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Marketing Strategy of Gunungkidul Tourism Destination Using DOT, BAS and POS Approach in Indonesia

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Abstract:

Gunungkidul is one of the districts in Yogyakarta Special Region that has splendid Travel Destination potential. It will be a very large potential if it managed with good marketing strategy. The aim of the study is developed marketing strategies based on Destinations, Origin, and Time (DOT), Branding, Advertising, Selling (BAS), Paid Media, Own Media, and Social Media (POS) which is based on tourist profiles. The result of the study shows that there are many problems arise in Gunungkidul tourism development. The researchers recommend that the development of marketing strategies must be adjusted to the existing market profile so it will focus on the target market and save resources.

Keywords: Strategy, DOT, BAS, and POS

1. Introduction

The preparation of good strategy must pay attention to the environmental changes. One of the environment that must be considered is market environment. Market environment relates with market profile. Market profile is the profile of potential and actual tourists who visit Travel Attractions. The preparation of market profiles will provide a lot of information relate with market characteristics such as geography, demography, psychography, and behavior. The results will be developed in the marketing strategy form that will be implemented. For this purpose, this study is important to do.

The study conducted in Gunungkidul Regency, Yogyakarta Special Region. The population was tourists who visited the Tourist Attraction in this district. Sample taken from the five main Tourist Attraction in Gunungkidul Regency, namely Baron, Indrayanti, Sundak, Siung and Wediombo. The sample showed that the majority of domestic tourists were dominated by tourists from Central Java and Yogyakarta Special Region (Figure 1). Most of them are juvenile with a range of ages 19 to 24 years. The favorites tourist destinations are nature tourism, for example beach. They are the generation that is internet literate, social media is very dominant in finding information about tourist destinations that they will visit.

The vehicles that they used mostly private vehicles. Most of them did not stay overnight because they were come from the closest province - Central Java. Most of their expenditure is for food and beverage. 62% of them obtained information from social media through the internet.

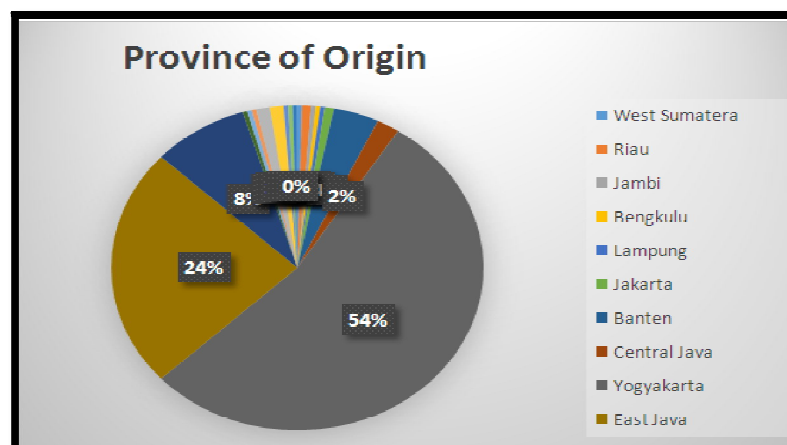


Figure 1: Province of Origin
Source: Haryono and Hadi, 2017

Based on the market profile, a marketing strategy portfolio can be developed. Marketing strategy portfolio based on marketing strategies portfolio that has been designed by the Ministry of Tourism Republic of Indonesia. Strategic portfolio known as DOT, BAS and POS. DOT is Destination, Origin, and Time. BAS is Branding, Advertising, and Selling. POS is Paid Media, Own Media, and Social Media. The prescription of the strategy portfolio that has been prepared is expected to be able to improve the tourism performance in Gunungkidul Regency.

2. Literature Review

Haryono and Hadi (2017) in their study entitled *The Market Profile of the Archipelago Tourist in Gunungkidul Regency Yogyakarta* found profiles of local tourist based on age, sex, province of origin, source of travel information and interest in their preferences. Based on this study found the majority of them use the internet to access tourism information. Besides that, it was also found that the favorite destination is beach.

ASEAN Tourism has been conducted a study (2017) entitled *ASEAN Tourism Marketing Strategy (ATMS) in 2017-2020*. The purpose of the study is developing regional-based tourism in ASEAN. The study's result stated that there were three direction strategies that ASEAN had to do in developing tourism. The first direction is implement the structure of the ASEAN marketing organization. This directives include adopt and implement the ASEAN marketing organization structure, involve with marketing agents, develop regional brands of ASEAN tourism, and conduct marketing research. The second direction is develop regional markets. This second directive is carried out with geographical segmentation, develop regional themes, and marketing mixes. While the third direction is develop and adopt monitoring framework. The method used is develop regional performance, strengthen the information system base, and design the monitoring process.

The results of study that is conducted by Singapore Tourism Board (2016) stated that to develop a marketing strategy, Singapore has three strategies namely Telling, Targeting, and Enhancing. Telling is telling a great story of Singapore. Many tourists receive information when visiting Singapore. Various destinations that visited must create an exciting experience. With this experience, they are expected to tell others so they are interested to come to Singapore. The second strategy is Targeting the Right Fans conveying the right content and information to the right person, the right time, and the right place.

The study conducted by CHL Company Consulting (2016) entitled *Strategic Tourism Marketing, Experience, and Destination Development Plan* produced several recommendations as a pillar for the tourism marketing strategy namely the need for Destination Development, Product Development, Industry Development, Marketing, and Measurement.

Ministry of Tourism Republic of Indonesia (2016) conducted a study entitled *Profile of the Archipelago Tourist Market Personal Segment*. The study was conducted in 15 provinces in Indonesia. The result indicates that each market has different characteristics in geographic, demographic and psychographic. The recommendation of the study is destination management must design different marketing strategies for each market that they will enter.

Wang, Li and Liu (2016) in their study entitled *AMMultidimensional Environmental Value Orientation Approach to Forest Recreation Area Tours Market Segmentation* stated that the value orientation as a basis for segmentation could explain the profile of tourists psychologically. The result of the study in the form of tourist profiles based on value orientation are useful for tourism management decision making.

Ministry of Tourism Republic of Indonesia (2015) in their study entitled *Public Tourism Market Design* stated that each province has different market characteristics so it requires a different portfolio of marketing strategies in the form of DOT, BAS and POS. The study was conducted in 8 provinces in Indonesia which aimed to design marketing strategies.

Buffa (2015) in his research entitled *Young Tours and Sustainability, Profiles, Attitude and Implication for Destination Strategies* categorizes tourist profiles based on personal profile, motivational profile, and behavioral profile. Recommendation for study results is the need of different marketing strategies for different profiles.

Ordian, Rativa and Gheres (2013) in his research entitled *Using the Resident's Profile as Potential Tourist in Tourist Market Segmentation: The Case of Mores Country, Romanian* found four tourist segments which are their profiles namely ordinary tourist, average tourist, idle tourist, and frequent tourist. The recommendation of the study is the development of tourism marketing must be based on this profile.

Candrea, Constantin and Ispas (2012) in his study entitled *Tourism Market Heterogeneity in Romanian Victims of Destination, the Case of Brosov* stated that the tourism market segment was different. They recommend that in order to formulate the strategy properly, it is necessary to pay attention to the profile of each segment. The goal is tourist destinations can be more competitive in national and international markets.

Qirici (2011) in his study entitled *Analysis of Consumer Profile as an Important Tool for Tourism Development* stated that the tourism market profile can be used to make tourism planning and development. The market profile shows market behavior so that can be used for the tourism marketing development.

3. Research Method

The study was conducted in tourism destination in Gunungkidul Yogyakarta Indonesia which aimed to design marketing strategies with using DOT, BAS, and POS approach. This study is based on previous research on the market profile of tourist visiting tourist destinations in Gunungkidul (2017). Data collected from Gunungkidul Government Tourism Office, Travel Agent Association, Hotel and Restaurant Association, Gunungkidul Statistic Center Bureau, Gunungkidul Regional Revenue Agency, and Gunungkidul Government Transportation Office. Method of collecting data through Focus Group Discussions (FGD) and interview.

4. Results and Discussion

4.1. Destination

Destination is tourism products that will be marketed (Haryono, 2016). Destination is a tourist attraction in the form of objects that will tourist visits. Destination is very important because it is a tourism marketing product. Destination is one of the main product attributes. Product attribute is an elements of products that make consumers decide to buy or not to buy. This means that the destination is the main consideration of a tourist to decide to travel.

Some problems were identified based on the result of Focus Group Discussion (FGD) are the lack of innovation development in terms of "enjoying" adequate tourism objects, rely on tourism with natural wealth objects (beach), and the accessibility of the main road is still jammed. Besides that, the harmonisation of natural and cultural tourism is not optimal. Although many cultural tours in Gunungkidul are interesting and can be sold.

The destination strategy that must be done to overcome the problem is destinationinnovation so that marketed tourism products are not only depend on nature. One of the way is combining natural and artificial tourism. It requires creativity from tourism providers in packaging a tourist destination. It is also necessary to improve access to tourism to a destination. Based on previous study (Haryono et al, 2017), it is known that destination access is one of the factors considered in deciding which tourist objects to visit.

4.2. Origin

Origin is related to the origin area of tourists. Knowledge of tourists origin place will be very helpful to decide which areas will be used as marketing activity target markets (Haryono, 2016). Based on previous study, data related to origin obtained from tourists who visits the tourist destinations in Gunungkidul Regency are mostly from Central Java, Yogyakarta Special Region (DIY), and East Java (Haryono and Hadi, 2017). Most tourists come from Central Java because the location of tourism objects is relatively closer compared to other provinces. Likewise with the Yogyakarta Special Region and East Java tourist (Figure1)..

Strategies that must conduct in the relation with origin include conducting promotional activities for provinces that have the largest tourist contributions. Besides that, strategy to penetrate the market in areas that have not provided a large contribution of tourists is needed.

4.3. Time

Time is related to certain times that are usually used by tourists for vacation. Knowledge about time will be very helpful for planning when to do promotional activities (Haryono, 2016). Problem arises related to time is same as the general problems that arise in service industry. One of the services characteristics is they cannot be stored (perishable) (Zeithaml et al, 2013), as well as the tourism industry. The consequence is the emergence of demand fluctuating phenomenon. It means there are certain times with bulging requests and there are certain times that are quiet. The strategies that must be done are give sales promotions to travel at not holiday times and make events at tourist attractions during weekdays.

4.4. Branding

Branding is related with efforts to improve the image of tourist destinations (Haryono, 2016). Branding can be done in various ways such as utilizing attribute excellence, utilizing heritage, utilizing technological sophistication, sales leadership and others (Tai and Chew, 2012).

Gunungkidul Branding is Exotic Gunungkidul. Viewed from the branding, it seems that Gunungkidul district will utilize its product attributes in the form of the beauty of natural tourism such as beaches and mountains and cultural tourism to attract tourists to come. Exotic describes beauty that is difficult to express with words.

The problem that arises is that the Exotic Gunungkidul branding has not been communicated widely. Nowadays, there are already many people who have already known but it need to be more introduced to national and international levels. So the strategy that need to be take is to communicate Exotic Gunungkidul's branding to national and international levels.

4.5. Advertising

Advertising is one of the marketing communication activities intended for wide audience by paid media which aims to introduce a product, remind and enhance the image. Advertising activities that has been done so far still limited, which only in the form of a limited quantity of billboards and advertisements through social media about Gunungkidul tourism.

The strategy that must be done is doing advertise marketing activities in massive manner to the main target. Based on previous study, the main tourism market with Gunungkidul district is 71% in the range of 15-29 years. Most of them as many as 52% are high school and above, including students, and 23% are undergraduates (Haryono and Hadi, 2017) as shown in Figure 2.

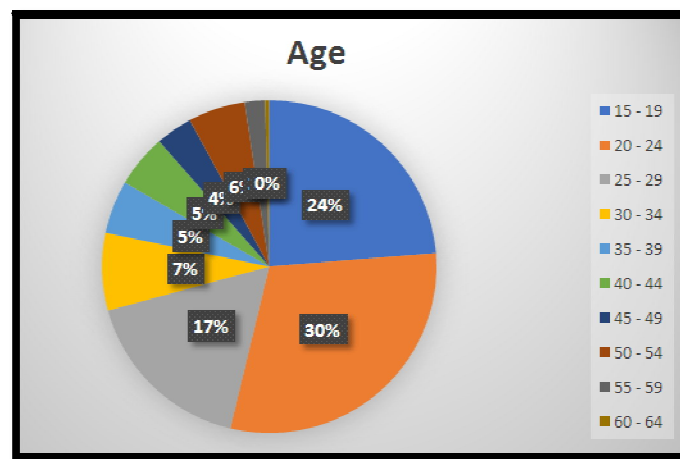


Figure 2: Age
Source: Haryono and Hadi, 2017

Selling is science and art that affect person which done by the seller to invite others to buying the goods/services they offered (Swastha, 2001). Selling activities conducted by the tourism agency is conducting Travel Presentation dialogue by bringing stakeholders. Visiting schools, Travel Agencies, instance, and others. After conducting a dialogue, it is followed by Famtrip/Famtour with the aim to cross check whether the presentation results are in accordance with what happened on the scene. Other selling activities were participating in bai exhibition events in the regional, national and international levels.

Problems arise related to selling are the target markets have not focused yet and the quantity and periodization activities that have not been neatly scheduled. Based on previous study, the characteristics of this target market are juvenile with the age range of 15-29 years who are very internet literate. They access information via the internet. They are educated because most of them are high school students including students and those who have obtained a bachelor's degree (S1) (Haryono and Hadi, 2017).

Based on these problems, the strategy that must be done is doing selling focus on the target market. Cooperate with promoters to hold music concerts held at favorite tourist destinations by inviting famous artists or bands. The favorite destination is beaches (Haryono and Hadi, 2017). These activities are conduct to strengthen branding. Travel fair through the internet about tourist destinations in Gunungkidul Regency. Give attractive promos to stimulate them to come. Collaborate with travel sites like Traveloka, make tour packages bundled with tickets and hotels. Collaborate with travel magazines such as magazines at Garuda Indonesia to promote attractive tourism packages in the form of nature, culture and culinary.

4.6. Paid Media

Paid media are media which is paid to communicate tourist attraction (Haryono, 2016). The paid media promotion is usually advertisements that aim to introduce, remind, and form a positive image. Advertising about tourist destinations in Gunungkidul Regency.

Problem related to broadcast communication through these paid media is limited funds. Paid promotion certainly requires a huge cost, especially if it is done in national media such as national television or print media such as newspapers or magazines that have a national scale.

The strategy proposed related to paid media is conduct a focus strategy for promoting or marketing communications that are in accordance with the market profile. In previous studies, it was found that most of the respondents were young and educated (Haryono and Hadi, 2017), the focus strategy was implemented so that the Tourism Office of Gunungkidul Regency could save resources. The resources they have are limited so they must focus on certain promotions that are in accordance with the market characteristics that have been found in previous research.

4.7. Own Media

Own Media is a self-owned medium that is used to communicate Travel Attraction. Own media can be in the form of websites or other communication channels which they own (Haryono, 2016).

Promotions using own media must be done to the maximum extent because it can save costs. This means that self-owned media must be truly utilized to the possible maximum extent to communicate the tourist destinations they have about variety, excellence or attractiveness, and also use to persuade potential tourists to visit or revisit.

The practice of utilizing own media for marketing communication of the Tourism Office of Gunungkidul Regency is conducted by create a photo contest about tourist destinations in this district. The photos taken by participants were uploaded via official website of Gunungkidul Tourism Office, www.wisata.gunungkidulkab.go.id.

The proposed strategy is to conduct more activities to utilize own media, such as photography competitions (like those that have been done) that are not only local but also regional, national and international. The potential is quite large because the existing tourist destinations have natural beauty that is very attractive so that it can be an attraction for professional photographers to get involved.

4.8. Social Media

The social media is marketing or promotional communication activities carried out by utilizing social media through the internet such as Instagram, Facebook, Twitter and others. Based on previous study, most of them use internet to access information. 86% of them access any information through internet. Most of them get the information of tourism travel, especially tourism Gunungkidul, through social media, figure 3 explains about it. While social media which they used mostly is Instagram.

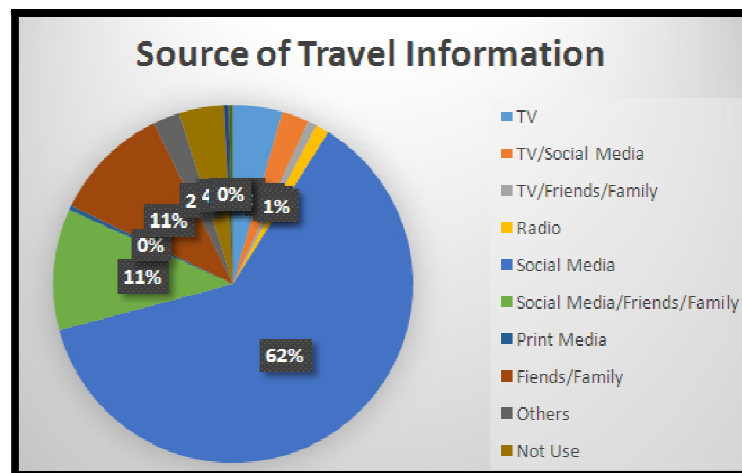


Figure 3 Travel Information Resources
Source: Haryono and Hadi 2017

Based on these data, the strategy that must be used by the Tourism Office of Gunungkidul Regency is utilize the maximum possibility of social media because most tourists access the internet using social media as travel information and the social media that are used mostly are Instagram and Facebook.

5. Conclusion and Recommendation

Based on the study results, it can be concluded and recommended several things as follows: Tourism destinations in Gunungkidul Regency have great potential to be developed. The strategy that needs to be done is increase creativity and innovation so that tourists when visiting not only see the natural scenery, but also see other tourist attractions. Origin of tourists is still dominated by tourists who are close to tourism objects, namely Central Java and Yogyakarta Special Region itself. The marketing strategy that must be done is the market penetration strategy.

Time is the time that tourists use to visit. Based on the results, busy visit happened on holidays. This condition caused visitors to arrive on one or two days so that it became crowded. The strategy that must be done is attract tourists not only come on a day off but also on weekdays. Branding effort that has been carried out is the Exotic Gunungkidul tagline. This effort received a positive response. The problem is the good branding has not been communicated more widely so that the strategy that must be done is expand the scope of marketing communications so that Exotic Gunungkidul can be known nationally and internationally.

Advertising that has been done still in a limited size. This arises because of limited funds to conduct advertising activities in the media. The strategy that must be done is focus on the market strategy to save resources. Selling efforts are carried out by following the exhibition outside the region or abroad. The problem that arises is the type of event done is still limited in terms of quantity.

Paid Media activities through local and national media is rarely done because of limited funds. Whereas Own Media has been done by inviting photographers to upload their work on the official website of Gunungkidul tourism. But the quality and quantity are still lacking. The proposed strategy is increase the use of own media to promote Gunungkidul tourism. Communication through social media is very much done because this media is cheap, reach wider community and efficient. The strategy that must be done is utilize the juvenile's hobbies to photograph tourist destinations in Gunungkidul and make it viral.

6. Acknowledgment

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