



Tourism Service Promotion Strategy in Aek Sijorni Tourism Development in Padang Sidempuan City

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ABSTRACT

Indonesia is an archipelagic country that is beautiful and rich in natural and cultural wealth. It is proven that Indonesia's natural wealth is an attraction so that it invites foreign and local tourists to visit and enjoy it. This is then used by the government and the community to become an economic resource. In this case, promotional communication strategies play an important role in selling the nuances of Indonesia's natural beauty to attract tourists. In the case, the researcher is interested in further researching how the local community or government can promote the Aek Sijorni spot to tourists.

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1. INTRODUCTION

Indonesia is a beautiful archipelagic country that is rich in natural and cultural wealth consisting of various tribes, cultures, races, religions and histories. Each island and region certainly has the potential and uniqueness of each that is interesting and can be exploited. This is perhaps the first capital city in Indonesia to progress and move out of poverty. The natural wealth and diversity of Indonesian people can attract local and foreign tourists. Therefore, Indonesia can develop its rich potential into tourism.

According to (Gamal Suwanto, 2004) the term tourism is closely related to the notion of travel, namely as a change in a person's temporary residence outside his residence for a reason and not to carry out activities that generate wages.

The development of the tourism industry in Indonesia is so rapid. It can be seen from the data of foreign tourist visits that always increase every year. The Central Statistics Agency (BPS) reported that the number of foreign tourist visits to Indonesia as of December 2021 reached 163.62 thousand visits. The number rose 8.66% compared to the previous month.

Meanwhile, visits by foreign tourists to the country compared to December 2020 experienced a slight decrease of 0.28%. The number of visits by foreign tourists in December 2021 consisted

of foreign tourists visiting by air transport as many as 17.79 thousand visits. This number decreased by 10.66% compared to November 2021. In fact, several airports experienced a 100% decrease, including Ngurah Rai Airport in Bali and Husein Sastranegara Airport in West Java.

Meanwhile, the number of tourist visits by sea transportation mode in December 2021 was 39.23 thousand visits, an increase of 19.8% compared to the previous month. The Port of Tanjung Uban in the Riau Archipelago recorded the highest increase of 50.98%. Then, the number of foreign tourists visiting by land transportation mode also increased by 8.86% on a monthly basis to 106.6 thousand visits in December 2021. The Entikong entrance in West Kalimantan recorded the highest increase of 400%, followed by the Atambua entrance in Nusa East Southeast of 29.58%. The number of foreign tourist visits throughout 2021 is also the lowest since the last six years. The number of foreign tourist visits reached 11.5 million in 2016 and continued to increase to 16.1 million in 2019, but has fallen in the last two years, namely 2020 and 2021 due to the impact of Covid-19.

One of the provinces in Indonesia that has potential for tourism is the province of North Sumatra, especially the South Tapanuli district which has such exotic potential and natural wealth that has become a tourist destination, with various tourism destinations that continue to grow to date. One of the sub-districts in South Tapanuli Regency, which has an excellent natural charm for visitors. Not only that, the facilities available at this tourist spot are also an added value that can be enjoyed by visitors. With very Instagramable photo objects, such as a cascading waterfall surrounded by coconut trees and others. Aek Sijorni Tourism is located in Aek Libung Village, Sayur Matinggi District, South Tapanuli Regency. From Padangsidempuan it is 30 kilometers or takes approximately 1 hour.

The following is data on the number of tourist visits from Aek Sijornih, Sayur Matinggi District, South Tapanuli Regency, according to the South Tapanuli Regency Tourism Office 2022:

No	Tahun	Jumlah Wisatawan	Presentasi
1	2016	35.165	
2	2017	38.000	+7,4
3	2018	29.500	- 16,1
4	2019	25.322	-14,1
5	2020	21.523	-11,5
6	2021	25.500	+4,7
7	2022	45.000	+15,5

Based on the description above, it shows that there has been a decrease in visitors, meaning that the potential of tourist objects has not been managed and developed properly and there is also a lack of tourism agency development in increasing the number of tourist visits.

Definition of Promotion Strategy

The word "strategy" comes from the Greek word "strategas" (stratus: military and Ag: leader) which means "generalship" or something that is done by warlords in determining plans to win the war. In addition, conceptually, a strategy is easy to understand as an outline of a course of action to achieve predetermined goals. Strategy is a comprehensive, integrated and comprehensive plan that is directed to achieve company goals (Nana Herdiana, 2015).

According to Webster's New World Dictionary, what is meant by strategy is the science of planning and determining the direction of large-scale military operations. Strategy is how to move troops to the most advantageous position before the actual battle with the enemy. John A. Byne

defines strategy as a fundamental pattern of ongoing and planned goals, the distribution of resources and the organization's interaction with markets, competitors and environmental factors (Suyanto, 2007).

Furthermore, Alma defines promotion as a form of marketing communication. Which is a marketing activity that seeks to disseminate information, influence and remind the target market or the company and its products to accept and buy and be loyal to the services offered by the company concerned. Meanwhile, according to William G. Nikels in his book Basu Swasta and Irawan, promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing (Susatyo Herlambang, 2014).

Based on some of the opinions above, the promotion strategy is one of the steps in marketing management which becomes a tactic or a plan used by companies to introduce their products, either in the form of goods or services, to consumers so that consumers are interested in buying them. Activities in the promotion strategy are in the form of communication and interaction between companies and consumers. Interaction in the promotion strategy is in the form of providing information, solicitation, and activities to influence consumers towards a product

Promotion Purpose

A promotional activity is of course carried out because it has a specific purpose, according to Banu Swastha and Irawan the purpose of promotion is:

- a. Behavior modification.
- b. Telling you.
- c. Persuading, and
- d. Remind.

In short, it can be said that basically the main purpose of promotion is to inform, influence, and persuade consumers so that consumer demand for goods and services continues to increase. In addition to maximizing marketing activities, and also for well-coordinated personal selling and advertising activities.

Tourism Development Strategy

A strategy is a pattern or plan that integrates an organization's main objectives, policies and steps into a cohesive whole.

According to (Suryono, 2004) strategy is principally related to problems. Implementation policies, setting goals to be achieved, and determining ways or methods of using infrastructure. Strategy is always related to 3 things, namely goals, means, and ways. This means that strategy is a tactic or method that is to be used for the future, both in the short and long term, by using certain facilities and infrastructure to achieve a goal.

While tourism development is essentially a process in order to improve and improve existing tourism through the development, maintenance and preservation of plants, facilities and infrastructure and other facilities. Tourism development is a part of management that focuses on the implementation of the potential of tourist objects and attractions that must be carried out with a certain timeframe, in the form of systematic steps that can lead to the achievement of results. The development of tourist areas is one of the strategies carried out by the government to increase regional income. This strategy is generally implemented by areas that have natural resources that can become tourist attractions (J Winardi, 2004).

The development of this tourism can function as an economic boost, maintain national identity & preserve the quality and function of the environment, and foster a sense of love for the

motherland and the nation. Based on this description, it means that the tourism development strategy is a tactic or method used for tourism development by improving and enhancing existing tourism through facilities and infrastructure such as services, restaurants, entertainment, lodging, photo spots and others.

Barriers to Tourism Development

Many tourism developments have been developed in various regions of Indonesia, but not all tourism development can go according to plan or obstacles are still found in the development process. Even several provinces that have been selected as priority and superior tourist destinations in Indonesia are not free from obstacles in tourism development. There are several obstacles in carrying out tourism development, namely:

- a. On the institutional aspect in the provision of human resources who are not ready to carry out tourism development itself and lack of in-depth understanding of the concepts and strategies for tourism development itself.
- b. Lack of community participation, low youth participation in the planning and decision-making stages are obstacles to tourism development, thus indicating that the readiness of human resources, especially youth, is still inadequate in tourism development.
- c. Lack of innovation in tourism promotion programs.
- d. Lack of adequate facilities.

2. RESEARCH METHODE

This type of research is descriptive qualitative, namely research that seeks to describe a symptom, event, incident that is happening now. Descriptive research focuses on actual problems as they were at the time the research took place. Descriptive research aims to describe, summarize various conditions, various situations or various variables that arise in the community which is the object of the research, then draw to the surface as a feature or description of certain conditions (Juliasnyah, 2011).

The location of this research is located on Jl. Simpang Tolang, Kec. Sayur Matinggi, Kab. South Tapanuli, North Sumatra. This study uses interview and observation data collection techniques.

Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly from informants through the interview stage and is the main information that is directly related to the subject matter of the research. The informants selected by the researchers were: Head of Service, Head of General Affairs and Personnel Subdivision and 1 staff, Head of Information Program Subdivision and 1 staff, Head of Tourism Marketing Development and 1 staff, Head of Tourism Object and Business Development and 1 staff, the Tourism Secretariat and 1 staff, and the party that looks after the tour and 1 assistant.

Secondary data is data obtained by researchers from several existing sources. This secondary data can be obtained from sources such as books, journals, research reports and others.

According to (Sugiyono, 2013) data collection techniques are the most strategic techniques in research, because the main purpose of research is to find and collect data. Data collection techniques used are in-depth interviews, observation and documentation. The data analysis technique used is data reduction, presentation and conclusion.

3. RESULT AND ANALYSIS

Overview of Aek Sijorni Waterfall

Aek Sijorni is a natural tourist spot located in Sayur Matinggi District, South Tapanuli, North Sumatra, approximately 30 km from the city of Padang Sidempuan in the direction of Mandailing Natal. Aek Sijorni is located in Aek Libung Village, Sayur Matinggi District, South Tapanuli Regency, North Sumatra. Visitors must travel for 12 hours if departing from downtown Medan. However, if you depart from downtown Padangsidempuan, the trip only takes 1 hour to get here. The location of this area is on the edge of the road so that it can be reached using public transportation or private vehicles.

Based on the results of the researcher's questionnaire, the number of Aek Sijorni Tourism Visitors in 2019 was 25,500 people, in 2020 there was a decrease to 21,523 and in 2021 it increased to 25,332 people with admission tickets for adults Rp. 25,000 and children Rp. 15,000 not distinguish day. The facilities available at the Aek Sijorni Tourism Location are 8 inns, 23 simple type restaurants, 2 irregular fruit stands, 3 souvenir traders and 8 bathrooms.

Efforts to develop the tourism sector involve the entire community, in addition to state and private administrators. Even though there have been many implementations and government efforts in developing tourism. The government in this case is very dependent on the support of the community and the private sector. This means that for the success of the government in carrying out development, it is necessary to support the awareness of dedication and loyalty from the entire community.

General description of the Culture and Tourism Office of South Tapanulis Regency

Based on Regional Regulation No. 26 of 2007 concerning the Establishment, Main Duties and Functions and Position of Regional Offices, the Culture and Tourism Office of South Tapanuli Regency has the task of "carrying out regional government affairs in the field of culture and tourism". In carrying out these main tasks, the Regency Culture and Tourism Office South Tapanuli has the following functions:

- a. Technical policy formulation in Scope and tourism. Implementation of government affairs and public services in the field of culture and tourism.
- b. Development and implementation of tasks in the field of culture and tourism.
- c. Implementation of other tasks given by the Regent in accordance with his duties and functions.

Data Findings and Analysis

As with the method used in this study, namely the qualitative method which analyzes more deeply the data obtained. The data referred to in this case are interviews conducted with parties who are considered competent on the problems in the research focus. In this case it is the development of the Aek Sijorni Waterfall tourist attraction in South Tapanuli Regency which focuses on the Culture and Tourism Office which has the task of carrying out regional government affairs in the fields of culture and tourism.

In accordance with the Regional Regulation of South Tapanuli Regency Number 6 of 2009 concerning the Regional Long-Term Development Plan (RPJPD) 2005 - 2025, which states that the Culture and Tourism Office is obliged to prepare a strategic plan which contains the legal basis, aims and objectives of the Renstra, description of SKPD services, duties and SKPD functions, SKPD resources, SKPD service performance, challenges and opportunities for SKPD service development, strategic issues, SKPD vision and mission, K/L strategic plan review, RTRW and KLHS review, SKPD mid-term goals and objectives, SKPD strategy and policy as well as

Plans for Programs and Activities and Indicative Funding to be implemented by the Regional Government Work Units for the next 5 (five) years, namely 2013 - 2018.

Based on the results of interviews with From the statement of the Head of Service and Head of Tourism Business Development (Suripto) it can be explained that the development carried out by the Culture and Tourism Office in addition to preserving tourist areas can also support the economy of small communities so that the development carried out is very beneficial for the government, tourists and especially small economic communities where they can grow their economic income.

In terms of developing the tourism potential of Aek Sijorni Waterfall, the development of tourism potential will increase local revenue. This is due to the development of tourism potential, in this case the Aek Sijorni Tapanuli Selatan Waterfall, automatically administrative services, infrastructure, and tourism products typical of the South Tapanuli Waterfall will be improved to attract visitors/tourists to visit this tourist spot.

With the development efforts mentioned above, it is in accordance with expectations that there will be an increase in the number of tourists which will have an impact on ticket sales (retribution) which will contribute to an increase in the amount of Regional Original Revenue. Within the development concept, there is also the sale of souvenirs which will certainly drive the local economy of the area. Micro, Small and Medium Enterprises (MSMEs) will also grow so that empowering local communities will have a positive impact.

In the results of other interviews the researcher found that the promotion strategy carried out by the culture and tourism service was to utilize the Instagram social media platform as a promotional tool for the Aek Sijorni tourist destination. Starting from creating content, making program designs, to implementing programs such as creating awareness, updating in sharing content, using interesting captions, monitoring and evaluating, to interacting with followers.

Based on the results of the interviews, it can be seen that the promotion strategy is the activities or business approaches used to achieve the target, namely to be able to convey or inform a product to the target market that can encourage people to take action. This is what needs to be done in achieving their targets through tourism promotion activities using Instagram, namely to determine activities or ways of approaching business to achieve satisfactory performance, namely creating awareness and increasing the number of Aek Sijornih tourists, by conveying or informing the product to the market goals about its features to get people to act. The results of the research obtained support previous research conducted by Gita Atiko, Ratih Hasanah Sudrajat, Kharisma Nasionalita (2016) conducted a study entitled "Analysis of Tourism Promotion Strategies Through Social Media by the Indonesian Ministry of Tourism (Descriptive Study on the @Indtravel Instagram Account)" results from This research is the formulation of a promotional strategy using Instagram social media carried out by the Ministry of Tourism which has several stages that can make it easier for the Ministry of Tourism to achieve its goals.

Apart from that, in the process of achieving goals in promotion, the Culture and Tourism Office claimed to have had successes and obstacles, while success in this promotion strategy can be seen now with the existence of facilities and infrastructure that continue to be better developed, such as a prayer room for visitors. worship, then there are spots to take pictures, and more and more huts are starting to be built. Apart from that, in the development of the Aek Sijorni tourist object, there is a tourism awareness group in which the community cares about Aek Sijorni's progress. Of course this is a success. There are groups that are an extension of the government. Success can also be seen by the increase in visitors which continues to increase every year which was recorded in 2020 the number of visitors was 21,523 people in 2021 increasing to 25,332 people.

The obstacles felt by the Culture and Tourism Office of South Tapanuli Regency are:

- a. Lack of connectivity, basic services and infrastructure to serve tourists such as very limited security, hotels and restaurants.
- b. The complexity and uncertainty of investment and the business climate of Pemba Kab. Tapsel which does not fully support investment from external/outside.
- c. Hygiene and health.
- d. Lack of good amenities in tourist destinations, for example, lack of restrooms considering the large number of visitors.
- e. Lack of human resources who are less able to speak foreign languages so that it is difficult to guide foreign tourists.
- f. Lack of support and contribution from villagers to sort out trash from visitors.

4. CONCLUSION

Promotions that must be intensified on an ongoing basis, so that tourists will come back, both internally and externally. Application of tourism facilities and infrastructure. Tourism facilities are companies that provide services to tourists, either directly or indirectly and their lives and lives depend a lot on the arrival of tourists, while tourism infrastructure are all facilities that make it possible for tourism facilities to live and develop and can provide services to various tourists. variety. These facilities and infrastructure must be managed properly and improved, this will add to the comfort of the tourists who come. The application of Sapta Pesona Sapta Pesona is to increase awareness, a sense of responsibility at all levels of society, both government, private and the wider community to be able to act and make it happen in everyday life. Sapta Pesona which contains seven elements that determine the good image of a tourist attraction, namely: Safe, Orderly, Clean, Cool, Beautiful, and Friendly and memorable. as well as a benchmark in improving the quality of tourism. The implementation of Sapta Pesona is the core of the program in increasing community tourism awareness and is a requirement in efforts to develop tourism towards a better direction. Sapta Pesona as a national guide which has a purpose.

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