitative method and constructivist paradigm. The data in the study were obtained through interviews conducted offline. The informants in this study amounted to three people who were part of the Nusantara Tourism Marketing Development Team. Based on the research, The Indonesian government continues to improve and develop tourist attractions in Indonesia to increase the number of tourist visits from both foreign and domestic tourists. The Indonesian Ministry of tourism manages tourism in Indonesia with Wonderful Indonesia branding for foreign tourists and Pesona Indonesia for domestic tourists. In this research, the marketing communication strategy of the Indonesian Ministry of Tourism through Pesona Indonesia on Youtube is discussed. Digital campaigns are supported by the use of endorsements in the form of artists or vloggers to increase audience

interest in either watching videos on youtube or traveling.

There are also similarities and differences between this research and the one to be conducted. Both studies employ a descriptive-qualitative approach, the same research topic, same taking of the data. As for the difference, the focus of research and time of research.

A research by Fatkhurahman Fatkhurahman, Irwan Effendi, Izzatulmila Effendi, Hadiyati Hadiyati, Muhammad R. Akbar, Dawami Dawami, and Ahmad Jamaan titled "Investigation of Ecotourism Potential, Management, and Development Strategies in Malay Society: A Case Study of North Rupat District, Bengkalis, Indonesia" (2023) examines the potential of ecotourism, current management practices, and strategies for developing coastal ecotourism areas within the Malay community in North Rupat District. Conducted from January 2022 to August 2023 using a survey method, data were collected through observation, structured interviews, semi-structured interviews, and a literature study at five observation stations: Medang Cape Beach, Tanjung Medang Beach, Pesona Teluk Rhu Beach, Cemara Tanjung Punak Beach, and Lapin Beach. The findings indicate significant potential for ecotourism development, leveraging the natural beauty of white beaches, clean seawater, and a well-maintained mangrove forest. The Malay culture of the local community is identified as a unique strength. However, development is constrained by limited road infrastructure, challenging crossings in the Rupat Strait, inadequate tourist amenities, and the community's lack of skills in managing ecotourism. The study recommends a synergistic approach involving the local Malay community, the tourism industry, and the government to build infrastructure, improve tourist amenities, develop human resources, and promote ecotourism more effectively through social media (Fatkhurahman, 2023).

Both studies aim to enhance tourism by leveraging local attractions and improving management practices, identifying infrastructure issues and the need for effective promotion as key challenges. However, Fatkhurahman et al. focus on North Rupat District, Bengkalis, and conducted their research from January 2022 to August 2023, while the research centers on Pantai Amal in Penajam Paser Utara Regency without a specified timeframe. Methodologically, Fatkhurahman et al. used a survey method with various data collection techniques, whereas the research employs a qualitative approach. Additionally, the study emphasizes marketing communication strategies and their execution, while Fatkhurahman et al. focus on ecotourism potential and development strategies, including community involvement

E. Conceptual Review

1. Marketing Communication

According to Philip Kotler and Gary Armstrong in the book “Principle of Marketing”. Marketing encompasses activities, processes, and institutions that create, communicate, deliver, and exchange offerings that have value for consumers, customers, partners, and society. In this context, marketing is very important in fulfilling consumer needs and wants, building long-term relationships with customers, and creating value for society. With effective marketing activities, companies can increase sales, expand market share, and strengthen their brand image (Kotler P. &., 2017).

According to Julia T. Wood in her book “Communication in our lives”, communication is a social interaction which involves sending and receiving messages through various media and channels, both verbally and nonverbally, between two or more people to create understanding, build relationships, and achieve certain goals. In communication, messages sent through various media or channels must be understood by the recipient to create a common understanding between the two parties. In addition, the purpose of communication can vary, such as to inform, influence, entertain, and so on. In addition, communication also involves a feedback process, in which the recipient responds to the message received so that the message can be understood more accurately and communication can be more effective (Wood., 2018).

Marketing communication is a strategy that companies use to inform, convince, and remind consumers about the products and brands offered. Marketing communication integrates two key components: communication and marketing. Communication is a process of sharing ideas and understanding between individuals or between organizations and individuals. Communication is a process of communicating messages in the form of thoughts or information from the sender through a medium to the receiver so that the receiver can capture the purpose of the sender. Marketing refers to activities in which companies or other organizations transfer values (exchange) about product information, services, and ideas between them and their customers (National, 2020).

Furthermore, the other definition of marketing communication is a process of delivering messages in an integrated and coordinated manner by a company to target consumers through various forms of communication, to build mutually beneficial relationships and increase sales of products or services. This concept includes various elements as promotion and must be well integrated to create a consistent and effective message (Firmansyah, 2020).

According to Terence A Shimp (2003), in his book "Advertising, Promotion, and Other Aspects of Integrated Marketing Communications" explains that there are elements in the concept of marketing communication, including:

a. Message source (source).
   The person or organization that sends the message to the recipient.
b. Message.
   Information or message that the message source wants to convey to the recipient.
c. Media.
   The means used to transmit a message, such as television, radio, newspapers, and others.
d. Receiver.
   Individuals or groups who receive the message and provide a response.

(Shimp, 2014) also provides definitions and explanations of the types of marketing communications as follows:

a. Advertising.
   It is a form of marketing communication carried out through mass media, such as television, radio, newspapers, magazines, and the internet. The purpose of advertising is to increase brand awareness, build a strong brand image, and encourage the purchase of products or services.
b. Sales Promotion.
   It is a promotional activity that aims to boost sales by providing incentives or additional benefits to consumers or potential customers. Examples of sales promotions are discounts, vouchers, or loyalty programs.
c. Direct Marketing.
   It includes marketing communications directly to consumers or potential customers, such as through direct mail, email, or text messages. Direct

marketing aims to elicit an immediate response from consumers or potential customers, such as making a purchase or signing up for a specific program.

d. Public Relations (PR).

   It is an activity that aims to build a good relationship between a company or brand and the public or society. Examples of PR activities are providing press information, sponsoring events, or charity campaigns.

e. Personal Selling.

   It is a sales process that is conducted face-to-face between sellers and prospective buyers. The purpose of personal selling is to build a good relationship with prospective buyers and persuade them to make a purchase.

f. Point of Purchase Communication

   It is a marketing activity that involves posters, signs, and various materials designed to influence a decision to buy at the point of purchase.

According to Philip Kotler (2010), there are some functions which are located in marketing communication. These functions will apply to the product owner or company owner that are:

a. The main function is to understand consumer behavior. Through segmentation, companies can better serve consumers, create more persuasive communications, and most importantly, fulfill consumers' needs and wants.
b. The second function is to develop a market strategy that includes selecting, sorting, and reaching consumers. In this case, the target market becomes an important factor in determining the focus of marketing activities, where the company chooses one or several consumer segments to be the main target.
c. The third function is to place the company's product or brand in the minds of consumers. As a marketing manager, it is important to understand how consumers process information and form perceptions. With this understanding, companies can design effective marketing strategies to influence the way consumers see and understand the products or brands offered.

The marketing mix theory, consisting of the 4Ps (Product, Price, Place, & Promotion), is an integral part of the marketing strategy that companies use to achieve their goals in the target market. According to (Kotler, 2012) the 4P marketing mix is defined as follows:

a. Product

A product is anything that can be offered to the market to fulfil consumer needs and wants. Decisions about this product include determining the physical form of the offering, its brand, packaging, warranty and after-sales service. Product development can be done after analysing the needs and wants of the market. Once this issue has been resolved, decisions on pricing, distribution and promotion can be made.

b. Price

Price is the element in the marketing mix that not only determines profitability but also acts as a signal to communicate a product's proportion of value. Product marketing needs to understand the psychological aspects of price information which include reference price, prequalified inferences and price clues.

For each product or service offered, the marketing department has the right to determine the base price. Factors to consider in setting such prices include costs, profits, competitive practices and changes in market desires. This pricing policy also involves determining the amounts of discounts, mark-ups, mark-downs, and so on.

c. Place

Location is the place where the transaction of goods or services takes place, and location determination has crucial significance in the business context, especially in conventional businesses. In this case, it is important to consider the strategic aspects of location selection in order to effectively reach and engage consumers. On the other hand, in online-based businesses, location considerations are more related to the sales medium used.

d. Promotion

Promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. Promotion is often used as the spearhead of the marketing mix. If the promotion is successful, it will bring more revenue to the company.

2. Tourism Marketing Communication

Tourism has become a popular activity among people today. Many people travel from one place to another in order to explore and discover new things. They want to

know more about the social life, natural beauty, and local wisdom of an area. In the development of the times, traveling is not just an activity but has become part of our lifestyle. Today, tourism is not only about personal experience and satisfaction but has also become a modern industry that involves various aspects of business. All tourism components, such as tourist destinations, the creative economy, transportation, hospitality, recreational venues, and art attractions, are attractively and impressively packaged in the tour packages offered. All of this is designed with the aim of achieving profits and meeting the needs of a growing market (Bungin, 2015).

Another definition of marketing communication tourism is a way of understanding what travelers want and need, and providing them with tourism products that match their wants and needs. The main purpose is to answer questions such as "What do travelers want?" and "What do they need when they travel?" Then, through this understanding, tourism service providers seek to offer travel experiences that match these travelers' wants and needs (Amaranggana, 2015)

In tourism marketing communication, there is a need for a communication relationship between tourism managers and tourists, as well as stakeholder. Tourism destination marketing communication is all the interaction between destination managers and target customers and all existing stakeholders so that all destination marketing goals and objectives are achieved effectively and efficiently. Marketing communication is the latest concept in tourism marketing strategy, previously known as tourism promotion. The difference lies in a more modern and interactive approach, in contrast to the concept of promotion which tends to be producer-centric and conducted in one direction, namely from producers to consumers. Marketing communication emphasises two-way interaction, creates engagement, and strengthens the relationship between producers and consumers (Hidayah, 2021).

Types of two-way communication in tourism marketing communication include:

a. Live Question and Answer on Social Media
b. Traveller-Based Content
c. Live Streaming Events and Activities
d. Virtual Tour Guide App
e. Satisfaction Surveys and Interactive Feedback
f. Community Discussion Forums

g. Educational and Cultural Webinars
h. Interactive Contest Campaigns

There are functions of marketing communication to manage between the organization and the environment. According to (Rai, 2017), tourism marketing functions are:

a. Strategy Function

   Tourism marketing has an important role in helping organizations make strategic decisions regarding branding as well as conducting research on overall consumer trends and developments. The tourism marketing function involves efforts to direct organizations in taking important decisions regarding how to build a strong brand image. In addition, it also involves conducting comprehensive research to understand trends and changes in consumer behavior in the tourism industry. With a deep understanding of tourists' preferences and needs, organizations can develop effective and relevant marketing strategies to capture the attention and meet consumer expectations.

b. Operational Function

   This task also has the responsibility of organizing brands and executing tourism marketing strategy plans. The objective of this marketing activity is to manage marketing budgets and schedules and coordinate related communications.

c. Research Function

   This marketing function aims to collect and evaluate sales data and pay attention to visitor satisfaction. It also seeks to obtain information about customer preferences in order to modify and develop the products offered.

In an effort to design a marketing communication strategy, a series of activities or steps is needed to ensure that the messages delivered are targeted andeffective. (Hermawan, 2012) mentions some activities that can be applied todevelop an efficient marketing programme.

1. Identify the intended audience

   The intended audience is an individual or group of potential buyers who are targeted in marketing efforts. Thi (Tempatpenampung1)s audience can be individuals, groups, or certain communities, even including the general public

as a whole.

2. Determine the purpose of communication

   Next, in the marketing strategy, it is important to detail the desired response of the target market. The expected response involves the act of purchase, the creation of word-of-mouth effects, and the achievement of high levels of satisfaction.

3. Designing the message

   In message planning, it is important to attract attention, inspire desire, maintain interest, and encourage action. To achieve these goals, problem-solving is required, including determining the content of the message, the symbolic and logical means of delivery, and determining the appropriate actors to deliver the message.

4. Choosing a communication channel

   There are two methods for establishing communication channels. Firstly, it involves personal communication channels, which involve two or more people communicating directly with each other. Secondly, it uses non-personal communication channels, where messages are conveyed without involving personal contact or interaction, but through the media.

5. Determine the total promotion budget

   In planning a company's promotional budget, there are four methods that can be applied:

   1. Method based on financial capability
   2. Method based on percentage of sales
   3. The competitive balance method
   4. Method based on objectives and tasks

6. Determine promotion mix decisions

   A company needs to allocate a proportionate promotion budget to various promotion methods, including advertising, sales promotion, direct marketing, public relations and publicity, and personal selling.

In a marketing communication strategy, there is a need to involve a series of activities or steps so that the conveyed message can be targeted and effective. There are activities that can be used to develop an effective marketing program strategy:

1. Define the goal to be achieved.

   This action is implemented with the intention of maintaining consistency with the previously set objectives and maintaining appropriate focus. By maintaining fidelity to the original goal, it is possible to develop consumer awareness, build consumer loyalty, implement reminder actions, and other relevant aspects.

2. Define target audience.

   Accurately identify the target audience, prioritize them hierarchically, and maintain a balance between substantial and efficient scope to avoid wasting budget.

3. Conducting consumer insight analysis.

   Analysis of consumer insight or consumer expectations must be done because this is the main key in developing a marketing communication strategy. By understanding consumers' views on a product or service, then that is the main point for communication.

4. Defining the competitive advantage.

   Competitive advantage is a key instrument in creating product or service differentiation to achieve a unique identity. Communicating these advantages must be done effectively through marketing strategies so that the target audience is able to capture the message.

5. Finding creative ideas.

   The next stage is to develop creative concepts for message delivery through communication channels that match the target audience.

6. Calculating the budget needed.

   It is important to consider this stage when defining budget allocations, which include the achievement of targets that have been set. This analysis also functions as a guideline or instrument for monitoring the use of the budget as well as the progress of any actions that have been implemented or are still in the process of being implemented.

7. Communicate the marketing program.

   The final step in this process is the implementation of the communication or execution of the plan that has been prepared previously. When carrying out marketing communications, continuous monitoring must be carried out to ensure the achievement of optimal results in accordance with the targets that have been set from the beginning (distribusipemasaran.com, 2021).

3. Tourism Marketing Communication Strategy

According to Richard L. Daft in his book "Management" (2012), strategy is a general plan designed to achieve long-term goals and to guide decision-making in an organization. In this case, a successful strategy must be in accordance with the vision and mission of the organization and consider internal and external environmental factors that influence its success. In practice, the strategy also involves properly allocating resources, including labor, capital, technology and more. In addition, the strategy also needs to be evaluated periodically to ensure that the plan is still relevant and effective in achieving the organization's long-term goals (Daft, 2012).

According to Ali Hasan in his book “Tourism Marketing” (2015), the concept of tourism marketing involves "the process of planning and implementing marketing activities aimed at achieving organizational objectives by meeting the needs and wants of potential customers effectively and efficiently." It means tourism marketing is a series of activities by tourism organizations to promote and market tourist destinations and services provided to potential customers to increase the number of visitors and tourism revenues. This concept involves market segmentation, determining target markets, and developing an appropriate marketingmix to meet customer needs and wants (Hasan, 2012).

According to Burhan Bungin (2015) in his book “Komunikasi Pariwisata (Tourism Communication): Pemasaran dan Brand Destinasi”, a tourism marketing communication strategy is an integrated plan involving a series of communication activities to promote tourism destinations and tourism-related products, aiming to increase the number of visitors and tourism revenue. It means tourism marketing communication strategy is "a set of plans and actions aimed at developing, strengthening and maintaining relationships with potential and existing customers through messages conveyed through different and diverse media." In this context, a

planned and structured plan undertaken by a tourism organization to communicate with potential customers and promote a tourist destination and the services provided. This strategy involves selecting the right communication media, developing effective messages, and measuring marketing campaign performance

An effective tourism marketing communication strategy must consider the characteristics of the tourism market, such as its heterogeneous and unpredictable nature, as well as external factors that affect tourist interest, such as global political and economic conditions. Some elements of a tourism marketing communication strategy that can be carried out include:

a. Branding

   Building a strong and consistent brand identity so that tourism destinations have an attractive image for consumers.

b. Promotion

   Conducting promotions through various media, such as advertisements, publications, and social media, to reach a wider market.

c. Event

   Organizing interesting events or activities that show the uniqueness and beauty of tourism destinations, such as festivals, art performances, and sports.

d. Cooperation with stakeholders

   Involving various parties, such as the government, local communities, and tourism businesses, to improve services and promote tourism destinations.

e. Product development

   Develop innovative and attractive tourism products and services to meet the needs and interests of different tourists.

In the book "Komunikasi Pariwisata (Tourism Communication): Pemasaran dan Brand Destinasi", by Burhan Bungin in 2015, it is stated that in 2009, the Ministry of Culture and Tourism of the Republic of Indonesia launched a tourism marketing communication strategy. This strategy the Ministry of Culture and Tourism explained that they implemented several strategies to achieve tourism success. Some of the strategies implemented include:

a. Grand strategy

   A tourism grand strategy is a long-term plan or strategy made by a government or tourism organization to achieve broader goals in tourism

development in a particular country or region. By implementing an effective grand tourism strategy, the government or tourism organization can achieve long-term goals such as increasing the number of tourist arrivals, increasing revenue from the tourism sector, and improving the welfare of local communities.

b. Pull and push strategy

One of the strategies commonly used by government and private agencies responsible for tourism development in Indonesia is the pull and push strategy.

1) Pull strategy

Pull strategy is conducted by building a positive image and reputation of the tourism destination in the eyes of the public or consumers. This approach is carried out by providing complete information about tourism destinations, building relationships with media and social media users, and offering satisfying experiences for tourists who have visited the destination.

2) Push strategy

Push strategy in tourism is conducted by sending promotional messages directly to potential consumers with the aim of influencing their decision to choose a tourism destination. This approach is often done through traditional advertising media such as television, radio, or print media and promotions at travel events or tourism exhibitions.

c. Tourism penetration

A tourism penetration strategy is a marketing approach carried out to increase the market share of existing tourism destinations. This approach is carried out by targeting existing consumers by offering more attractive and innovative vacation packages, improving the quality of services and facilities, and improving the quality of promotion and branding of these tourism destinations.

d. Competitive strategy

There are three main strategies in competitive strategy, namely differentiation strategy, focus strategy, and horizontal strategy. These strategies are used by companies or organizations to gain a competitive advantage in the market and

beat their competitors.

1) Differentiation strategy

   For Indonesian tourism, competitive strategy is very important because it is related to the grand strategy mentioned earlier. Indonesia has many diverse tourism products and unique cultural wealth. In this strategy, differences in products can be found in artworks, while differences in services are emphasized in the diverse cultures of local communities. Therefore, it is important for Indonesian tourism to utilize this diversity as a key to differentiate itself from competitors in the market and increase its competitiveness at the global level.

2) Focus strategy

   Indonesia's tourism marketing strategy is related to market geography and focusing on market potential requires careful marketing planning. In this strategy, attention is given to markets with great potential and considering geographical factors that can affect tourism in the area. By focusing on the right market potential, Indonesia's tourism marketing strategy can become more effective and attract tourists worldwide.

3) Horizontal strategy

   In the horizontal marketing strategy, various tourism communities in Indonesia are supported to provide offline recommendations to their communities regarding tourism products, safety, uniqueness, price, nature, and other cultures. In addition, this marketing strategy also uses the community to encourage promotional activities by other parties as sponsors, such as supporting art events, product launches, competition events, health, hygiene, and environmental campaigns. Thus, the horizontal marketing strategy can help improve Indonesia's tourism promotion through a network of communities spread throughout Indonesia.

Here are some factors that hinder the implementation of tourism marketing communication strategies:

a. Economic environment

b. Technological environment

c. Political and legal environment

d. Social and cultural environment

Here are several supporting factors in implementing tourism marketing communication strategies:

a. Enhancing marketing strategies

b. Disseminating information widely

c. Strong partnership with stakeholders

d. Trained and competent human resources

F. SWOT Analysis

SWOT analysis is a systematic process for identifying various factors used in determining a company's strategy. SWOT analysis comprises four key elements: Strengths, Weaknesses, Opportunities, and Threats. Strategic planning frameworks can be used to analyze factors within each SWOT category (Rangkuti, 2016) The following are the four factors in SWOT analysis:

1. **Strength**

   Strength is an advantage possessed by an organization. This advantage reflects factors that have been managed well, and the results make a positive contribution to an organization, such as in the comparative case of an educational institution. This is reflected in the ability of the educational institution to manage resources with superior skills and abilities.

2. **Weaknesses**

   Weaknesses are aspects of weaknesses or deficiencies that exist in an organization. These weaknesses are factors that are not managed properly and ultimately have a negative impact on educational institutions. These weaknesses can include aspects of facilities and infrastructure, the quality of the teaching staff's abilities, and similar matters.

3. **Opportunity**

   Opportunities are external, favorable conditions that, if recognized and leveraged effectively, can become potential opportunities for organizational success. To take advantage of these opportunities, the organization needs to have sufficient strength to adapt.

4. **Threats**

   Threats are factors that are outside the control of management, but if they happen, they can pose a serious threat to the continuity of the organization. Threats are major obstacles that may prevent the organization from achieving its current position or desired goals.

G. Research Methods

A research method is an approach or step used to solve various problems and find solutions. In the research process, there are various theories that can be applied to solve certain problems using relevant methods.

1. **Research Paradigm and Approach**

   This study employs a field research approach, specifically qualitative methods, where data and information are collected directly in the field setting of Istana Amal Beach. In the context of Istana Amal Beach's marketing communication strategy, qualitative methods can help in gaining an in-depth understanding of the success or failure factors in the marketing communication strategy by Istana Amal Beach and its influence on tourists' decisions in choosing a tourist destination, their perceptions of Istana Amal Beach, their preferences for types of promotion or communication channels, as well as their experiences during their visit.

   Qualitative methods may involve in-depth interviews with tourists and managers, participatory observation at Istana Amal Beach, content analysis of marketing materials used, or even focus group discussions with potential tourists. These methods will help tourism managers gain valuable qualitative insights in formulating effective marketing communication strategies to attract more tourists to Istana Amal Beach.

2. **Location and Time of Research**

   In this study, the location of the research was carried out in the Istana Amal Beach tourism area which is also the management office of the tour, which is located at Tlk Jalan PU lama, kilometer 03, Penajam, Penajam Paser Utara Regency, East Kalimantan 76142. The research was conducted for 2 weeks.

3. **Object of Research**

   The object of research will become the main point of attention and become a topic that the researcher wants to know and research related to tourism marketing communication strategies carried out by the Istana Amal Beach Tourism

Management in dealing with the problem of lack of tourists visiting the beach.

4. Data Collection Techniques

According to (Sugiyono., 2010), data collection techniques are a strategic step inresearch. In a study, data collection techniques must use the right method so that thedata obtained is relevant to the type of research being conducted. Without an appropriate data collection technique, the researcher will not get data that meets the standards.

Data itself is an important factor in research that will provide information relevant to the research question. In general, data consists of primary data and secondary data. The following is a description of the research data:

a. Primary data source

Primary data is raw data or data that is first collected by the researcher by directly collecting data in the field. Primary data contains information obtained from primary sources, namely the original or information obtained from the first hand or respondent. This primary data collection technique, the researcher conducts direct observations and interviews with tourism managers. In addition, the researcher will also conduct interviews with visitors.

b. Secondary data source

Secondary data is a type of data in research that is obtained and collected by the researcher indirectly from the field, but through other parties. Secondary data is collected using literature study techniques, media analysis, and observation.

To gain a comprehensive understanding of the data to be processed and analyzed, the researcher will employ various data collection techniques, including:

a. Observation

To achieve an in-depth understanding of the marketing communication strategies being implemented by Istana Amal Beach, the observation method will be used. The researcher conducted on-site observations of promotional activities carried out by Istana Amal Beach, such as advertisements, exhibitions, and promotional events, as well as interactions between Istana Amal Beach staff and tourists. Observations will be conducted on-location to get insight into how marketing strategies are implemented and responded to

by tourists.

b. Interview

The interview method will be used to collect data from relevant participants, including tourism managers in Penajam Paser Utara Regency, and tourists who have visited Istana Amal Beach. Interviews will be conducted using structured questions aimed at understanding the marketing communication strategies being implemented, the challenges faced, as well as recommendations for increasing the number of tourists. The data obtained through interviews will provide a deeper perspective on the experiences and views of stakeholders regarding Istana Amal Beach's marketing strategy.

c. Document

This method involves collecting and analyzing relevant documents related to Istana Amal Beach's marketing communication strategy. The documents to be analyzed include previous marketing plans, previous tourist visit reports, and promotional materials that have been used. These documents will provide insights into the marketing communication strategies that have been undertaken, the history of tourist visits, and the success or failure of previous marketing strategies. Document analysis will help in understanding the trends, patterns, and outcomes of the marketing strategies that have been carried out previously.

5. Data Analysis Techniques

The data analysis technique in this research is qualitative analysis technique. Qualitative analysis is carried out simultaneously with the data collection process. The data analysis method that will be used is the Miles and Huberman data analysis model. The Miles and Huberman model has several stages of data analysis which will be explained as follows in (Suwandi, 2008).

a. Data Reduction

Data reduction involves selecting, focusing, summarizing, and transforming raw data collected from the field. Data reduction in (Patilima, 2007). is defined as a process of selecting, focusing on simplifying, abstracting, and transforming data that emerges from field notes. Researchers will summarize data and information relevant to the research topic. At this stage, researcher will also exclude some parts of data and information that are less appropriate

or not really needed for the research being conducted. The purpose of this reduction process is to streamline the acquisition of research results. By reducing the data, the subsequent research findings will be more focused on the subject matter explored by the researcher.

b. Data Presentation

Following reduction, the data will be categorized into themes and presented in a narrative format. The purpose of choosing this narrative form is to facilitate the process of drawing conclusions. The presentation of the data is composed of a set of information that is the subject of discussion. In presenting this data, it is hoped that it can provide information to various parties by making it easier to read and understand.

c. Conclusion and Verification

After carrying out various stages starting from the formulation of ideas and research topics, the data collection process to data analysis, a conclusion will be drawn. The conclusion is needed as an answer to the problem that is the focus of the research. Throughout the research process, conclusions require verification to establish validity. The researcher aims to find justification and achieve agreement on research issues. The final stage of this research is to make a complete research report (Philia, 2017).

CHAPTER II
OVERVIEW OF THE RESEARCH OBJECT

A. Profile of Istana Amal Beach

Istana Amal Beach in Penajam Paser Utara is a newly opened tourist destination as of late August 2020. This natural tourist spot was established by Mr. Hendry Wahyudi in Penajam Paser Utara Regency on July 10, 2019, and officially inaugurated on August 29, 2020.

Located in Penajam District, Penajam Paser Utara Regency, East Kalimantan, Istana Amal Beach adopts a development concept aimed at creating a family-friendly and child-friendly tourist destination. This place offers various entertainment facilities, including cafes, restaurants, children's play areas, motor trails, mini motorcycles, mini ATVs, and bicycles. Moreover, Istana Amal Beach also provides supporting facilities, such as parking areas, prayer rooms (mushola), gazebos, garden chairs, lazy beds, photo spots, meeting rooms, and playgrounds.

Istana Amal Beach in Penajam Paser Utara aims to become an entertainment alternative not only for the residents of Penajam Paser Utara but also for the people of East Kalimantan who are looking for attractive and affordable recreational destinations. With its various facilities and natural beauty, Istana Amal Beach offers a pleasant holiday experience that can be enjoyed by visitors from various backgrounds.

The address and official website of Istana Amal Beach natural tourist destination in Penajam Paser Utara regency:

Address : Jalan PU lama, kilometer 03, Penajam, Kabupaten Penajam Paser Utara, Kalimantan Timur 76142

Phone : 082149487202

Email : pantaiistanaamal@gmail.com

B. History of Istana Amal Beach

The Istana Amal Beach, initially, was merely a natural beach surrounded by lush mangrove trees. Over the years, this beach has maintained its natural charm, tucked away in a serene location in Penajam Paser Utara regency, East Kalimantan. However, as time passed and economic changes occurred, in 2019, the beach underwent significant transformation.

In that year, Mr. Hendry Wahyudi decided to invest in the development of Istana Amal Beach. He purchased a land area of approximately 2.5 hectares, which encompasses this beautiful coastal area. With a determination to create an attractive tourist destination, Hendry

Wahyudi commenced the construction of infrastructure, including facilities such as cafes, restaurants, and child-friendly playgrounds. The development efforts not only involved facilities but also the enhancement of necessary amenities and infrastructure to provide a quality tourism experience. This investment is particularly significant given the proximity to Ibu Kota Nusantara, Indonesia's new capital city, which is expected to boost regional development and attract more tourists to Istana Amal Beach.

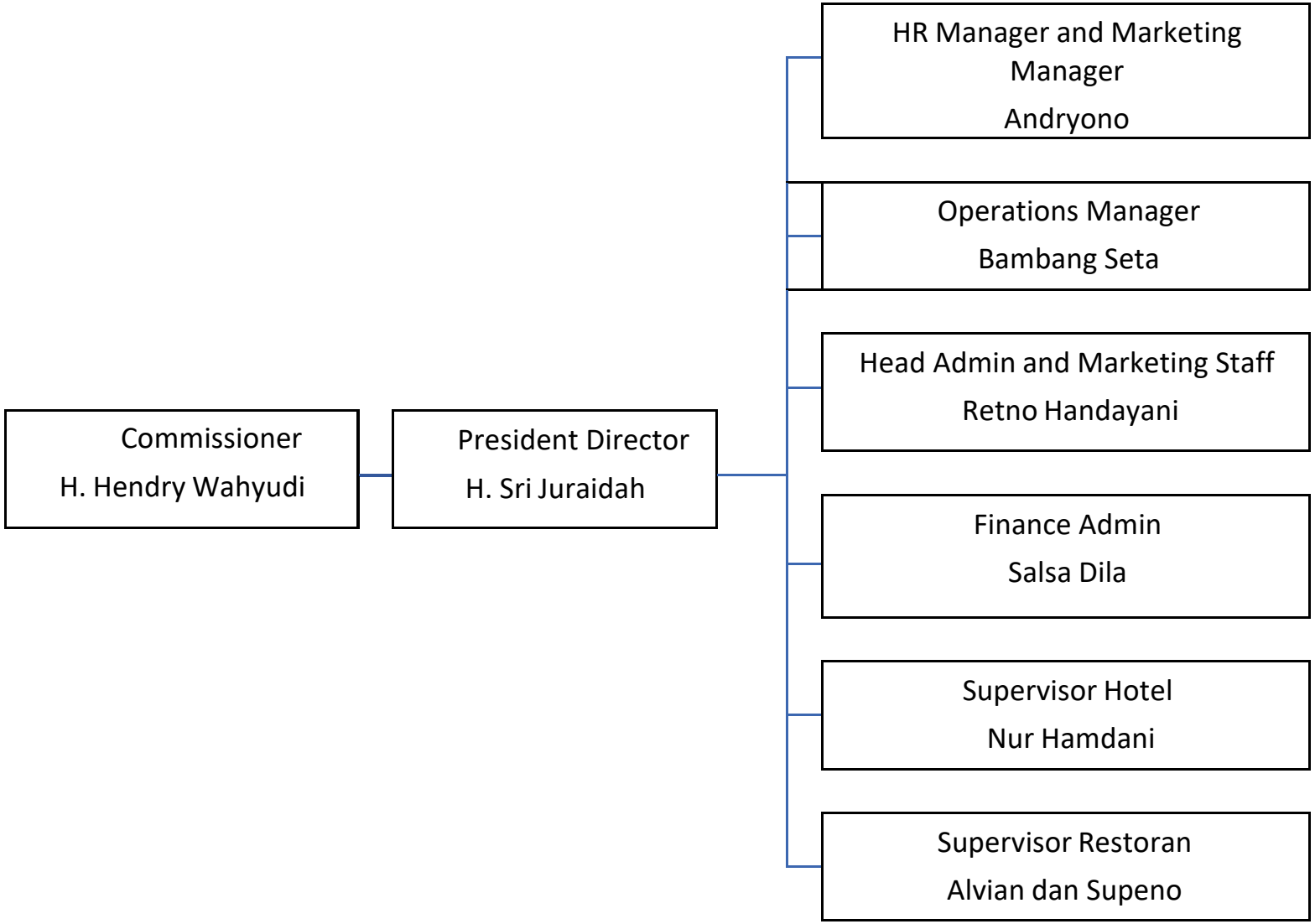
The development of Istana Amal Beach continued until 2020 when, on August 29th, the beach was finally opened to the public. Concurrently with its opening, the construction of playgrounds, facilities, and the improvement of amenities and infrastructure persisted to provide visitors with adequate and enticing tourism experiences. Istana Amal Beach in Penajam Paser Utara combines natural beauty with entertainment facilities, making it an appealing and affordable holiday destination for both locals and tourists.

The history of the name Istana Amal Beach stems from a program launched with noble intentions, aimed at providing assistance to orphans and the underprivileged in Penajam Paser Utara regency. Within the framework of this program, it was agreed upon that 20% of the revenue generated from the tourism sector at Istana Amal Beach would be donated in the form of cash and basic necessities to these needy groups. This action reflects a commitment to providing significant social benefits to the local community, as well as highlighting the important role this beach plays in supporting charitable and social activities in the region.

C. Vision and Mission of Istana Amal Beach

1. Vision: “creative thinking and professional improvement for best quality and excellent service”
2. Mission:
    a. To enhance business quality and professionalism in service delivery through improving management quality and human resources oriented towards systems and data, as well as certification standards in various business fields.
    b. Building innovation and creativity in expanding business outreach based on local characteristics, sustainability, and community empowerment orientation.
    c. Meeting market demands by prioritizing customer satisfaction and developing synergistic marketing. Excelling responsibly to increase the number of customers.

D. Organizational Structure of Istana Amal Beach Management



E. Product (Objects offered)

Istana Amal Beach is a tourist destination that offers various types of tourism products for those seeking diverse holiday experiences. This beach not only showcases natural beauty but also provides a variety of delicious culinary options and diverse children's entertainment facilities. When visiting this place, we can enjoy a variety of delicious dishes at cafes and restaurants distributed along the beach, while experiencing the gentle sea breeze and peaceful beach atmosphere.

Furthermore, Istana Amal Beach also provides various children's games, such as karaoke, trampolines, bicycles, mini trail motorcycles, small ATVs, large ATVs, and jet skis, which will surely make children feel cheerful and entertained. Nevertheless, the main allure of this beach is its natural beauty. Istana Amal Beach presents stunning views with its white sand and crystal-clear sea water. All of these aspects make Istana Amal Beach an ideal tourist destination for relaxing, enjoying delicious meals, and sharing quality moments with family and friends, making it a wonderful place to celebrate the charm of nature and diverse entertainment.

Images 2.1 Admission Price of Istana Amal beach

F. Excellences

Istana Amal Beach in Penajam Paser Utara is a tourist destination that offers a diverse holiday experience, with the following advantages:

1. Beauty

   Istana Amal Beach in Penajam Paser Utara offers a sensation similar to Ancol in Jakarta and Bali. This beach boasts Instagramable beauty and is comfortable to visit. It features stunning natural scenery, with white sand, crystal-clear sea water, and breathtaking sunrises.

2. Variety of Tourism Product

   In addition to its natural beauty, Istana Amal Beach also offers various tourism products, including delicious culinary options and children's entertainment facilities, such as karaoke, trampolines, and motor games, as well as activities like jet skiing.

3. Facilities for All Ages

   This destination is suitable for families and friends, with a variety of entertainment options tailored to all ages.

4. Accessibility

   Istana Amal Beach is easily accessible and has become popular thanks to social media, attracting visitors from various regions, provinces, and abroad.

5. Diversity of Visitors

   This destination attracts not only local residents but also tourists from outside the area, creating diverse and bustling tourism experiences.

G. Entrance Ticket Price

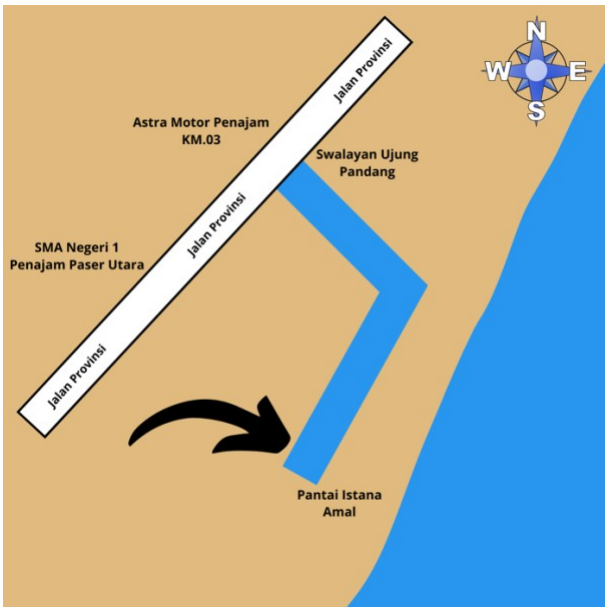
Typically, ticket prices for entering tourist attractions vary between holidays, weekends, and weekdays. Below, include a list of entrance ticket prices for Istana Amal Beach. Prices are subject to change. During weekdays, the entrance ticket price for Istana Amal Beach is Rp8,000.00 for all age groups, from children to adults. Meanwhile, during weekends, the price is Rp8,000.00 for children and Rp12,000.00 for adults. It's advisable to confirm prices through the call center. Weekdays generally refer to Monday to Friday, while weekends refer to Saturday and Sunday.

Images 2.2 Game Ticket Price of Istana Amal Becah

H. Road Access

The road access to Istana Amal Beach tourist destination has undergone sufficient repair and maintenance, offering a well-paved and flat road. When on the Main Road of Penajam Paser Utara Regency at kilometer 3, visitors will encounter signboards indicating the direction to Istana Amal Beach, which is approximately 1.5 kilometers from the main road. The journey from the main road to this tourist location can be completed in about 3 minutes.

I. Location



Images 2.3 Location of Istana Amal beach

Above is the map location for accessing Istana Amal Beach. If tourists are coming from the north or the ferry crossing harbor, the entrance road to the beach is on the left side of the road after Ujung Pandang supermarket. Similarly, if tourists are coming from the south or Paser regency, the entrance road to the beach is on the right side of the road, and they will encounter a signboard that reads "Entrance road to Istana Amal Beach tourist destination."

J. Number of Tourist Visits

The number of visitors to Istana Amal Beach in the tourism sector is heavily influenced by the effectiveness of the marketing communication strategies implemented by the management of Istana Amal Beach tourism. These marketing efforts include promotions, advertising, social media, and various other methods to attract the attention of potential tourists.

FORM REKAPITULASI KUNJUNGAN DAYA TARIK WISATA

PANTAI ISTANA AMAL			
Owner / Pemilik		Pengelola / Manager	
Nama	H. Hendry Wahyudi	Nama	Andryono
Phone	0821-4243-6669	Phone / WA	0821-5522-7404

DATA KUNJUNGAN WISATAWAN PANTAI ISTANA AMAL BERDASARKAN KARCIS TAHUN 2021

NO	BULAN	JUMLAH PENGUNJUNG
1	JANUARI	7.540
2	FEBRUARI	5.874
3	MARET	5.678
4	APRIL	6.540
5	MEI	12.420
6	JUNI	7.540
7	JULI	6.750
8	AGUSTUS	7.423
9	SEPTEMBER	7.056
10	OKTOBER	6.560
11	NOVEMBER	7.430
12	DESEMBER	8.454
	TOTAL	89.265

DATA KUNJUNGAN WISATAWAN PANTAI ISTANA AMAL BERDASARKAN KARCIS TAHUN 2022

NO	BULAN	JUMLAH PENGUNJUNG
1	JANUARI	8.520
2	FEBRUARI	5.253
3	MARET	5.525
4	APRIL	11.230
5	MEI	15.250
6	JUNI	6.253
7	JULI	8.520
8	AGUSTUS	7.230
9	SEPTEMBER	6.670
10	OKTOBER	5.236
11	NOVEMBER	5.430
12	DESEMBER	9.250
	TOTAL	94.367

FORM REKAPITULASI KUNJUNGAN DAYA TARIK WISATA

PANTAI ISTANA AMAL			
Owner / Pemilik		Pengelola / Manager	
Nama	H. Hendry Wahyudi	Nama	Andryono
Phone	0821-4243-6669	Phone / WA	0821-5522-7404

DATA KUNJUNGAN WISATAWAN PANTAI ISTANA AMAL BERDASARKAN KARCIS TAHUN 2023

NO	BULAN	JUMLAH PENGUNJUNG
1	JANUARI	8.870
2	FEBRUARI	5.468
3	MARET	5.462
4	APRIL	18.171
5	MEI	6.320
6	JUNI	6.175
7	JULI	7.450
8	AGUSTUS	6.005
9	SEPTEMBER	5.230
10	OKTOBER	6.350
11	NOVEMBER	
12	DESEMBER	
	TOTAL	

DATA KUNJUNGAN WISATAWAN PANTAI ISTANA AMAL BERDASARKAN KARCIS TAHUN 2024

NO	BULAN	JUMLAH PENGUNJUNG
1	JANUARI	
2	FEBRUARI	
3	MARET	
4	APRIL	
5	MEI	
6	JUNI	
7	JULI	
8	AGUSTUS	
9	SEPTEMBER	
10	OKTOBER	
11	NOVEMBER	
12	DESEMBER	
	TOTAL	

Images 2.4 Data Tourist Visiting of Istana Amal Beach

From the above picture, it is evident that the number of visitors from January to December in the years 2021, 2022, and 2023 varies significantly but tends to remain stable. Only during certain months does Istana Amal Beach experience a high number of tourist visits. This suggests that the marketing communication strategy implemented by Istana Amal Beach may be less effective. Therefore, the tourism management of Istana Amal Beach needs to develop new strategies to increase the number of tourist visits. However, it should be noted that the number of tourist visits to Istana Amal Beach can vary greatly due to several factors such as holiday seasons, weather, tourism trends, and changes in visitor preferences.

K. Marketing Media of Istana Amal Beach Tourism

In marketing activities, the marketing department of Istana Amal Beach collaborates with members of the tourism ambassadors of Penajam Paser Utara Regency to carry out promotion and dissemination of information related to Istana Amal Beach tourism through the social media networks they manage. Not only do they engage tourism ambassadors, but in order to promote Istana Amal Beach tourism destinations and activities available there, the marketing management utilizes various social media accounts including Instagram, Facebook, YouTube, and TikTok. Through these platforms, they present diverse information detailing various aspects of Istana Amal Beach, aiming to reach a wider audience and enhance awareness and interest in the beach within the scope of digital and social media.

1. Instagram

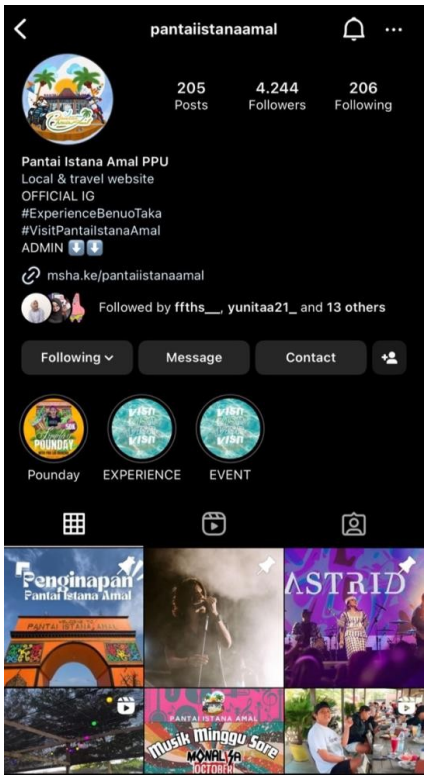
   The management of Istana Amal Beach operates an Instagram account with the handle @pantaiistanaamal, which became active in 2020 with its inaugural post on May 28, 2020. The initial post announced the presence of Istana Amal Beach as a tourist destination. The Instagram account @pantaiistanaamal serves as an easily understandable source of information for followers, including promotional packages related to culinary offerings, accommodations, camping, as well as package tour prices for various activities available at Istana Amal Beach. Additionally, the account provides information about the reopening schedule of tourist attractions, which may be influenced by national holidays or other special schedules that necessitate temporary closures.

   The Instagram content also features photos and videos showcasing the natural beauty of various tourist destinations at Istana Amal Beach, including natural attractions and culinary spots featuring a variety of local dishes. There are also posts informing about various event activities such as concerts, live music performances, aerobic exercise sessions, pound fitness, as well as posters promoting various

competitions held at Istana Amal Beach. The @pantaiistanaamal Instagram account has generated 205 posts to date, with 4,244 followers and following 206 other accounts.

Despite the active management and diverse content of the Instagram account @pantaiistanaamal, which started in 2020 and has accumulated 205 posts, 4,244 followers, and 206 following, the promotional efforts through this social media platform seem ineffective. This conclusion is supported by the low engagement and reach metrics of the account. According to Social Blade, the overall rating of this account is C, indicating average performance. Additionally, the specific rankings further highlight this issue: Followers Rank is 5,076,222, Following Rank is 7,534,660, and Engagement Rank is 4,796,695.

These rankings indicate that despite the activity and variety of posts—from promotional packages, opening schedules, and event activities to natural attractions and culinary offerings—the reach and engagement remain very low. The low engagement and number of followers, relative to other accounts, show that the current strategies are not enough to attract or retain the interest of the target audience. In conclusion, the data underscores the need for a strategic overhaul to enhance the effectiveness of social media promotions, ensuring broader reach and higher engagement to better leverage Instagram as a marketing tool for Istana Amal Beach.



Images 2.5 Instagram Account of Istana Amal beach

2. Facebook

The management of Istana Amal Beach is also active on the Facebook platform with an account named "Pantai Istana Amal PPU." This Facebook account was first utilized on May 28, 2020, with its inaugural post featuring a photo of the Joglo building. Since then, the Pantai Istana Amal PPU Facebook account has consistently shared various information regarding Istana Amal Beach and the events held there. The content posted on this Facebook account is closely aligned with what is presented on the @Pantaiistanaamal Instagram account, including information about ticket prices for entry to the tourist spot, the reopening schedule of tourist attractions, and information about temporary closures of tourist spots, usually related to national holidays or other reasons.

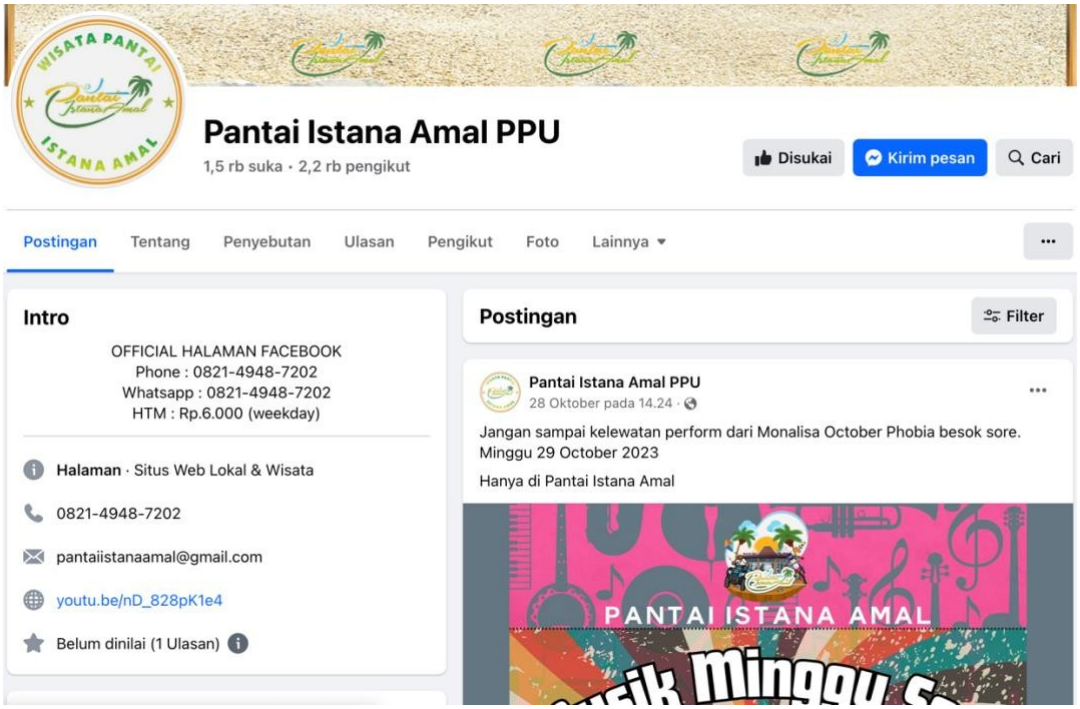
Furthermore, this Facebook account also shares photos and videos showcasing the natural beauty of various tourist destinations at Istana Amal Beach, including recreational and culinary spots available there. The posts also include posters for various types of competitions held at Istana Amal Beach. In the latest post published on October 28, 2023, a poster for a live music event by Monalisa October Phobia scheduled for Sunday afternoon is displayed. The Pantai Istana Amal PPU Facebook account currently has 2,200 followers and follows 8 other accounts.

However, despite having a substantial follower count, the engagement on posts appears to be low. This suggests that while people are following the account, they are not actively interacting with the content. To better understand this issue, it is essential to analyze the account's performance using social media analysis tools like Social Blade or Facebook Insights. These tools can provide insights into engagement metrics such as likes, comments, shares, and overall post reach.

Using these tools, the management can identify trends and pinpoint areas needing improvement. For instance, they can determine which types of posts receive the most interaction, the times of day when followers are most active, and the demographics of the audience engaging with the content. This data can then inform adjustments to the content strategy, such as creating more engaging and interactive posts, optimizing posting schedules, and potentially leveraging Facebook Ads to boost engagement.

By understanding and addressing the factors contributing to low engagement, Pantai Istana Amal PPU can refine its social media strategy. This might include interactive content like polls, Q&A sessions, live videos, and user-generated content

campaigns to foster a more engaged community. Through this approach, the Facebook platform can become a more effective tool for maintaining connections with visitors and fans, providing relevant information about the tourist destination, and promoting various interesting activities held at Istana Amal Beach more successfully.



Images 2.6 Facebook Account of Istana Amal Beach

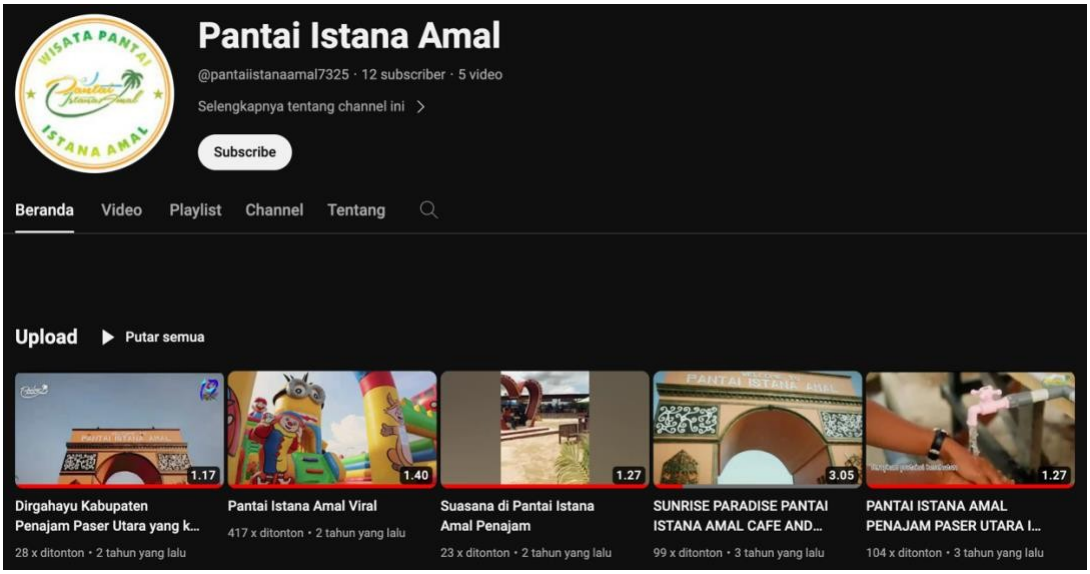
3. Youtube

The management of Istana Amal Beach has also established a YouTube account named "Pantai Istana Amal." The Pantai Istana Amal YouTube account officially joined the platform on August 29, 2020. The first video posted on the YouTube channel aimed to provide information about the various facilities available at Istana Amal Beach, creating awareness about the potential and attractions of the destination. Subsequently, this YouTube account has been sharing videos depicting the experience of enjoying the evening at Istana Amal Beach, including offerings of food and beverages available at cafes and restaurants located on the beach. This content aims to provide a comprehensive overview of culinary aspects and tourist experiences at Istana Amal Beach.

The following videos showcase the lively atmosphere at Istana Amal Beach, where visitors appear to thoroughly enjoy their visits to this destination. This reflects the vibrancy and happiness brought by Istana Amal Beach to its visitors. In the latest post uploaded on March 11, 2021, the Pantai Istana Amal YouTube account extends

birthday wishes to Penajam Paser Utara Regency, celebrating its 19th anniversary. Through this YouTube account, Istana Amal Beach aims to provide informative, entertaining video content, and celebrate important moments, all of which can support the promotion of this tourist destination and foster connections with fans and potential visitors.

However, it is important to note that despite these efforts, the Pantai Istana Amal YouTube account currently has less than 50 subscribers. This low subscriber count indicates that the reach and impact of the content being produced are currently limited. Several factors could contribute to this, including the frequency and quality of videos, engagement with viewers, and the effectiveness of promotional strategies on the platform. To address this, the management should consider strategies to increase their subscriber count and engagement on YouTube, such as collaborating with popular YouTube influencers, optimizing video titles and descriptions for search, and creating more engaging and shareable content. By focusing on these areas, Istana Amal Beach can enhance its presence on YouTube and achieve its goal of expanding its reach and promoting its destination more effectively.



Images 2.7 Youtube Account of Istana Amal Beach

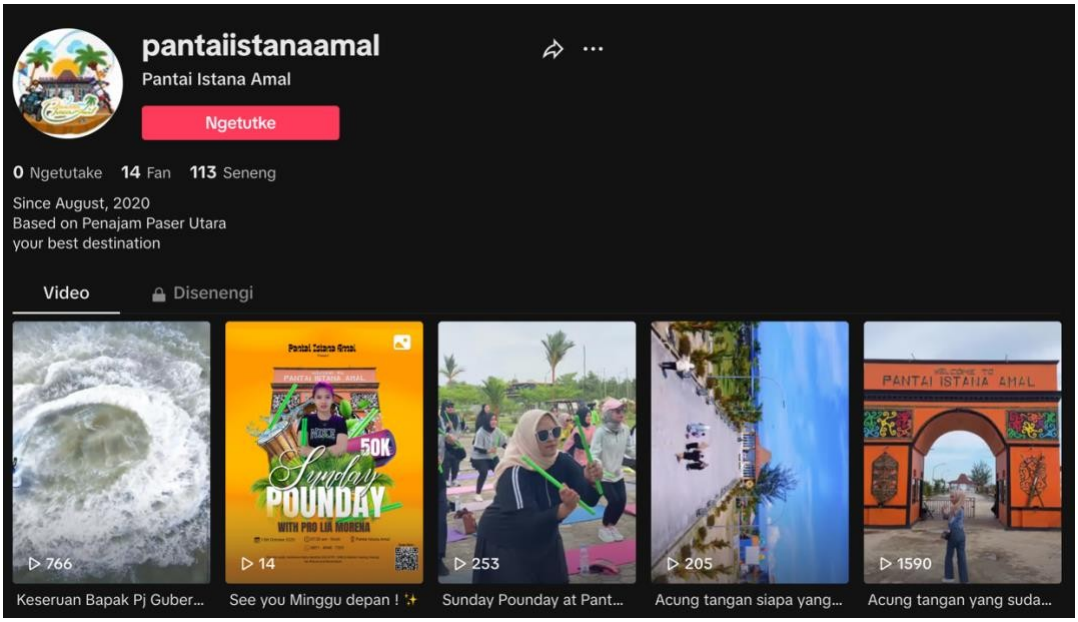
4. Tik Tok

The management of Istana Amal Beach has also ventured into the TikTok platform with an account named @pantaiistanaamal. The Pantai Istana Amal TikTok account joined the platform on January 10, 2023. The first TikTok video post aimed to introduce various attractions and activities available at Istana Amal Beach to its followers. Subsequently, this TikTok account has been active in sharing videos

featuring routine activities that occur at Istana Amal Beach, such as Pound Fitness exercises conducted by community groups or individuals interested in the sport.

In the latest video post uploaded on October 23, 2023, the @pantaiistanaamal account showcases exciting moments from the visit of Mr. PJ, the Governor of East Kalimantan, to Istana Amal Beach. With a presence on TikTok, Istana Amal Beach aims to expand its reach and deliver engaging content to audiences on this platform, promoting tourism destinations and activities at Istana Amal Beach.

However, it is important to note that despite these efforts, the @pantaiistanaamal TikTok account currently has less than 50 followers. This low follower count indicates that the reach and impact of the content being produced are currently limited. Several factors could contribute to this, including the frequency and quality of posts, engagement with followers, and the effectiveness of promotional strategies on the platform. To address this, the management should consider strategies to increase their follower count and engagement on TikTok, such as collaborating with popular TikTok influencers, utilizing trending hashtags, and creating more engaging and shareable content. By focusing on these areas, Istana Amal Beach can enhance its presence on TikTok and achieve its goal of expanding its reach and promoting its destination more effectively.



Images 2.8 Tik Tok Account of Istana Amal Beach

CHAPTER III
FINDING AND DISCUSSION

A. Findings

The researcher will present an analysis of the findings from previous studies relevant to the research topic titled "Marketing Communication Strategies of Istana Amal Beach to Increase Tourist Numbers by Tourism Managers in Penajam Paser Utara Regency." In this study, data were collected through a series of methods including observation, interviews, and documentation conducted with responsible parties for managing tourist destinations as well as tourist visits. The collected data will be thoroughly analyzed and discussed.

During the data collection phase, the researcher conducted direct field observations and carried out interviews with a number of sources relevant to the marketing communication strategy of Istana Amal Beach tourism in North Penajam Paser Regency. The interviews involved five sources connected to the topic of this research:

Table 3.1 List of Research Informants

No	Name	Position	Time	Interview Technique
1	H. Hendry Wahyudi	Owner / Commissioner	01 November 2023	Offline Interview
2	Andriyono	HR Manager / Marketing Manager	17 October 2023	Offline Interview
3	Retno Handayani	Head Admin / Marketing Staff	18 October 2023	Offline Interview
4	Wiwin Witji Lestari	Student	17 December 2023	Offline Interview
5	Fahrurozi	Society	17 December 2023	Offline Interview

1. Marketing Communication

Marketing communication is a form of communication containing information provided by a company or organization to achieve marketing objectives based on the excellence or characteristics of the product offered. In marketing communication, information about a tourism product can be disseminated to visitors through print media as well as digital media. Through marketing communication, visitors will find it easier to obtain information about tourism products and will develop perceptions about the products offered by the tourist destination.

The efforts of the owners of Istana Amal Beach in managing and promoting the tourist destination could not reach their maximum potential during the initial opening due to the COVID-19 pandemic. At that time, it was very concerning to engage in tourist activities due to the ongoing pandemic.

Following the improvement of the COVID-19 pandemic situation, the management of the tourist destination gradually began reopening Istana Amal Beach, implementing new protocols in accordance with the ongoing pandemic. Of course, these efforts are still based on the policies in place during the pandemic, such as health protocols requiring the use of masks, hand sanitizers, and maintaining social distance. These protocols are advised for both tourists and tourism operators.

The research findings reveal the following marketing communication strategies employed by the managers of Istana Amal Beach tourism:

1. Events

The event's organization aims to boost tourism promotion at Istana Amal Beach. Prioritizing the 3C principle (Content, Communication, Commerce), it is hoped that this event will inspire tourists to visit the beach destination.

In the development of the tourism sector, it is important to understand that promotion plays a central role. These efforts are made to provide information and persuade tourists to be interested in visiting particular tourism destinations. One highly effective promotional tool is event organization. Through events, we can effectively promote Indonesian tourism destinations while enhancing the positive image of our country's tourism in the eyes of both domestic and international tourists. In this context, the role of tourism managers is crucial because they have the responsibility to promote destinations, especially places like Istana Amal Beach, so that tourist visits can reach their maximum potential.

The types of events organized by the managers of Istana Amal Beach tourism include Music Concerts, Healthy Exercise Sessions, and Festivals that encompass various competitions, such as acoustic performances, fashion shows, karaoke contests, traditional dance showcases, local band performances, zumba parties, and performances by artists like Astrid and Virzha.

To enhance the visitor experience and increase tourist appeal, the management of Istana Amal Beach has implemented a strategy of organizing various events. These events aim to create more captivating and engaging experiences for those visiting the beach. This is evident from the following statement:

> "Currently, we are developing wellness tourism, and it is indeed booming in Indonesia as well. It's health-based tourism, where every Sunday, Saturday, and Sunday, we have special classes, aerobic classes, and also poundfit classes. So, it's not just about exercising, but also those who attend the classes can do it while enjoying tourism. And usually, on Saturdays and Sundays, we have live music on Saturdays and Sundays, as I mentioned earlier, there are aerobic classes and poundfit classes" (Andryono, Head Marketing Pantai Istana Amal).

Here is the documentation of the National Heroes' Day Song Competition event at Istana Amal Beach, which was held on November 14, 2020, at Istana Amal Beach.

Images 3.1 Song Competition Event Festival

Here is the documentation of the Poundfit Sports event at Istana Amal Beach, which is held every Saturday at Istana Amal Beach.

Images 3.2 Poundfit Exercise

Here is the documentation of the Istana Amal Beach Festival event held from August 21 to August 29, 2022, at Istana Amal Beach. The music concert on the closing night of the Istana Amal Beach Festival 2022 attracted many visitors to come to Istana Amal Beach tourism destination.

Images 3.3 Istana Amal Beach Festival

Here is the documentation of the Live Music event at Istana Amal Beach, which is held every weekend on Saturdays and Sundays at Istana Amal Beach.

Images 3.4 Live Music

Here is the documentation of the Healthy Exercise Aerobics event at Istana Amal Beach, which is held every Sunday at Istana Amal Beach.

Images 3.5 Aerobic Exercise

2. Social media usage

Based on the interview results with the Management of Pantai Istana Amal regarding marketing communication, it was revealed that they rely more on social media as their primary means. To actively promote Pantai Istana Amal tourism, the management leverages social media for creating engaging visual content, such as photos and videos. Additionally, to enhance tourism promotion, they have implemented various marketing and promotional initiatives. The strategic focus lies in utilizing social media platforms, particularly Instagram, Facebook, and YouTube, to disseminate tourism information. This approach allows them to reach a broader audience and connect effectively with stakeholders. The following is a quotation from the interview:

> "Through social media and the community's experiences, when they have good memories, good experiences when visiting the Amal Palace Beach, of course, they will also provide information to those around them, which actually has the most impact, two things: social media and person-to-person. Then, in its usage, they diligently share about our tourism, and secondly, they are diligent in organizing events. So, when there is an event, there are also posting materials and they can provide experiences for the community. It needs to be classes" (Andryono, Head Marketing Pantai Istana Amal).

Based on the responses of visitors who saw the announcement on Social Media about an event organized by Pantai Istana Amal, Mrs. Wiwin Witji Lestari from Balikpapan stated that:

> "When I saw information about a live music event at Amal Palace Beach, I immediately informed my friends to come to Amal Palace Beach to watch the live music while relaxing in the evening and enjoying the sunset from Amal Palace Beach, plus there's also a café at Amal Palace Beach."

statemen above highlights the effectiveness of the social media post in attracting attention and spreading information. The immediate reaction to inform friends and plan a visit demonstrates the power of social media in generating interest and mobilizing people to attend events. The added benefits of enjoying the beach ambiance and the on-site café further enhance the appeal of the event, making it a well-rounded experience for visitors.

By using social media to promote such events, Pantai Istana Amal can reach a broader audience, create a buzz, and increase attendance. This approach also helps in building a vibrant community around the destination, encouraging repeat visits and positive word-of-mouth.

Images 3.6 information of live music event on instagram

This picture showcases how Pantai Istana Amal uses social media to promote events and engage with their audience. The event poster is visually appealing and provides all the necessary details about the live music event. The Instagram caption enhances the promotion by creating excitement and encouraging followers to join the event**.**

2. Tourism Marketing Communication

Marketing communication for tourism destinations can be defined as all forms of interaction between destination managers with target customers and related stakeholders, aiming to achieve effectiveness and efficiency in reaching the goals and objectives of destination marketing. The concept of marketing communication is the latest innovation in marketing strategy, replacing the term promotion, which previously tended to be producer-centric with a one-way direction from producer to

consumer. In contrast to that approach, the concept of marketing communication emphasizes two-way interaction that can build engagement, enhance closeness between producers and consumers, and ultimately create closer relationships compared to competitors.

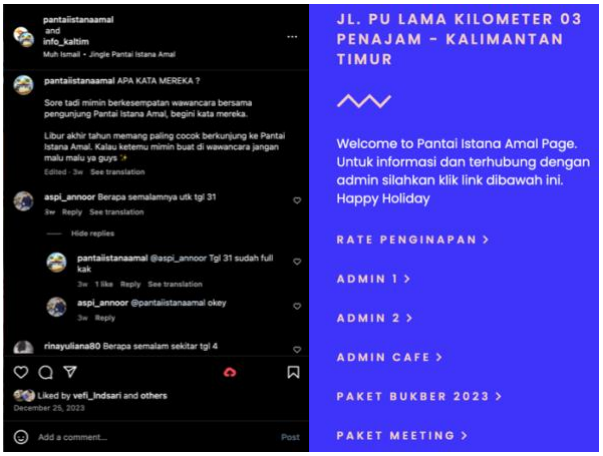
In an effort to strengthen the marketing communication of Istana Amal Beach, management adopts the concept of two-way interaction as the primary foundation. This approach aims to foster strong engagement among the destination managers, visitors, and stakeholders, with a focus on creating sustainable relationships. The following are the strategies being implemented:

A. Forms of Tourism Marketing Communication

1. Live question and answer on social media

Istana Amal Beach holds live question and answer sessions on its official social media platforms. During these sessions, tourists are encouraged to ask questions related to the destination, activities, or facilities through the comment section. The destination management team promptly provides direct answers, creating personal interactions and offering relevant information to potential visitors. This approach not only fosters engagement but also enhances trust and provides a deeper communication experience between the destination managers and tourists.

Moreover, Istana Amal Beach also provides direct contact information for visitors to reach out. By including this contact information, tourists have an additional option to ask questions or obtain further information directly from the destination managers. This not only makes communication more flexible but also provides convenience for tourists who may want to interact more deeply or seek direct clarification. This approach reflects Istana Amal Beach's commitment to providing comprehensive and responsive information services to potential visitors.



Images 3.7 Question and Answer on Social Media Istana Amal Beach

This image shows how Istana Amal Beach uses social media to interact directly with visitors through questions and answers. The left side displays a real example where the account manager actively responds to questions from potential visitors, providing the necessary information and encouraging positive feedback. The right side provides additional information and contacts, making it easy for visitors to get further details and communicate with the admin. This approach is important for enhancing engagement, visitor satisfaction, and marketing effectiveness on social media.

2. Traveler-based content

In an effort to strengthen interaction with tourists, Istana Amal Beach encourages them to actively share their experiences through various media, such as photos, videos, or travel stories, on social media platforms using the destination's official hashtag. By actively involving tourists in sharing their moments, destination managers not only acquire authentic and diverse content but also expand the promotional impact through social networks. To enhance engagement, destination managers not only appreciate every contribution from tourists but also proactively reshare such content. This action serves not only as an appreciation to visitors but also can enhance the attractiveness and visibility of Istana Amal Beach in the world of social media, creating a positive image for the destination.

Images 3.8 Traveler Based Content

The picture shows a traveler content scenario at Wisata Pantai Istana Amal, a beach tourist destination. In the image, a man wearing a white shirt and a blue cap is riding a green electric scooter along a paved pathway with beach scenery in the background, including palm trees and beachside structures. The man appears to be enjoying his ride, showcasing the leisurely activities available at the destination.

The accompanying Instagram post by the account "makmurmartbun.official" includes a welcoming message that reads, "Selamat datang ditempat 'Pantai Istana Amal' Penginapan dengan sensasi sejuknya angin laut dan pemandangan yang menawan." This translates to "Welcome to the place 'Pantai Istana Amal' lodging with the sensation of cool sea breeze and stunning views." The official account of Pantai Istana Amal (@pantaiistanamal) responds with gratitude, thanking the visitor for coming again.

The interaction in the comments highlights the promotional aspect of the destination through user-generated content. Other commenters engage positively, with one noting the destination as a beautiful spot for travelers and another expressing excitement about the visit. This type of traveler-based content helps promote the destination by showcasing real visitors enjoying their time and sharing their experiences on social media, potentially attracting more tourists.

3. Live streaming event and activity

Regularly, Istana Amal Beach organizes live streaming sessions showcasing various events and activities at the destination. During these sessions, visitors and prospective tourists are invited to participate by asking questions or providing comments directly as the event unfolds. By fostering interaction through the live streaming platform, the destination not only provides a real-time experience to the audience but also creates space for active engagement. Through audience participation, Istana Amal Beach can address questions directly, provide additional information, and build closer connections with the audience, creating an interactive and enjoyable experience for those who join the live streaming sessions.

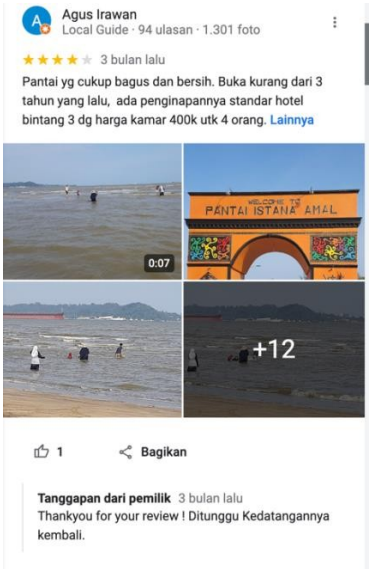
4. Satisfaction survey and feedback

Istana Amal Beach actively encourages tourists to share their experiences by filling out the comment section on Google Maps or through the feedback box provided. By providing space for opinions and suggestions, this destination is committed to continually improving the quality of service and visitor experience. Beyond just collecting feedback, the destination management team proactively responds to each input with solutions or improvements that can be implemented promptly. This approach not only creates an open channel for two-way communication between destination managers and tourists but also demonstrates Istana Amal Beach's seriousness in responding to and rectifying any aspects that may affect visitor satisfaction.

“The survey is conducted at two points. The first one is at the entrance ticket booth, and the second one is at the café. If you look, there are still traces of the suggestion box. So, indeed, we provide surveys to the public when they visit, and we have done that before. There are many inputs ranging from small things like music, which may sometimes be too loud, to the taste of the food at the café during that time, which is also one of the aspects we consider. The speed of service has also been one of the evaluations for us.”

This image highlights how Istana Amal Beach engages with visitor feedback on Google Reviews. Agus Irawan, a local visitor, provided a positive review along with several photos, praising the cleanliness and quality of the beach and its accommodations. The owner's prompt and courteous response to the review demonstrates active engagement with visitors, showing appreciation for the feedback and encouraging repeat visits.

This type of interaction is crucial for maintaining a positive online



Images 3.9 Survey and Feedback Istana Amal Beach

presence and reputation. By responding to reviews, the management of Istana Amal Beach can address any issues, show gratitude for positive feedback, and build stronger relationships with their visitors. This approach not only improves customer satisfaction but also enhances the overall image of the destination.

B. Tourism Marketing Function

The function of tourism marketing at Istana Amal Beach is a strategic function, aimed at ensuring that the promotional decisions made by tourism managers are the right decisions to increase the number of tourist visits, both at the local and national levels. Findings from interviews confirm this assertion.

"If we talk about it, it naturally fluctuates every month because we can't set a definite increase for the next year. Such hopes depend on whether visitors are interested in visiting Amal Palace Beach or not. However, looking at the data we have, it's uncertain. For promotions,

we offer many things like complete facilities because just like other tourist destinations in PPU, it's not oriented towards the smart tourism system. Then there's halal tourism. Here, we try to catch up with all of that. From smart tourism, the use of non-cash payments, whether it's for entrance tickets, amusement rides, or in restaurants, to accommodations, we have already provided that either through vending machines or QR codes. Also, for halal tourism, we sell halal food and drinks and provide facilities for worship for Muslim tourists. So when they visit here, they don't have to worry or wonder about where to perform their religious rituals. There are already places of worship. Furthermore, currently, we are developing wellness tourism, which is also booming in Indonesia. It's health-based tourism, where every Sunday, Saturday, and Sunday, there are special classes, aerobic classes, and also poundfit classes. So it's not just about exercising; those who participate in the classes can also enjoy tourism" (Andriyono, HR and Marketing Manager, October 17, 2023).

Istana Amal Beach is developing its tourism sector with an innovative approach, integrating smart tourism systems and wellness tourism facilities. This initiative demonstrates that the implementation of smart tourism technology can enhance tourists' experiences with real-time information and personalized recommendations. The fitness center, as a flagship facility in wellness tourism development, attracts health-conscious tourists. This strategy not only strengthens the destination's appeal but also enhances the effectiveness of tourism marketing communication. Istana Amal Beach, in executing its operational tourism functions, schedules marketing activities. This includes engaging events such as Live Music, Concerts, Special Events, as well as sports activities like Poundfit and Aerobics. This approach aims to enhance the destination's appeal and offer diverse experiences to visitors.

"So if we have specific activities or attractions, because it's also part of the marketing of Amal Palace Beach itself, we usually schedule live music on Saturdays and Sundays, as well as aerobic classes and poundfit classes on weekends too. As for the costs, we determine them

first based on the estimated number of daily visitors and then the operational costs we need to bear in a month. So, the determination comes from there—from our monthly operational costs. We take the minimum that we can sell, and of course, we also consider whether the local population perceives the price as too expensive or not. That's also one of the indicators for setting the price" (Andriyono HR and Marketing Manager, October 17, 2023).

The interview findings with Istana Amal Beach tourism managers reveal that they integrate strategic and operational functions in destination marketing efforts. This approach involves decision-making to promote tourism through various events with the primary goal of increasing the number of tourist visits. Furthermore, in implementing the tourism marketing plan, the management team schedules activities, including various events designed to capture visitors' attention.

C. Marketing Communication Strategy

In designing marketing communication strategies, a series of activities or steps are required to ensure that the communication conveyed reaches the target audience accurately and effectively. According to Hermawan Agus (2012), there are activities that can be implemented to develop an effective marketing program.

a. Identifying the Intended Audience

Pantai Istana Amal meticulously and carefully identifies the target audience that becomes the primary focus in its marketing strategy. In this regard, determining the age range is a crucial aspect: whether this destination is more appealing to young people, families, or older visitors. Furthermore, understanding the geographical location determines whether Pantai Istana Amal is more focused on local, national, or international tourists. Psychographic aspects also receive serious attention, where this destination seeks to understand the potential visitors' lifestyles, interests, values, and preferences. Is the destination aimed at those seeking adventure, relaxation, or cultural experiences.

In the behavioral dimension, Pantai Istana Amal emphasizes

understanding the use of social media by its target visitors. By identifying the most frequently used social media platforms, the management hopes to design more effective marketing campaigns. Additionally, understanding the frequency of visits is also a critical consideration to comprehend how often potential visitors tend to visit this destination.

> "We have targets, you know. Of course, locals as well as people from outside the area, or even those from abroad, if they want to come here, I'd be happy. But, essentially, there are no age restrictions. Teenagers or adults, even the elderly, we accommodate them all so they can enjoy this beach. And we hope this experience can resonate with all layers of society. So, this beach is designed. (Owner of a tourist spot, Hendry Wahyudi)."

Through audience identification, Pantai Istana Amal strives to design a marketing strategy that is not only focused and effective but also capable of capturing the attention and interest of various potential visitor segments.

b. Determine the Purpose of Communication

As the responsible party for the development of Pantai Istana Amal, the tourism management designs a digital marketing communication plan by adopting the method of setting marketing communication objectives. The primary goal of this strategy is to generate interest among tourists to visit Pantai Istana Amal. Thus, the aim of marketing communication is to attract visitors' interest in planning a visit to the tourist destination and to maintain consistency in implementing the marketing communication strategy to always align with the initial objectives set.

> "Alright, moving forward, do you determine communication objectives? And if so, what is the process like? Of course, there are. Naturally, our communication objectives are for the community. So, our goal is for marketing strategies, as I mentioned earlier. That's important for us to attract tourists to come

and visit" (Owner of a tourist spot, Hendry wahyudi).

From the interview results above, it can be concluded that tourism managers bear the responsibility of motivating and eliciting interest and desire among tourists so that they are inclined to visit the tourist destination, namely Pantai Istana Amal.

c. Designing the Message

Message design is the second indicator in the promotional strategy used to achieve the goals of the promotional efforts themselves. At this stage, tourism managers need to pay close attention to how the message conveyed through media can be designed in such a way as to attract the interest and attention of tourists. The success of disseminating information related to the Pantai Istana Amal tourist destination largely depends on how the message is crafted to reach the intended targets. Therefore, in the context of message design activities, various efforts need to be made so that the message conveyed can be effective in attracting tourists' interest and encouraging them to visit the destination.

> "The message we design, perhaps for the children, there's definitely marketing involved. Crafting the sentence as best as possible to attract readers. Of course, we explain as captivatingly as possible about this tourist destination" (Owner of a tourist spot, Hendry Wahyudi).

d. Selecting Communication Channels

The tourism management of Istana Amal Beach relies solely on social media for marketing communication, using platforms such as Facebook, TikTok, Instagram, and YouTube to promote the destination. However, data from Social Blade shows that Istana Amal Beach's social media engagement is relatively low, with minimal follower growth and interaction rates. This indicates that while social media is a key component of their strategy, its current implementation may not be yielding the desired results.

> "We rely solely on social media for marketing

communication. But sometimes, we have friends from local media to cover this destination" (Owner of a tourist spot, Hendry Wahyudi).

In contrast, coverage by influencers can provide several advantages. Influencers are often seen as more credible and trustworthy by their followers. Coverage by influencers with a large following can lend additional legitimacy to Istana Amal Beach. Influencers can reach a wider and more diverse audience, including those who may not actively follow the official accounts of Istana Amal Beach. Influencers typically have the ability to create more engaging and creative content, which can be more effective in capturing attention and interest from the audience.

However, relying primarily on social media and influencers, as indicated by the Social Blade data, presents several challenges. The low engagement rates on social media suggest that the current content may not be resonating with the audience or is not being promoted effectively. Social media platforms constantly change their algorithms, which can affect the visibility of posts and make it difficult to maintain consistent reach without investing in paid promotions. Social media is saturated with numerous tourism promotions, making it challenging for Istana Amal Beach to stand out without a distinctive and engaging content strategy.

e. Determine the Total Promotion Budget

In planning the digital marketing communication strategy for the Pantai Istana Amal tourist destination, its management involves designing a marketing communication budget allocation. The method employed by the Tourism Department to determine this budget is through an affordable method, meaning that the budget allocation is based on the financial capacity that can be expended by the responsible party and the manager of Pantai Istana Amal.

"To determine the total promotion budget, we definitely

> have it. So, first, we review how much it costs, how much for this, for that, and so on. Sometimes, we allocate funds to pay local influencers for promoting our tourism" (Owner of a tourist spot, Hendry Wahyudi).

3. Tourism Marketing Communication Strategy

The management of Istana Amal Beach tourism focuses on implementing pull and push strategies in tourism marketing communication. With the aim of attracting visitors, tourism managers actively utilize social media platforms on the internet.

Based on an interview with Andriyono, who stated that:

> "In terms of promotion, one form of event that we organize is to attract tourists. It's part of our promotional efforts. We also promote it on social media, and sometimes when there's a bustling event, we throw it out there. For marketing media, we use Instagram, Facebook, and online media. Online media, as I mentioned earlier, sometimes friends from the media in PPU come here for interviews. But it's usually on certain days" (Andriyono HR and Marketing Manager, October 17, 2023).

It is explained that one form of promotion conducted is through organizing events aimed at attracting tourists' interest. Promotion is also carried out through social media, such as Instagram, Facebook, and other online media. Online media is used as a means to market tourist destinations. Sometimes, media friends from Penajam Paser Utara (PPU) also come to conduct interviews, especially when there is an ongoing event, even though visits occur on certain days.

Based on the interview results above, it is concluded that the management of Istana Amal Beach Tourism adopts a promotional strategy involving event organization as a way to attract tourists' attention. Promotional efforts are also extended to social media platforms such as Instagram, Facebook, and other online media. Online media serves as the primary platform in marketing tourist destinations, although it sometimes involves interviews with media friends from Penajam Paser Utara. Overall, this strategy reflects a diverse and inclusive approach in promoting Istana Amal Beach to the general public.

4. Inhibiting Factors in Implementing Tourism Marketing Communication Strategies

Inhibiting factors are conditions or situations that hinder or impede an activity, thwarting the implementation of an action. This also applies to the management of Istana Amal Beach in implementing tourism marketing communication strategies. There are inhibiting factors that affect the execution of marketing communication strategies to increase tourist visits to Istana Amal Beach. These inhibiting factors can be identified as follows.

a. Socio-Cultural Factors

The social and cultural environment can serve as a hindrance to the implementation of tourism marketing communication, particularly in the presence of limited human resources. For example, the lack of proficiency in various languages or local dialects may constrain the effectiveness of communication with tourists from diverse linguistic backgrounds. Additionally, the absence of additional staff members who understand the local market can impact the ineffectiveness of marketing strategies. In the management of Istana Amal Beach, individuals may have responsibilities that encompass more than one aspect, creating challenges in adapting to changing trends or missed opportunities. The success of tourism marketing strategies requires a profound understanding of social and cultural dynamics and the availability of adequate human resources.

5. SWOT Analysis of Istana Amal Beach Tourism Management

SWOT analysis is a strategic planning method aimed at assessing the strengths, weaknesses, opportunities, and threats of a company by identifying internal and external factors. In this analysis process, four main elements, namely strengths, weaknesses, opportunities, and threats, are used to provide a comprehensive overview of the company's situation. A SWOT analysis provides a comprehensive overview of an organization's internal strengths and weaknesses (SW) and external opportunities and threats (OT) to inform strategic decision-making.

1. Strengths

The strengths of Istana Amal Beach Tourism can be identified as follows:

a. Social Media

The tourism management of Istana Amal Beach actively utilizes various

social media platforms, such as Facebook, TikTok, Instagram, and YouTube, as means to conduct tourism promotions. This approach is adopted as a strategy to enhance the attractiveness of Istana Amal Beach tourism, ensure broad engagement, and reach diverse audiences through their presence on these platforms.

However, an analysis of Social Blade data reveals a contrast with these claims. Social Blade, a website that tracks social media statistics and analytics, shows that Istana Amal Beach's social media accounts have relatively low engagement rates and follower growth. For example, the number of followers on Instagram and Facebook has not seen significant growth over the past year, and the engagement on posts, such as likes, comments, and shares, is also minimal. Similarly, the YouTube channel does not have a substantial number of subscribers or views on its videos, indicating limited reach and influence.

This discrepancy suggests that while the strategy to utilize social media platforms is in place, its execution may not be as effective as intended. Several factors could contribute to this ineffectiveness, such as inconsistent posting schedules, lack of high-quality content, or insufficient promotion and interaction with followers. To address these issues, it is recommended that the tourism management of Istana Amal Beach conducts a thorough review of their social media strategies. This review should include analyzing the type of content that resonates most with their audience, optimizing posting times for maximum engagement, and exploring paid promotions to boost visibility. Additionally, increasing interaction with followers through comments, live sessions, and user-generated content can help enhance engagement and build a stronger online community.

b. Forging partnerships with entertainment and sports enthusiasts.

Istana Amal Beach is pioneering close collaborations with enthusiasts in live music events, poundfit sports, and aerobic exercises. These collaborations are designed to host weekly activities aimed at enriching tourists' experiences, providing entertainment, and promoting a healthy lifestyle through these events at Istana Amal Beach location.

Images 3.10 Partnerships with entertainment and sports enthusiast

2. Weakness

The weaknesses of Istana Amal Beach Tourism can be identified as follows:

a. Quality of Human Resources

The quality of human resources (HR) plays a crucial role in implementing tourism marketing strategies. Istana Amal Beach Management requires strengthening its HR capacity, particularly especially in the promotion, collaboration, and tourism marketing sections, which are currently staffed by only four employees. Enhancing the quality of human resources is considered an important step to optimize the effectiveness of marketing strategies and ensure the sustainability and success of promoting Istana Amal Beach tourism destinations.

b. Less competent human resources in the field of IT.

Employees working in the tourism promotion and marketing section at Istana Amal Beach Management lack expertise in the field of information technology (IT). They rely solely on personal social media usage as a tool for carrying out promotional activities.

3. Opportunities

Opportunities for Istana Amal Beach Tourism can be identified as follows:

a. Collaborating to establish partnerships across the entire tourism industry sector

The tourism management of Istana Amal Beach can engage stakeholders from various sectors of the tourism industry, including hotels, restaurants,

travel agencies, transportation, and other related sectors. Through these collaborations, the aim is to create partnerships involving all aspects of the industry with the goal of establishing a safe and comfortable environment for tourists or prospective visitors planning to vacation at Istana Amal Beach.

b. Collaboration with local media

Collaboration with local media brings significant benefits, providing in-depth coverage that is contextual and relevant to the characteristics of the local community. Local media includes newspapers, radio stations, television channels, and online news portals that serve the East Kalimantan region. This collaboration involves various forms of promotion, ranging from special coverage in local newspapers such as Kaltim Post and Tribun Kaltim to feature programs on local radio stations like RRI Samarinda and television channels such as Kaltim TV. These platforms can highlight the uniqueness of Istana Amal Beach through special reports, interviews, and event promotions.

More than just a promotional tool, this collaboration also plays a role in building community support and participation, fostering a sense of ownership and pride in the destination. For example, local radio stations can host talk shows that discuss the importance of tourism to the local economy, and local newspapers can publish articles that showcase community events held at Istana Amal Beach.

With this approach, Istana Amal Beach not only expands its market reach but also builds sustainable and deep relationships with the local community. Engaging with local media helps to create a positive narrative and increases visibility among potential visitors who trust these established local sources. This, in turn, creates a positive impact in the tourism industry by driving more visitors to the destination and enhancing its reputation.

c. Created the Sapta Pesona program

To enhance the cultural tourism sector at Istana Amal Beach, the design of the Sapta Pesona program is needed as the primary foundation in attracting tourists to visit the destination. The focus is on creating an enchanting and mesmerizing atmosphere so that tourists feel comfortable staying longer, achieve full satisfaction from their visit, and take-home beautiful memories. The elements of Sapta Pesona, which include safety, order, cleanliness, coolness, beauty, friendliness, and memories, serve as guidelines in creating

a unique tourism experience. These efforts include providing comfortable, clean, and healthy accommodations, distinctive and captivating cultural art attractions, as well as delicious local food and beverages. Additionally, high-quality, easily transportable, and affordable regional souvenirs provide meaningful connections to the visited place.

4. Threats

Threats to Istana Amal Beach Tourism can be identified as follows:

a. Tourism Competition

The presence of other tourist destinations around the area of Istana Amal Beach could pose a threat if intense competition arises. To address this, management needs to focus on differentiation and enhancing strengths that distinguish Istana Amal Beach from other destinations. This may involve developing unique programs, special activities, or creative promotions to attract tourists' attention.

b. Environmental Uncertainty

Environmental factors, such as extreme weather or natural disasters, can negatively impact tourist visits. Management needs to design risk mitigation plans to address this uncertainty. This may include developing disaster-resistant infrastructure, providing real-time information to tourists, and adjusting tourism activities according to environmental conditions.

c. Policy Changes

The possibility of changes in regulations or policies at the local, national, or international levels can affect the tourism industry, including Istana Amal Beach. Management needs to stay up-to-date with current regulations and have the flexibility to adjust marketing strategies according to potential policy changes. A good understanding of the regulatory environment will help management anticipate and respond to changes quickly.

B. Discussion

1. Marketing Communication

The managers of Istana Amal Beach Tourism employ social media platforms as integral tools for marketing communication, strategically disseminating information and engaging with their target audience. Leveraging the official social media accounts of Pantai Istana Amal, the management team crafts compelling content posts to showcase a diverse array of events hosted at the destination. These events span a spectrum of recreational activities, ranging from live music performances to poundfit sports and aerobics sessions, designed to cater to the varied interests of potential visitors. By effectively communicating the schedule and highlights of these events through social media channels, Istana Amal Beach Tourism aims to capture the attention of its audience and pique their interest in experiencing the vibrant atmosphere firsthand.

In executing their social media strategy, the marketing team of Pantai Istana Amal adopts a multi-platform approach to maximize visibility and engagement. Platforms such as Instagram, Facebook, TikTok, and YouTube serve as primary channels for disseminating promotional content and interacting with users. Instagram and Facebook, with their expansive user bases and diverse content formats, provide ample opportunities for showcasing captivating visuals and sharing event updates in real-time. TikTok, known for its short-form video content and viral trends, offers a dynamic platform for showcasing the energetic ambiance and exciting activities available at Istana Amal Beach. Furthermore, YouTube serves as a repository for longer-form content, allowing for in-depth coverage of events and providing potential visitors with comprehensive insights into the destination's offerings.

The active utilization of social media platforms enables Pantai Istana Amal to foster a strong online presence and cultivate a sense of community among its audience. Through consistent and engaging content updates, the tourism management effectively communicates the unique value proposition of the destination and cultivates anticipation for upcoming events. Moreover, by encouraging user-generated content and facilitating two-way communication, Istana Amal Beach Tourism fosters meaningful interactions with visitors, enhancing their overall experience and fostering brand loyalty.

The strategic deployment of social media as a marketing communication tool underscores Istana Amal Beach Tourism's commitment to embracing digital

innovation and adapting to changing consumer preferences. By leveraging the vast reach and interactive nature of social platforms, the destination effectively extends its reach beyond traditional marketing channels and connects with a global audience of potential visitors. As the tourism landscape continues to evolve in an increasingly digital-centric era, the proactive utilization of social media remains essential for maintaining relevance, driving engagement, and ultimately, driving visitor traffic to Istana Amal Beach.

(Aesthetika, 2012) noted that the tourism promotion strategy for Pulau Bawean is carried out through the implementation of the Molod Bawean festival, aiming to invite the dispersed Bawean community from various regions and countries. Although the number of festival participants may be limited, the goal of promoting Pulau Bawean is achieved. The success of the Molod Bawean Festival 2011 is considered an effective tourism promotion method for Pulau Bawean.

(Sa'diya, 2018) stated that tourism events can serve as promotional tools capable of attracting tourist interest, thereby increasing visits to a particular area. (Pakarti, 2017) emphasizes that every region with potential natural attractions can utilize them to organize special events, which can serve as an additional attraction to increase the number of tourist visits, as seen in Banyuwangi Regency. The success of an event is considered an effective promotional tool to increase the number of tourist visits.

This finding aligns with the approach adopted by the managers of Istana Amal Beach in promoting their tourist attraction. The managers also organize various events, including live music performances, holiday celebrations, music concerts, aerobics sessions, and poundfit sports to attract visitors.

(Prastiyanti, 2019) noted that the Special Region of Yogyakarta Tourism Office utilizes various promotional media, including advertising through print media, electronic media, and modern media such as social media. The use of social media by the Yogyakarta Tourism Office involves platforms, such as websites, Instagram, Twitter, Facebook, and YouTube as tools to promote various tourist attractions in Yogyakarta. (Zulmi, 2015), in his efforts to promote tourism in the Special Region of Yogyakarta, created practical applications used by the community to actively participate on various social media platforms, including Twitter with accounts like @Libjog, @JogjaUpdate, @kulinerjogja, and fan pages on Facebook, LinkedIn, and other social media platforms. The social influence of the messages conveyed by

tourism actors can trigger periodic or increased social responses from tourists.

The findings from this research resonate with previous studies, highlighting the paramount importance of social media platforms in contemporary tourism promotion strategies. In line with these findings, the managers of Istana Amal Beach Tourism have adopted a robust reliance on various social media channels to effectively disseminate promotional content and engage with potential visitors. Particularly, platforms such as Instagram, Facebook, YouTube, and TikTok serve as pivotal tools in their promotional endeavors, enabling them to reach a wide and diverse audience base. Through strategic management of accounts such as @pantaiistanaamal on Instagram, Pantai Istana Amal PPU on Facebook, Pantai Istana Amal on YouTube, and @pantaiistanaamal on TikTok, the tourism managers actively showcase the attractions, events, and unique offerings of Istana Amal Beach to entice prospective visitors.

The emphasis on social media platforms as primary channels for tourism promotion aligns with the evolving landscape of digital marketing and consumer behavior. By capitalizing on the widespread usage and interactive nature of platforms such as Instagram, Facebook, YouTube, and TikTok, Istana Amal Beach Tourism effectively harnesses the power of visual storytelling and user engagement to create compelling narratives about their destination. Moreover, the accessibility and convenience offered by these digital platforms enable the tourism managers to maintain real-time communication with their audience, respond to inquiries, and adapt their promotional strategies in accordance with emerging trends and feedback.

However, an analysis of social media engagement reveals both opportunities and challenges. On the positive side, social media platforms provide a space for dynamic and interactive engagement with potential tourists. High-quality visuals, engaging stories, and timely responses to comments and messages can significantly enhance the connection between the destination and its audience. User-generated content, such as reviews and photos, further amplifies authenticity and trust.

Despite these advantages, there are also limitations to consider. The effectiveness of social media engagement heavily depends on the quality and consistency of content. Posts that fail to captivate the audience or engage them in meaningful ways may be overlooked in the crowded social media landscape. Additionally, changes in social media algorithms can reduce the visibility of content, making it challenging to reach the desired audience without paid promotions. Furthermore, measuring the impact of social media engagement on actual tourist visits

can be difficult, as engagement metrics do not always directly translate into increased visitor numbers.

To address these challenges, Istana Amal Beach Tourism should continually assess their social media strategy, focusing on creating high-quality, engaging content and exploring diverse ways to interact with their audience. By doing so, they can maximize the potential of social media platforms to attract and retain tourists.

In conclusion, the integration of social media into tourism promotion activities represents a strategic approach embraced by Istana Amal Beach Tourism, mirroring findings from previous research. Leveraging platforms such as Instagram, Facebook, YouTube, and TikTok enables the destination to extend its reach, enhance engagement, and cultivate a positive brand image in the competitive tourism market. As social media continues to evolve and play an increasingly central role in consumer decision-making processes, the proactive utilization of these platforms remains instrumental in driving visitor interest and ultimately, bolstering the success of Istana Amal Beach as a sought-after tourist destination.

2. Tourism Marketing Communication

The function of tourism marketing activities carried out by the managers of Istana Amal Beach Tourism focuses on strategic functions. The primary objective of the promotions implemented by these managers is to make informed decisions to increase the number of tourist visits, both at the local and national levels. In the context of marketing communication strategy, various forms of activities and marketing communication steps are required so that the messages conveyed can reach the intended targets accurately and effectively. Two-way marketing communication is an approach involving interaction between tourism managers and their audience, allowing information flow to occur in both directions.

Live Q&A on social media: The managers of Istana Amal Beach actively communicate with visitors through social media platforms such as Instagram and Facebook. They respond to visitors' questions with direct answers, provide additional information, and create positive interactions. This fosters a closer relationship between the managers and visitors, enhances trust, and provides a more personalized experience.

Tourist-Centric Content: The managers of Istana Amal Beach tourism present tourist-centric content, such as photos and travel stories from visitors' experiences at the beach. By sharing these positive experiences of tourists, they not only promote the

destination in a more authentic manner but also engage the community in building a positive image of the destination.

Live Streaming of Events and Activities: Through platforms like Instagram or YouTube, the managers of Istana Amal Beach conduct live streaming of ongoing events and activities at the beach. This allows visitors the potential to participate virtually, adding an interactive element to the promotion. Live streaming also enables managers to answer questions in real-time and connect more closely with the audience.

Satisfaction Surveys and Feedback: The tourism managers regularly conduct satisfaction surveys and gather feedback from visitors. By doing so, they can evaluate visitor experiences, identify areas for improvement, and respond to the needs and expectations of tourists. The results of these surveys can also serve as a basis for enhancing the quality of services and promotions. Through various forms of two-way marketing communication, Istana Amal Beach not only provides information to visitors but also opens channels to listen and respond to their needs and expectations, creating better engagement and fostering sustainable relationships.

The marketing communication steps are carefully designed to ensure that the messages conveyed by tourism managers reach the target audience accurately and effectively. Here are the stages in marketing communication.

The responsible party and manager of Istana Amal Beach strive to identify the target audience, as through this identification, they can understand market segmentation, set target markets, and determine product positioning. The target audience for this tourist attraction involves local, national, and international communities.

(Mardhiyani, 2020) states that media selection is related to identifying the target audience that becomes the focus of the campaign. The Semarang City Tourism Office divides its target audience into two groups: local tourists and international tourists. The primary target for local tourists is millennials under 40 years old, while the secondary target is those above 40 years old. However, in this research, the focus is only on local and national tourists.

In the promotion strategy, message design is the second indicator used to achieve promotional goals. At this stage, the managers of Istana Amal Beach tourism need to consider that the messages conveyed through media must be carefully designed to arouse the interest and attention of tourists.

(Mardhiyani, 2020) notes that the messages conveyed include all information related to events or activities in Semarang City, including those held at tourist sites as well as outside tourist sites. Similar practices are also carried out by the Managers of Istana Amal Beach Tourism, who inform about events or activities taking place at Istana Amal Beach.

The communication channels used by the managers of Istana Amal Beach tourism include social media platforms, such as Instagram, Facebook, TikTok, and YouTube. (Mardhiyani, 2020) emphasizes that the Facebook platform is used as a communication channel to support the secondary target, namely individuals above 40 years old. Various social media platforms, such as Facebook, Instagram, Twitter, and YouTube, are used to disseminate information with the hope of explaining and promoting various relevant aspects. On the other hand, smartphone applications, such as Wis Semar and My Semarang Travel Guide, are specifically focused on presenting information related to tourist destinations, including attractions, facilities, and infrastructure available at those destinations.

The method applied to determine the budget in marketing communication by the managers of Istana Amal Beach Tourism is to use an affordable method, which involves setting a budget amount that aligns with the capability of the responsible party and the managers of the tourist destination to spend.

3. Tourism Marketing Communication Strategy

In the realm of tourism management, the effectiveness of marketing communication strategies holds paramount importance in attracting visitors and promoting destinations. Istana Amal Beach Tourism, like many other tourism entities, prioritizes two predominant approaches: pull strategy and push strategy. These strategies aim to entice potential visitors and stimulate their interest in visiting the destination through different mechanisms.

According to (Mardhiyani, 2020), the Department of Culture and Tourism (Disbudpar) of Semarang City employs a pull strategy as part of its marketing endeavors, representing a passive approach. This strategy entails disseminating information about events and attractions across various social media platforms, including Facebook, Twitter, Instagram, and Youtube. By proactively sharing engaging content, Disbudpar endeavors to capture the attention of the public and encourage them to explore the offerings of Semarang. The utilization of social media platforms is particularly emphasized due to their cost-effectiveness and broad reach,

allowing for the creation of compelling content without substantial financial investment.

Moreover, disbudpar Semarang supplements its social media efforts by leveraging smartphone applications downloadable via the Google Play Store. These applications, namely Wis Semar, My Semarang Travel Guide, and Semartix, serve as additional channels to disseminate information, provide guidance, and enhance the overall visitor experience. The integration of these digital tools underscores the department's commitment to embracing technological advancements and catering to the evolving preferences of modern travelers.

The research findings of (Mardhiyani, 2020) resonate with the strategic approach adopted by the managers of Istana Amal Beach tourism. Similarly, they employ a pull strategy centered around social media platforms to engage with prospective visitors and stimulate interest in the destination. By aligning with contemporary marketing practices and harnessing the power of digital platforms, both entities strive to establish a strong online presence, foster meaningful connections with their target audience, and ultimately drive visitor traffic to their respective locales.

In conclusion, the strategic deployment of pull strategy through social media channels represents a pivotal component of contemporary tourism management. By embracing innovative communication approaches and leveraging digital platforms, destinations can effectively showcase their offerings, cultivate interest among travelers, and position themselves competitively in the dynamic tourism landscape. As consumer behavior continues to evolve in the digital age, ongoing adaptation and refinement of marketing communication strategies are imperative for sustained success in the tourism industry.

CHAPTER IV
CONCLUSION

A. Summary

Based on the research conducted by the researcher regarding the efforts of Tourism Managers in increasing the number of tourist visits to Istana Amal Beach through Marketing Communication strategies, it can be concluded that.

1. The marketing communication strategy of Istana Amal Beach tourism employs both pull and push approaches. They actively utilize social media as a means to attract tourists and invite them to visit the tourism destination. With this approach, the managers of Istana Amal Beach tourism apply a pull strategy by relying on the allure and uniqueness of their destination, while also implementing a push strategy through active efforts on social media. In this way, they hope to reach a wider audience and provide a positive impetus for potential tourists to choose Istana Amal Beach as their destination.

   However, despite these efforts, the effectiveness of social media use can be limited by several factors. Firstly, the saturation of social media platforms with numerous tourism promotions can make it challenging for Istana Amal Beach to stand out. Additionally, if the social media content lacks engagement or fails to effectively showcase the unique aspects of the destination, it may not capture the attention of potential tourists. Furthermore, the reliance on social media algorithms can also be a limitation, as changes in these algorithms can affect the visibility of posts. Lastly, the target audience's demographics and their preferred platforms may not align with the social media channels being used, reducing the overall reach and impact of the marketing efforts.

   Despite these challenges, the use of social media remains a valuable component of the overall marketing strategy. By addressing these limitations and continuously refining their approach, Istana Amal Beach tourism can enhance its social media presence and attract more visitors.

2. Supporting factors for the tourism marketing communication strategy involve the utilization of social media, collaboration with music enthusiasts, and the organization of poundfit and aerobic exercise activities. Social media serves as an effective channel to reach target audiences, while collaboration with enthusiasts in music and sports provides added value and unique appeal. However, hindering

factors for this strategy lie in the social and cultural environmental conditions, which can pose challenges in conveying tourism marketing messages. By understanding and managing supporting factors and overcoming obstacles, the managers of Istana Amal Beach Tourism can enhance the effectiveness of their communication strategy.

B. Research Limitations

This research has limitations focused on the communication strategy of marketing Istana Amal Beach tourism aimed at increasing visitor numbers. Throughout the research process, the researcher encountered several challenges, including difficulties in scheduling interviews with informants who are owners of Istana Amal Beach due to their busy schedules. Furthermore, the research informants do not have an educational background in marketing management, limiting their understanding of tourism marketing strategies. This obstacle affects the level of knowledge that can be obtained from informants regarding the tourism marketing strategies of Istana Amal Beach. Nevertheless, this research still contributes to understanding the efforts of marketing communication in tourism destinations.

In addition to these logistical challenges, the research does not address other significant aspects, such as environmental or ecotourism issues, which are increasingly important in contemporary tourism marketing. Furthermore, the study does not explore the potential impact of the development of the new capital city (IKN) in East Kalimantan on tourism strategies. These limitations suggest areas for future research that could provide a more comprehensive understanding of the factors influencing tourism marketing at Istana Amal Beach. Nevertheless, this research still contributes to understanding the efforts of marketing communication in tourism destinations.

C. Recommendation

Based on the conclusions drawn above, the researcher can provide the following recommendations:

1. It is recommended that Istana Amal Beach Tourism establish close partnerships with various sectors within the tourism industry as well as other significant sectors in East Kalimantan, such as the oil and gas industry. The success of this cross-sector cooperation can enhance synergy and provide visitors with a more comprehensive tourism experience. Additionally, it is recommended that the management of Istana Amal Beach develop and

implement the Sapta Pesona Wisata program. This program involves seven elements of tourist attractions: safety, order, cleanliness, coolness, beauty, friendliness, and memories. By implementing the Sapta Pesona concept, it is hoped that this destination can provide an unforgettable experience and enhance its attractiveness in the eyes of tourists.

Focusing on partnerships not only within the tourism industry but also with other dominant industries in East Kalimantan, such as oil and gas, is crucial. The oil and gas industry, for example, can contribute through corporate social responsibility (CSR) programs that support infrastructure and tourism promotion. Establishing partnerships with various industries ensures that Istana Amal Beach Tourism can leverage diverse resources and expertise, creating a more appealing and well-rounded destination for visitors.

2. Human Resources Development: enhancing the knowledge and skills of the team involved in tourism marketing can support the effectiveness of the strategy. Training and development programs can help overcome limitations in implementing communication strategies.

3. The next researcher is expected to conduct an in-depth analysis of tourist segments, conducting more detailed research regarding the preferences, behaviors, and motivations of tourists visiting Istana Amal Beach. A more comprehensive understanding of this segment can assist managers in directing marketing strategies more specifically and effectively.

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APPENDIX

A. Documentation

B. Cover letter for research at istana amal beach tourism

UNIVERSITAS ISLAM INDONESIA

FAKULTAS PSIKOLOGI & ILMU SOSIAL BUDAYA

Gedung Dr. Soekiman Wirjosandjojo
Kampus Terpadu Universitas Islam Indonesia
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T. (0274) 898444 ext. 2106, 2114
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E. fpisb@uii.ac.id
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Tanggal : 24 Oktober 2023
Nomor : 1742/DEK/70/DAA/X/2023
Hal : Permohonan Izin Pengambilan Data Skripsi

Yth. Kepala Pimpinan Wisata Pantai Istana Amal,
Tlk Jalan PU lama, kilometer 03, Penajam, Kabupaten Penajam Paser Utara,
Kalimantan Timur 76142

Assalamualaikum Wr. Wb

Dalam rangka mempersiapkan mahasiswa untuk menempuh ujian, bagi setiap mahasiswa diwajibkan membuat skripsi/tugas akhir.

Sehubungan dengan hal tersebut diperlukan data, baik dari Instansi Pemerintah maupun Swasta. Selanjutnya kami mohon izin penelitian/pengambilan data mahasiswa Fakultas Psikologi dan Ilmu Sosial Budaya Universitas Islam Indonesia tersebut dibawah ini :

Nama Mahasiswa	: Alfin Kurniawan
Nomor Induk Mahasiswa	: 20321275
Program Studi	: Ilmu Komunikasi
Pembimbing	: Dr.rer.soc. Masduki, S.Ag., M.Si.
Judul Skripsi	:

"THE MARKETING COMMUNICATION STRATEGY OF ISTANA AMAL BEACH TO INCREASE THE NUMBER OF TOURISTS BY THE TOURISM MANAGER IN PENAJAM PASER UTARA REGENCY"

Demikian permohonan kami, atas perhatian dan bantuan Bapak/Ibu/Saudara/i kami ucapkan terimakasih.

Wassalamualaikum Wr. Wb

Dekan Fakultas Psikologi dan Ilmu Sosial Budaya
Universitas Islam Indonesia

UNIVERSITAS ISLAM INDONESIA FAKULTAS PSIKOLOGI DAN ILMU SOSIAL BUDAYA YOGYAKARTA

Dr. Phil. Qurotul Uyun, S.Psi., M.Si., Psikolog

NIP: 963200102

C. Interview Question

DAFTAR PERTANYAAN PENELITIAN SKRIPSI

JUDUL:
THE MARKETING COMMUNICATION STRATEGY OF AMAL BEACH TO INCREASE THE NUMBER OF TOURISTS BY THE TOURISM MANAGER IN PENAJAM PASER UTARA REGENCY

Nama Informan : Pengelola atau pemilik Wisata dan Tim Pemasaran Wisata
Jabatan :
Alamat :
Nomor HP :
Waktu :
Tanda Tangan :

1. Bagaimana sejarah awal mula terbentuknya wisata Pantai Amal?
2. Mengapa dinamakan Pantai Amal?
3. Seperti apa Profil wisata Pantai Amal dan Brandingnya?
4. Struktur organisasi pengurus wisata Pantai Amal?
5. Visi, misi, dan tujuannya membangun wisata Pantai Amal?

A. Perencanaan Pemasaran Pariwisata Dalam Mempromosikan Pariwisata Pantai Amal.

1. Bagaimana potensi pariwisata Pantai Amal?
2. Apa saja kelebihan objek wisata Pantai Amal dibandingkan objek wisata lainnnya yang ada di Kabupaten Penajam Paser Utara?
3. Berapakah jumlah wisatawan yang berkunjung setiap tahunnya?
4. Apakah selalu ada peningkatan wisatawan yang bekunjung dari tahun ketahun?
5. Apa saja daya Tarik dari wisata Pantai Amal?
6. Apakah ada program atau diskon khusus yang digunakan untuk menarik lebih banyak wisatawan?
7. Bagaimana perencanaan promosi pemasaran pariwisata dalam wisata pantai amal?
8. Apa visi, misi, dan tujuan dari pemasaran pariwisata pantai amal?
9. Siapa saja yang terlibat langsung dalam proses perencanaan promosi pemasaran pariwisata pantai amal di kabupaten penajam paser utara?

10. Siapa saja yang terlibat langsung dalam pelaksanaan kegiatan dalam wisata pantai amal di kabupaten penajam paser utara?

11. Product.

1. Bisa Anda jelaskan dengan lebih detail apa yang membuat Pantai Amal unik dibandingkan dengan destinasi wisata pantai lainnya?
2. Bagaimana Anda merencanakan dan mengelola fasilitas dan layanan yang ditawarkan di Pantai Amal untuk memastikan pengalaman yang memuaskan bagi pengunjung?
3. Apa jenis aktivitas atau atraksi khusus yang tersedia di Pantai Amal untuk menarik wisatawan?

12. Price

1. Bagaimana Anda menentukan harga tiket masuk atau biaya akses ke Pantai Amal? Apakah ada strategi penetapan harga khusus yang Anda terapkan?
2. Apakah ada diskon atau paket khusus yang ditawarkan kepada kelompok atau pelanggan reguler?
3. Bagaimana Anda memastikan bahwa harga yang Anda tetapkan sepadan dengan nilai yang diberikan kepada pengunjung?

13. Place

1. Bagaimana Pantai Amal dapat diakses oleh pengunjung? Apakah ada sarana transportasi atau aksesibilitas yang perlu diperhatikan?
2. Bagaimana Anda merencanakan dan mengelola fasilitas parkir dan akomodasi di sekitar Pantai Amal?
3. Apakah ada upaya untuk mempromosikan ekowisata atau pelestarian lingkungan di sekitar Pantai Amal?

14. Promotion

1. Apa strategi promosi yang Anda terapkan untuk meningkatkan kesadaran masyarakat tentang Pantai Amal sebagai tujuan wisata?
2. Bagaimana Anda menggunakan media sosial, situs web, atau kampanye iklan untuk mempromosikan Pantai Amal?
3. Apakah Anda menjalin kerja sama dengan agen perjalanan atau mitra bisnis lainnya untuk memasarkan Pantai Amal?
4. Bagaimana Anda mengelola acara khusus atau promosi untuk menarik lebih banyak pengunjung selama musim tertentu?

B. Proses Strategi Komunikasi Pemasaran Pariwisata Pantai Amal di Kabupaten Penajam Paser Utara.

1. Apakah ada mengidentifikasi khalayak yang dituju?
   Bagaimana Prosesnya?
2. Apakah ada menentukan tujuan komunikasi?
   Bagaimana Prosesnya?
3. Apakah ada merancang pesan?
   Bagaimana Prosesnya?
4. Apakah ada memilih saluran komunikasi?
   Bagaimana Prosesnya?
5. Apakah ada menentukan total anggaran promosi?
   Bagaimana prosesnya?
6. Apakah ada membuat keputusan atas bauran promosi (promotion mix)?
   Bagaimana Prosesnya?
7. Apakah ada mengukut hasil promosi tersebut?
   Bagaimana prosesnya?
8. Apakah ada mengelola dan mengoordinasi proses komunikasi terintegrasi?
   Bagaimana prosesnya?

C. Proses Promosi Pemasaran Pariwisata Pantai Amal.

1. Apakah ada menggunakan Advertising?
   a. Apa tujuannya (awarnes, interest, loyalty)?
   b. Bagaimana penentuan anggaran pertiap media? (preproduction, production, post production dan launching)?
   c. Bagaimana penetapan pesan dan visual?
   d. Jenis media apa saja yang digunakan? Bagaimana prosesnya?
2. Apakah ada menggunakan Hubungan Masyarakat (Public Relation)?
   Bagaimana Prosesnya?
3. Apakah ada menggunakan Personal Selling?
   Bagaimana prosesnya?
4. Apakah ada menggunakan Sales Promotion?
   Bagaimana prosesnya?
5. Apakah ada menggunakan Direct Marketing?
   Bagaimana prosesnya?

6. Apakah ada menggunakan Social Media Marketing?
   Bagaimana prosesnya?
7. Apakah ada menggunakan Word-of-Mouth Marketing?
   Bagaimana prosesnya?
8. Apakah ada menggunakan Content Marketing?
   Bagaimana Prosesnya?
9. Apakah ada menggunakan Influencer Marketing?
   Bagimana prosesnya?

D. Keadaan Kunjungan Wisatawan

1. Bagaimana kondisi kunjungan wisatawan?
2. Bagaimana hasil pelaksanaan kegiatan promosi Pantai Amal kaitannya dengan target kunjungan yang diharapkan, apakah sesuai dengan perencanaan?

E. Evaluasi

1. Apakah ada dilakukan evaluasi terhadap kegiatan-kegiatan promosi Pantai Amal?
2. Seperti apa harapan kedepannya bagi Pantai Amal di Kabupaten Penajam Paser Utara?
3. Apa kendala atau tantangan yang Anda hadapi dalam mengimplementasikan strategi komunikasi pemasaran?
4. Apakah ada factor pendukung dan factor penghambat dalam melakukan proses pemasaran pariwisata?

DAFTAR PERTANYAAN UMUM WAWANCARA KEPADA PENGUNJUNG TENTANG STRATEGI KOMUNIKASI PEMASARAN PARIWISATA PANTAI AMAL DI KABUPATEN PENAJAM PASER UTARA

A. Identitas

Nama Informan	: Pengunjung Wisata Pantai Amal
Umur	:
Alamat	:
Nomor HP	:
Tanda Tangan	:

B. Pengalaman

1. Berapa kali anda berkunjung ke Pantai Amal?
2. Kapan anda terakhir berkunjung ke Pantai Amal?
3. Seberapa sering anda berkunjung?
4. Dari mana anda mengetahui tentang wisata Pantai Amal di Kabupaten Penajam Paser Utara?
5. Apa tujuan utama anda berwisata ke Pantai Amal? (olahraga, mendapatkan ketenangan, kesegaran, kesejukan, keramaian, kuliner?.
6. Apa yang mendasari/motif memilih Pantai Amal menjadi destinasi untuk berwisata?
7. Apa kesan tentang pariwisata Pantai Amal? Apa pengalaman yang paling di ingat selama di Pantai Amal?
8. Apakah anda merasa aman dan nyaman mulai dari datang, hingga Kembali dari wisata Pantai Amal?
9. Bagaimana pelayanan pelaku wisata di tempat wisata?
10. Apakah biaya dipantai amal mulai dari tiket masuk, kuliner, dan penginapan termasuk murah atau mahal dibandingkan dengan pelayanannya?
11. Apa yang khas dari wisata Pantai Amal? (pasir putih, pantai bersih, suasana sejuk, pelayanannya).

C. Promosi Pariwisata Pantai Amal

1. Apakah anda pernah mendengar tentang promosi wisata Pantai Amal di Kabupaten Penajam Paser Utara? Dari mana anda mengetahuinya. Apakah melalui media seperti iklan/berita di TV, Radio, Surat Kabar, Spanduk, Baliho, Stiker dll?
2. Apakah anda tau tentang keberadaan Pantai Amal di Kabupaten Penajam Paser Utara?
3. Apakah kegiatan acara atau permainan di Pantai Amal perlu dibuat/ditambah dalam mendukung pariwisata di Kabupaten Penajam Paser Utara?
4. Hal seperti apa menurut anda yang perlu dilakukan Pengelola Pariwisata dan pihak terkait dalam memasarkan dan mempromosikan pariwisata Pantai Amal ini? (Jenis media, Isinya apa saja, waktunya yang tepat kapan, dan dimana cocoknya promosi pariwisata Pantai Amal dilakukan?).

D. Kendala dan Saran

1. Apa keluhan anda selama berwisata di Pantai Amal, termasuk jika anda melakukan permainan di Pantai Amal? (termasuk pelayanan dan fasilitas) missal: pelayanannya kurang ramah, fasilitasnya kurang lengkap.
2. Apa masukannya/harapannya untuk menarik minat wisatawan datang ke wisata Pantai Amal kedepan (pelaku wisata, masyarakat)? Hal apa saja yang perlu dibenahi dalam hal produk, tempat, harga, dan promosi.
3. Setelah berwisata ke Pantai Amal, cocoknya kepada wisatawan seperti apa? (jenis kelamin, umur, pekerjaan, penghasilan, budaya)
4. Apa yang perlu dikembangkan untuk menarik wisatawan?
5. Apa yang membuat anda tertarik dan ingin Kembali ke Pantai Amal? Misalnya: Pemandangan, pelayanannya.