

IMPLEMENTATION OF TOURISM PROMOTION ON VISITING LOCAL TOURISTS AT THE CAMPLONG SAMPANG TOURISM BEACH

Iwan Setiawan, Zunan Setiawan,
Salamatun Asakdiyah, Agus Siswanto
Master of Management
Ahmad Dahlan University
Yogyakarta

Abstract

The purpose of this study is to use quantitative research methods to analyze and test the implementation of tourism promotion for local tourists visiting Camplong Sampang Beach. The population in this study are individuals, used to verify of SPSS version 21.0 tests. The result of coefficient determination of R squared 0.916, which shows that 91.6% of customer satisfaction depends on advertising (X1), sales promotion (X2) and direct marketing, while the rest of 100% is 91.6% = 8.4%. Depends on other factors. The F-value obtained by the calculation results of the F-test is 131.506. According to the calculation results of, it is found that the t value of the advertising variable (X1) is 3.666, the significance level of is equal to 0.001, and the t count value of the sales promotion variable (X2) is 2.826. The significance level of is equal to 0.008, and for direct marketing (X3), t count is 2.757, and the significance level is 0.009. If you use the table t, to query everything, you will get a result with a significant value, that is and t; 0.005, so it can be concluded in that the three variables have significant and significant effects on the number of visits by tourists (Y) impact. The result of calculated by the t criterion shows that among the three variables, the advertising variable (X1) is the variable that has the greatest impact on tourists' visits to camplong tourist beach, accounting for a significant proportion.

Keywords: *Advertising, Sales Promotion, Direct Marketing, Tourist Visitor.*

INTRODUCTION

Indonesia is an archipelago country with natural beauty and tourist attractions that can promote the development of tourism. Indonesia's geographical location and its fascinating beauty and natural resources have enabled the government to control the tourism industry. The leading sector that can affect the growth of national income. Indonesia's tourism potential helps the country to promote economic development, thus, tourism has become an important aspect of the country's economic development. Tourism is the main choice for regional development and tourism development has undergone great changes in the structure, form, and nature of tourism activities such as destinations. Tourist attractions Indonesia has rich tourism potential, if each

facility is properly managed by the government and the parties surrounding the tourist facility, also it can promote the country's economic development, so the number of tourists will affect the country's foreign exchange growth.

Tourism is a different form as a basic human need and embodied in different activities carried out by tourists, supported by different objects, and services provided by communities, businessmen, and countries (Suryadana and Octavia, 2015). In this case, the role of advertising strategy is necessary for tourism planning. Tourism planning is very important, because the tourism phenomenon is becoming more complex, popular, and competitive. The promotion of tourism destination is increasing not only in Indonesia but also in other countries. Tourism affects everyone in a given community, everyone involved in tourism must participate in the tourism planning process, so that Indonesia's tourism industry can compete with other countries. Tourism is one of the industries currently developing in Indonesia, based on entrepreneurial perspective, the development not only develop one part, but also have a positive impact on multiple parts, such as the community, business people, and the government.

Tourism is an interesting activity characterized by spending money or engaging in consumption activities (Heriawan, 2004). On Madura Island, the development of tourist attractions is also growing rapidly, improvements in conditions, and infrastructure continue to produce tourist attractions that can attract tourists. One of Madura's most interesting especially Sampang City, is a trip to Camplong Beach. Unfortunately Camplong's tourist beaches are still rarely visited by tourist, which of course will reduce the number of visitors, because the main promotion activities have a great impact on the product offering. According to Hapsari (2010: 12), advertising is an attempt by a seller or manufacturer to inform a buyer or consumer of a product or service so that the buyer or consumer is interested in buying the sold product or service. Advertising is a company's efforts or actions to inducing buying or using products by inviting, and persuading potential consumers to display products. Decision making can be seen as the activity of consumers purchasing decision (Kotler and Armstrong, 2003: 224). It can be used to promote products such as advertising, promotions, publications, personal, and direct sales. Referring to the formulation of the problem, the theoretical review and the framework described above, the hypotheses proposed in this study are:

H1. Advertise has a positive impact in tourist visitor.

H2. Sales Promotion has a positive impact in tourist visitor.

H3. Direct Marketing has a positive impact in tourist visitor.

Reseach Model

X1

X2

X3

Source: *Previous Research*

RESEARCH METHODS

This study use of quantitative methods, specifically to show way of means of measuring the connection among variables, in order that statistics may be received within side the shape of

numbers and analyzed in statistical order (Noor, 2011). The topics studied had been nearby vacationers touring, the implementation of tourism advertising for nearby traveller visits to the camplong traveller seaside. The populace on this look at had been folks that got here and visited the seaside tourism camplong. The respondents sampling approach is unintended sampling, that is a sampling approach primarily based totally on chance. Every person who coincidentally meets a researcher may be used as a pattern, if it's far appropriate to be used as a statistics source (Sugiyono, 2012: 82). The technique in gathering statistics on this look at makes use of a survey technique via way of means of dispensing questionnaires immediately to clients who go to the camplong traveller seaside. To check the instrument, validity and reliability checks had been used the usage of the SPSS 21.

RESULT

Based on the overall sample of methods, item need to serves as a transient manual or solution that also must be tested proper in reality. The consequences acquired, the direct marketing variable acquired a price with a good sized stage of 0.001 smaller than 0.05, this means variable has a fantastic impact on visitor to the Sampang camplong beach. The higher is intensified in advertising, the extra it's going to have an effect on the extent of visitor visits. From the consequences of the study, the income promoting variable acquired a price with a good sized stage of 0.008, smaller than 0.05, this means that that this variable has a fantastic impact on visitor to the Sampang camplong beach. From the consequences of the study, the advertising variable acquired a price with a good sized stage of 0.009, smaller than 0.05, this means that that this variable has a fantastic impact on visitor visits to the Camplong Sampang visitor beach. When direct advertising is certainly taken into consideration and implemented well in advertising. It may be concluded that direct marketing, income promoting, and direct advertising variables concurrently have an effect on visitor to the Sampang Kamplong beach. The maximum dominant variable with a good sized fantastic impact is direct marketing variable.

DISCUSSION

Based on the research data collected for both the dependent variable of tourist visits (Y) and the advertising free variable (X1) sales promotion (X2) direct marketing (X3) which was processed using by SPSS 21 program. The results of the multiple regression calculation are obtained as follows.

Table 1. Recapitulation of Multiple Regression Analysis Results Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	0,3090,493	0,238		1,298	0,202
X1(advertisement)	0,329	0,134	0,390	3,666	0,001
X2 (sales promotion)	0,299	0,016	0,329	2,826	0,008
X3 (direct marketing)		0,108	0,286	2,757	0,009

Source: *Processed data* (2021)

Based on the results of data processing with SPSS 21 program, the results of the t test can be obtained, which are summarized in the following table:

Table 2. Partial Test Results (t test) Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	S
	B	Std. Error	Beta		
1 (Constant)	0,309	0,238		1,298	0,202
X1 (advertisement)	0,493	0,134	0,390	3,666	0,001
X2 (sales promotion)	0,329	0,116	0,329	2,826	0,008
X3 (direct marketing)	0,299	0,108	0,286	2,757	0,009

Source: *Processed data* (2021)

The effect of advertising (X1) on tourist visits to the camplong beach are the presentation of non personal information about a product, brand, company, or store for a certain fee. The advertisement usually shows the sponsoring organization (Peter and Olson 2000:181). The effect of advertising (X1) on tourist visits, can be seen from the value of the advertising variable coefficient (X1) which is worth 0.493. This means that advertising (X1) has a positive relationship with tourist visits, so that every unit increase in the amount of commitment, tourist visits also increase by 0.493 or 49.3% assuming other variables are considered constant. Based on the results of the coefficient determination test, the amount of Adjust R Square is 0.909 or 90.9% which means that the independent variable (advertising) in this regression model has a very strong influence on the dependent variable (tourist visits).

Furthermore, based on the results of the t test analysis (partially) it is known that the advertising variable (X1) obtained t of 3.666 with a significant level of 0.001. The test results show that the significant value is 0.001 < t table 2.434, so it can be concluded that the advertising variable has a significant influence on customer satisfaction. This identifies that advertising has an important influence on tourist visits to the camplong beach, which means that there is still a need for treatment and improvement in advertising the camplong beach in order to increase tourist visits.

The effect of advertising (X1) on tourist visits to the camplong beach

Advertising is the presentation of non-personal information about a product, brand, company, or store for a certain fee. The advertisement usually shows the sponsoring organization. (Peter and Olson 2000:181). The effect of advertising (X1) on tourist visits, can be seen from the value of the advertising variable coefficient (X1) which is worth 0.493. This means that advertising (X1) has a positive relationship with tourist visits, so that every 1 unit increase in the amount of commitment, tourist visits also increase by 0.493 or 49.3% assuming other variables are considered constant. Based on the results of the coefficient of determination test, it can be seen that the amount of Adjust R² is 0.909 or 90.9% which means that the independent variable (advertising) in this regression model has a very strong influence on the dependent variable (tourist visits).

Furthermore, based on the results of the t test analysis (partially) it is known that the advertising variable (X1) obtained t of 3.666 with a significant level of 0.001. The test results show that the significant value is 0.001 < 0.05 and the t value is 3.666 > t table 2.434, so it can be concluded that the advertising variable has a significant influence on customer satisfaction. This identifies that advertising has an important influence on tourist visits to the camplong tourist beach, which means that there is still a need for treatment and improvement in advertising the camplong tourist beach in order to increase tourist visits.

The effect of sales promotion (X2) on tourist visits to the camplong beach

Sales promotion is all marketing activities other than advertising, persona selling and direct marketing that stimulates consumer purchases and the effectiveness of agents such as exhibitions, performances, demonstrations and all sales efforts that are not carried out regularly. (Assauri 2007:268). The influence of sales promotion on tourist visits, can be seen from the coefficient value of the sales promotion variable (X2), which is worth 0.329. It means that sales promotion (X2) has a positive relationship with tourist visits, so that every time there is an increase of 1 unit in the amount of commitment, tourist visits also increase by 0.329 or 32.9%. Based on the results of the coefficient of determination test, it can be seen that the amount of Adjust R2 is 0.909 or 90.9% which means that the independent variable (sales promotion) in this regression model has a strong enough influence on the dependent variable (tourist visits). Furthermore, based on the results of the t test (partially) it is known that the sales promotion variable (X2) obtained t of 2,969 with a significant level of 0.004. If the test results show that the significant value is $0.004 < 0.05$ and the t value is $2.826 > t$ table 2.434, it can be concluded that the sales promotion variable has a significant influence on tourist visits.

The effect of direct marketing (X3) on tourist visits to the camplong beach

Direct Marketing is a marketing interactivity system that uses one or more marketing media to cause a measurable response effect from consumers. (Hermawan 2012:185). The influence of direct marketing on tourist visits, can be seen from the coefficient value of the direct marketing variable (X3), which is 0.299. This means that direct marketing (X3) has a positive relationship with tourist visits, so that every time there is an increase of 1 unit in the amount of commitment, tourist visits also increase by 0.299 or 29.9%. Based on the results of the coefficient of determination test, it can be seen that the amount of Adjust R2 is 0.909 or 90.9% which means that the independent variable (direct marketing) in this regression model has a strong enough influence on the dependent variable (tourist visits). Furthermore, based on the results of the t test (partially) it is known that the direct marketing variable (X3) obtained t of 2.757 with a significant level of 0.009. If the test results show that the significant value is $0.009 < 0.05$ and the t value is $2.757 > t$ table 2.434, it can be concluded that the direct marketing variable has a significant influence on tourist visits.

The most dominant variable or influence on tourist visits to the camplong beach

The most influential variables on tourist visits among advertising, sales promotion and direct marketing can be analyzed based on the regression coefficient values of each independent variable and the value of multiple linear regression hypothesis testing. The regression coefficient for the advertising variable is 0.493 with a significant level of $0.001 < 0.05$, the sales promotion variable is 0.329 with a significant level of $0.008 < 0.05$, while the direct marketing variable is 0.299 with a significant level of $0.009 < 0.05$. So it can be concluded that the variable that contributes the most dominantly to tourist visits to the beach tourism camplong is the advertising variable factor of 0.493 or 49.3%.

CONCLUSION

Based at the effects of the studies from the implementation of tourism merchandising to vacationer visits on the vacationer seaside of camplong Sampang, the researchers can deliver a few conclusions as follows:

Based at the effects of simultaneous testing (F check) acquired F count of 131.506 with a considerable degree of 0.000 (smaller than considerable 0.05), at the same time as the fee of F table is 2.86. This method that the fee of F count $131.506 > F$ table 2.86 and a considerable degree of $0.000 < 0.05$, hence indicating that the X variable (marketing and marketing, income merchandising and direct marketing) concurrently has a considerable impact on vacationer visits to the seaside tourism camplong, so in phrases of This speculation H1 on this thesis is usual and true.

Based on a partial check (t check), it indicates that marketing and marketing (X1), income merchandising (X2), and direct marketing (X3) in part have an effect on vacationer visits to the camplong vacationer seaside. So in this situation the H2 speculation on this thesis is usual and accurate due to the fact on this t-check the marketing and marketing variable is the maximum dominant variable with a t-rely degree of 3.666. 3. Based at the coefficient of willpower or R Square of 0.916, this indicates that 91.6% of purchaser delight is prompted with the aid of using marketing and marketing (X1), income merchandising (X2), and direct marketing (X3). Meanwhile, the last 8.4% is prompted with the aid of using different variables now no longer tested in different studies.

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