



The Role Of Promotion Mix On Visiting Decisions On Galesong Beach Tourism Takalar Regency, South Sulawesi, Indonesia

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Abstract. *The role of the promotion mix is crucial to the survival of a company or organization. Through a mixture of promotions, companies can inform and influence consumer or customer decisions just as they do with a beach tour. As for this study, it aims to measure the role of the mix of promotions carried out by coastal tourism galeong on the decision of visiting tourists. This research uses descriptive qualitative methods. Data is collected through interviews and observations. The results of the research showed that the coastal tourism management made adjustments to the role of the promotion mix. This adjustment is made by leveraging digital media and establishing good relationships with people, governments and end-users.*

Keywords: *Marketing Mix, Advertising, Sales Promotion, Direct Sales, Public Relation.*

Abstrak. Peran bauran promosi sangat penting dalam keberlangsungan suatu perusahaan maupun organisasi. Melalui bauran promosi, perusahaan dapat memberi informasi dan mempengaruhi keputusan konsumen atau pelanggan seperti yang dilakukan oleh wisata pantai galesong. Adapun penelitian ini bertujuan untuk mengukur bagaimana peran bauran promosi yang dilakukan oleh wisata pantai galeong terhadap keputusan berkunjung wisatawan. Penelitian ini menggunakan metode kualitatif deksriptif. Data dikumpulkan melalui wawancara dan dengan melakukan observasi. Hasil penelitian menggambarkan manajemen wisata pantai galesong melakukan penyesuaian terhadap peran bauran promosi. Penyesuaian ini dilakukan dengan memanfaatkan media digital dan menjalin hubungan yang baik dengan masyarakat, pemerintah dan para pengunjung.

Kata kunci: Bauran Promosi, Periklanan, Promosi Penjualan, Penjualan Personal, Hubungan Masyarakat.

1. INTRODUCTION

Currently tourism has become an industry that has many benefits to be developed, one of which is the benefit of developing the economic sector of an area, such as opening up employment opportunities, increasing community income, improving living standards, providing space for other sectors to develop such as the community's small business production sector, the transportation sector and hospitality services.

Our country is indeed rich with a variety of cultures and natural beauty. This is a great potential to become a tourist attraction. Various groups also believe that the Indonesian tourism sector offers interesting opportunities to be developed. Likewise with business prospects in the field of tourism. With so many tourism businesses open, service providers must be active to always know the developments that are happening in the community and what is needed by visitors so that they feel satisfied and will return to visit the tourist attractions, and do not forget to introduce their business to the public (Akbar, 2019).

Tourism in Indonesia is an important economic sector. During the pandemic, the tourism sector in Indonesia experienced suspended animation, but it bore sweet fruit in 2022, the number of foreign tourist visits (foreign tourists) and Nusantara tourists (Wisnus) managed to exceed the target. Kemenparekraf noted that in 2022 there were 5.5 million foreign tourist arrivals or above the target of 1.8-3.6 million arrivals. While the movement of tourists reached 800 million trips or above the target of 550 million trips (Media Keuangan, 2023).

Makassar has a very large beach so that the allocation of coastal areas and small islands as tourist attractions. Makassar's marine tourism is the flagship of the city of Makassar and is very prospective considering that Makassar City is the capital of South Sulawesi and is located on the southern coast which has 11 small islands. The number of Nusantara Tourist visits based on data from (Makassarkota, 2022) from 2019-2021, namely 2019 (4,458,448). 2020 (1,540,468), 2021 (1,695,183). Head of the Makassar Tourism Office Muhammad Roem said, the comparison of archipelago tourists with 2022 has increased quite well. More than 3.7 million tourists visited Makassar, South Sulawesi from January to October 2023. While the 2022 tourist movement was only 2.7 million people, meaning there was an increase of 900,000 movements. Overall increase of 4.2% (Media Kompas, 2023).

The number of visitors in a tourist spot will determine the number of sales that will be able to improve the company's financial performance. Therefore, the company must be able to influence the interest of tourists so that they are interested in coming to visit the tourist attractions. Success and achieving that goal is greatly influenced by the management's ability to promote tourist attractions, therefore the marketing department as the spearhead of a company is expected to be able to introduce tourism products as effectively and efficiently as possible.

The right promotional strategy and implementation is the key to communicating products to tourists. However, the application of promotion sometimes does not meet the target and the expected results are less than optimal. This can happen, one of which is due to inappropriate media selection, as a result not only in terms of costs incurred in vain, but the company's main mission to introduce its tourism products fails.

The effectiveness of promotion is highly dependent on the selection of the form of promotion required for the products it markets. A certain type of product requires a certain form of promotion as well and other types of promotion must be used other forms of promotion as well. In other words, not all forms of promotion can be suitable and guarantee the success of the promotion if it is not in accordance with the conditions possessed by a product.

Therefore, a form of promotion that is in accordance with the conditions of a product to be promoted must be sought.

The efforts made by the management of Galesong beach tourism to increase sales of tourism products are by using marketing promotions by introducing their products to tourists by placing advertisements through print media or electronic media online or offline.

With this marketing promotion, it is hoped that the products offered will be known by the wider community and build a strong impression in the minds of tourists, and can attract the interest of potential tourists so as to achieve the company's goal of increasing sales volume, as well as making Galesong beach tourism a leader position in the tourism market.

In connection with these efforts in implementing this promotional policy, the researcher is interested in discussing the problem with the title "The role of promotional mix on the number of visitors to Galesong Beach Tourism, South Sulawesi, Indonesia".

2. LITERATURE REVIEW

Literature Review

a. Promotion Mix

Promotion mix is a specific blend of advertising, sales promotion, public relations and personal selling that companies use to persuasively communicate customer value and build customer relationships (Kotler, 2019).

b. Advertising

The word advertising or advertising comes from Greek, which means more or less leading people to ideas. As for the definition of advertising comprehensively according to (Kotler & Keller, 2016) advertising is any form of presentation and promotion of ideas, goods or services in a non-personal manner by a certain sponsor that requires payment. Advertising is all forms of non-personal presentation, and promotion of ideas, promotion of goods or services paid for by the sponsor (Achmad & Djaslim Saladin, 2010).

c. Sales Promotion

Sales promotion is any form of communication used by companies to inform, persuade or remind people about service products, images (images), ideas (ideas) or the involvement of companies and communities with the intention of accepting and doing actions as desired by the company (Sigit, 2002). Menurut (A.A. Anwar Prabu Mangkunegara, 2002) sales promotion is any form of communication used by companies to inform, persuade or remind people about

service products, images (images), ideas (ideas) or the involvement of companies and communities with the intention of accepting and doing actions as desired by the company.

d. Personal Selling

Personal selling is direct communication (face-to-face) between sellers and prospective customers to introduce a product to prospective customers and form customer understanding of the product so that they will then try and buy it (Tjiptono, 2015). personal selling activity according to (Fandy Tjiptono, 2019) have several functions, namely prospecting, namely finding buyers and establishing relationships with them and targeting, namely allocating the seller's time scarcity in favor of buyers.

e. Public Relation

Public Relations is a management function that states, persuades and maintains mutually beneficial relationships between an organization and its various publics, which can determine the success or failure of an organization (S. M. Cutlip et al., 2016). Meanwhile, according to (Mukarom et al., 2015) is a management function that states, persuades and maintains mutually beneficial relationships between an organization and its various publics, which can determine the success or failure of an organization.

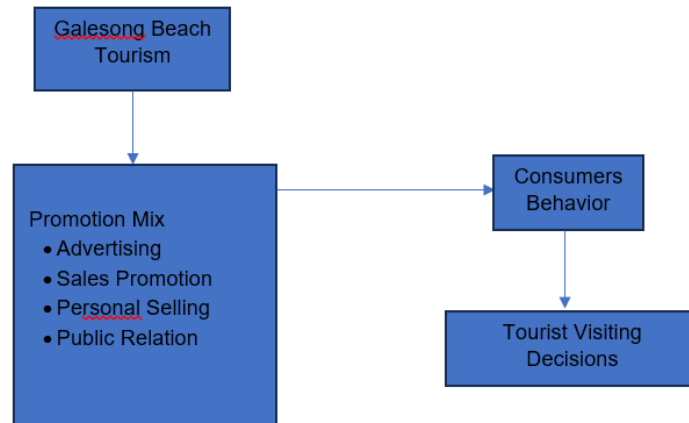
f. Visiting Decisions

The theory of visiting decisions here is analogous to purchasing decisions, this is because in the context of tourism, deciding to buy tourism products is the same as making visiting decisions. When someone wants to travel to a destination, they will certainly be faced with the process of making decisions in it. Purchasing decisions in tourist destinations can be made by visiting tourist attractions, because tourism products are fixed in a place (Abdulloh, 2020)

A visiting decision is an activity carried out by a person or group of people by visiting a certain place with the aim of recreation, personal development or studying the uniqueness of the tourist attraction visited in a temporary period of time (NURIZ ZAINIYYAH, 2019).

Hypotesis

Conceptual Framework



Hypotheses are temporary answers to the formulation of research problems and are based on empirical facts obtained through data collection (Sugiyono, 2019). Based on the theoretical review of the variables that are the object of research and the framework that has been described, it is suspected that the promotion mix has a very important role in visiting decisions.

3. METHODS

This research method the author uses a qualitative research method case study or case study. Case study is a type of in-depth qualitative research on individuals, groups, institutions and so on at a certain time (Sugiarto, 2017). Primary data was obtained by researchers through in-depth interviews with several informants offline. The data sources are employees of Galesong Beach Tourism. Informants to obtain primary data in this study are:

1. Aset Watumlawar as Galesong Beach Tourism Manager.
2. Hendrik Sampe as Marketing Manager of Galesong Beach Tourism.
3. Abdul Rachmat Dian Bahari as a Galesong Beach Tourism Visitor

Primary data was obtained by researchers through in-depth interviews with several informants offline. The data sources are employees of Galesong Beach Tourism. Informants to obtain primary data in this study are (Haryono, 2020), namely data reduction, data presentation, data display and conclusion.

4. RESULT AND DISCUSSION

Galesong Beach Tourism is built on an area of more than one hectare located in Sampulungan Beru Village, North Galesong District, Takalar Regency, South Sulawesi, Indonesia. Which provides almost all the facilities needed by visitors who data from various regions in Indonesia.



Picture 1. Galesong Beach Tourism

This tourist area is about 15 kilometers south of Makassar city center. This beach does look a little different from other beaches. The atmosphere is getting quite calm. Initially this beach area was not widely known by the wider community, but after making several developments and improvements, this tourist area was built into a tourist spot that combines the concepts of hotel, resort and outbound



Picture 2. Resort dan Hotel Galesong Beach Tourism (Tiketmasuk.com, 2023)

To make tourists feel comfortable, the Galesong beach tour provides several free facilities to visitors, including: swimming pools, gazebos, seats to relax and outbound. In addition, the management of Galesong beach tourism also provides several game rides including: jetskis, banana boats, ATVs, scooters, Matic Scooters, Kora-kora, and jet coasters.

From the results obtained in the field, it appears that the promotional strategy carried out by the tour is by implementing integrated promotional activities, where all existing tourism promotion activities are carried out simultaneously. According to Mr. Aset Watumlawar

(Galesong Beach Tourism Manager) in an interview related to what the tourism management does in running promotions.

“The form of promotion is done in different ways and techniques. But here we usually use electronic media such as television, advertising media such as billboards, banners, brochures, magazines and newspapers, and we also involve famous influencers in the city of Makassar, to promote Galesong beach tourism, with the aim of providing information that is able to persuade, remind, and inform.”

From the results of the interview above, it can be seen that the strategy carried out by the management of Galesong beach tourism in conducting promotions is to utilize the promotion mix as optimally as possible. For example, in advertising, print media and electronic media are used to convey information to consumers about a product that will be offered with the aim of providing information that is able to persuade, remind and inform.

Advertising

Advertising is a form of indirect communication based on information about the advantages of the Galesong beach tourist attraction, which is arranged in such a way as to create a sense of fun that will change the minds of tourists to make visits, such as advertisements on social media, print, and electronic media.

The use of social media and electronic media is something that is most often done by every company, as a medium for delivering messages, be it in the form of regulations, company profiles and others. Similarly, the management of Galesong beach tourism uses social and electronic media as a medium of information on Galesong beach tourism objects. As said by Mr. Hendrik as Marketing Manager of Galesong Beach Tourism, is:

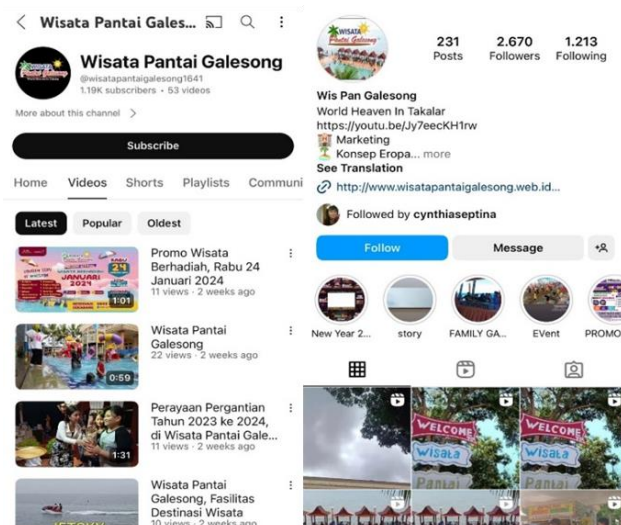
“Advertising is one of the most important parts of promotion, we are very careful in determining the advertising media so that the message can be conveyed optimally. Therefore, we chose social media as an advertising medium because we think this means can be in direct contact with all elements of society everywhere. Because now the average population in Indonesia already has social media both Instagram, Facebook, Tiktok, YouTube”

This has proven successful with several visitors who initially came because they saw advertisements on TikTok social media. One of them is Abdur Rachmat Dian Bahari who comes from the city of Pare-Pare, saying that:

“At first I accidentally saw visitors posting their vacation videos on the Galesong beach tour, suddenly the video appeared on my homepage because it was viral. And I saw that the tourist spot was crowded, comfortable and complete. Incidentally, the tourist spot is not too

far from where I live in Pare-Pare, I don't have to spend expensive accommodation costs (for example by plane) because it can be reached by land. And when I arrived it was in accordance with the viral video on tiktok if the Galesong beach tour was indeed a good place, there was a pool for small children and adults. There is a gazebo and the hotel interior is unique with a European-style concept.”

In this case, the Galesong beach tourism manager really utilizes social media as an advertising medium to promote its tourist destinations, even they have official Instagram and official Youtube accounts, which aim to provide information that is able to persuade, remind and inform consumers. And in the end it is able to influence consumers to make tourist visits on the Galesong beach. This is in line with research conducted by (Suranto, 2019) which states that there is a significant influence between the effectiveness of social media advertising on visiting decisions. So that with advertising support, it can affect tourist interest in a destination



Picture 3. Official Social Media of Galesong Beach Tourism

Sales Promotion

According to Mr.Hendrik, in an interview related to sales promotion, namely:

“Our strategy in conducting sales promotion is to provide discounts for visitors who want to rent a room, as well as holding several events for other visitors such as providing free meal vouchers and so on. But of course by providing several requirements”

The data in the field shows that the sales promotion carried out by the management of Galesong beach tourism is by holding events for visitors. The event is in the form of lucky draw coupons. The prizes offered are quite diverse such as smart phones, fans, blenders, to bicycles, washing machines and refrigerators. One of the visitors from Bonto Kassi admitted that he was happy with the sales promotion carried out by the management of Galesong beach tourism. This is spoken through interview excerpts,

“I am very happy that an event like this was held. Even though I didn't manage to get a prize, I'm not disappointed. Hopefully the management of Galesong beach tourism will not stop providing attractive prizes for visitors.”



Picture 4. Sales Promotion in Social Media of Galesong Beach Tourism

Based on the results of these interviews, it can be concluded that in carrying out promotional activities we not only communicate or convey information, but also want communication that is able to create an atmosphere or situation where visitors are willing to choose and try various tourism products offered. This is in line with research from (Gobel et al., 2017) which states that sales promotion is an important element in measuring the success of a marketing communication. Because sales promotions can influence potential tourists / customers so that sales promotions are packaged in an appropriate and attractive way to attract local tourists and even national tourists.

Personal Selling

In this strategy, the Galesong coast tourism management has several marketers who are tasked with promoting the tourism products that they own and explaining the facilities and advantages of the Galesong beach tourist products. In this case, marketers are required to be polite when communicating with tourists, friendly, and able to create a comfortable atmosphere so that tourists and consumers can easily get clear and complete information. Mr. Hendrik is a marketing manager in an interview quotation about personal selling.

“In an age of increasingly sophisticated technology, marketers who work in coastal tourism are being demanded to have their own social media accounts for promoting coastal tours. They were even required to make vlog videos related to why to go on vacation on the

beach tour, and the videos were uploaded on Youtube, Instagram, and even TikTok. So marketers need to understand digital literacy.”

The interview excerpt above is in line with research (Akbar, 2019), which states that personal selling is a form of direct interaction carried out by company with one or more prospective visitors to make presentations, answer questions and receive orders. questions and take orders.

Public Relation

Public Relations (PR) is a management function that builds and maintains good and beneficial relationships between organizations and the public that influence the success and failure of the organization (S. M., Cutlip et al., 2009). In conducting public relations, the management of Galesong beach tourism cooperates with several communities and travel agents. By doing this cooperation, the management hopes that the promotion process can run quickly. Mr. Hendrik explained that, public relations activities are intended to build and maintain the image of Galesong beach tourism from the community, customers, prospective customers, owners, employees and government.

One of the efforts in establishing community relations currently carried out by the management of Galesong beach tourism is that people who live near the tourist area are recruited to work as staff. In addition, people can also get income from selling in the Galesong beach tourism area, becoming a parking attendant. So that this can increase the income of the surrounding community. The results of the interview with Mr. Hendrik (Marketing Manager of Galesong Beach Tourism) are as follows:

“Galesong beach tourism management always tries to establish good relations with local residents, and also the government in this case the Takalar district tourism office. For customers / visitors themselves, we conduct customer satisfaction surveys, both in the form of services, facilities, prices and even promos offered by the management of Galesong beach tourism”.

From the results of the interview above, it can be concluded that the management of Galesong beach tourism has carried out public relations well. Even the local community gives a good response to the efforts made by tourism management. Because it can absorb labor and reduce the unemployment rate. As for the visitors themselves, they can provide input to management if they get poor service, as well as poor facilities. So that in the future the management of Galeong beach tourism can improve themselves. Improve the system that is considered not to add to the company's brand image.

5. CONCLUSION AND SUGGESTIONS

Galesong beach tourism has implemented the role of the promotion mix well to increase tourist visits. Adapaun promotional mix used by Galesong beach tourism, namely: advertising, sales promotion, personal selling and public relations.

In the era of increasingly sophisticated technological developments, Galesong beach tourism management makes adjustments to the role of the promotion mix they do. This happened because conventional sales promotion was considered not to increase tourist visits so that tourist visits continued to grow, so adjustments were made. Adjustments are made by focusing on applying digital media. Like doing sales promotions on social media. Marketing is required to have an understanding of digital literacy in creating interesting content.

In addition to utilizing technological developments. Galesong beach tourism management establishes good relations with the community, government and visitors. One of them employs the surrounding community, as staff on the Galesong beach tour. In addition, working with the government in improving road infrastructure to Galesong beach tourism, so that visitors feel comfortable. Given the access to the location of Galesong beach tourism is very far from the city center of Makassar. Galesong beach tourism management conducts customer satisfaction surveys in terms of services and facilities offered.

But there are also inhibiting factors in implementing the role of the promotion mix in Galesong beach tourism, namely the number of family tours in Takalar district with the concept of beach and sea view such as Takalar beach waterboom, and Topejawa beach tourism. So it takes a sales promotion that attracts customers.

6. SUGGESTIONS

The following are suggestions that researchers provide as input and consideration for companies related to the results of the research conducted, namely it is advisable for the management of Galesong beach tourism to collaborate with well-known online travel partners such as Traveloka, Tiket.com and Agoda. As well as regularly providing attractive promos on the platform. As for other suggestions that can be given as input, namely inviting well-known influencers in the city of Makassar to promote Galesong beach tourism. As well as holding competitions through vlog videos uploaded on social media about fun vacations on Galesong beach tours. This can make the prestige of Galesong beach tourism widely known, not only in the South Sulawesi area but even throughout the country.

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