

FACTORS AFFECTING THE EFFECTIVENESS OF TOURISM PROMOTION IN KWALA SERAPUH VILLAGE, LANGKAT

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Abstract: Tourism promotion is one of the important activities to increase tourist visits to a tourist destination. The effectiveness of tourism promotion can be measured by looking at the increase in the number of tourists visiting these tourist destinations. This study aims to analyze the factors that affect the effectiveness of tourism promotion in Kwala Serapuh Village, Langkat. This research uses quantitative methods with a survey approach. The study population was tourists visiting Kwala Serapuh village, Langkat. The study sample amounted to 100 people taken by simple random sampling method. The research data were collected using questionnaires. Data analysis was performed using multiple linear regression analysis. The quality of promotion is the most influential factor on the effectiveness of tourism promotion in Kwala Serapuh village, Langkat. This shows that quality promotional content, promotional design, and promotional media can attract the attention of tourists and increase their interest in visiting these tourist destinations. The relationship of promotions with the needs of tourists is also an important factor to note. Promotions that are relevant to the needs of tourists will be more effective in increasing tourist interest to visit these tourist destinations. The spread of promotions is also an important factor to pay attention to. Promotions that are reached by many people will be more effective in increasing tourist awareness about these tourist destinations. Based on the results of this study, it can be concluded that to improve the effectiveness of tourism promotion in Kwala Serapuh Village, Langkat, efforts need to be made to improve the quality of promotion, the linkage of promotion with tourist needs, and the spread of promotion.

Keywords: Tourism Promotion, Effectiveness, Promotion Quality, Promotion Linkage, Promotion Dissemination, Kwala Serapuh Village Langkat

Introduction

The development of tourism has shown its significant role in economic development in Indonesia. This increasingly meaningful role can be seen from the level of economic welfare of countries in the world, mainly relying on better and more advanced tourism. With the many potential tourist attractions of Langkat Regency, the increase in tourist visits is a benchmark for the success of tourism promotion activities, because the increase in visits can have an effect on the regional economy, one of which is Kwala Serapuh Village. Promotions are often carried out by tourism movers to increase tourist visits to the village. Promotion is an important stage in marketing to do. Promotion of tourist attractions is carried out to attract the attention of visitors to come and visit the attraction. Government policies, service staff, tourist satisfaction are some of the important factors that influence the effectiveness of tourism promotion. The development of the economy in Indonesia until now, has a significant impact, where all tourist villages in Indonesia are required to always be creative and innovative, in order to be able to compete with

other tourist villages (Dewi O. I. & Sutanto E. M., 2018). The tighter the level of competition, it is balanced with the need for a good marketing strategy as well, so that the goals that have been predetermined by the tourism village manager can be on target, moreover marketing is also the spearhead of the tourism village for its survival (Simamora, 2015).

Indonesian tourism if it can be packaged and managed properly will become an asset of the State of Indonesia. The diversity of tourist attractions from natural, cultural and artistic attractions as well as artificial attractions such as tourist parks can actually be used as one of the pillars of the country's economy and can also absorb a lot of labor so that human resources and natural resources can be utilized optimally. Tourism is one industry that looks very promising now and in the future. This can be seen from the development of creative activities that are increasingly being rolled out in various regions accompanied by the increasing number of cities or regions that want to make their cities as creative cities or regions and also indicate that the creative-based economy already has a role in national economic activities.

The management of tourism objects in Langkat Regency, especially in Kwala Serapuh Village, has not been running effectively. This can be seen from the lack of knowledge about good tourism management, where the quality of services provided is still lacking. In addition to the lack of service quality. The supporting infrastructure facilities found in several tourist attractions in Kwala Serapuh Village have also begun to be unmaintained. Tourism management cannot be done without the intervention of related parties such as the public or tourists and also the management of the tourism object itself. Cooperation between the community or tourists and also the management of tourist attractions is needed in order to support the development of the tourism sector in Kwala Serapuh Village, of course, in realizing this, tourism object managers must really pay attention to things such as improving the quality of services and improving the quality and quality of existing infrastructure or supporting facilities. In addition to the availability of facilities and quality of service, security and safety in the tourist attraction area also need to be considered to avoid unwanted things around the tourist attraction. Various tourism potentials owned by Kwala Serapuh Village if managed properly and correctly, will certainly have a good impact on tourism promotion in Kwala Serapuh Village, Langkat Regency.

Literature Review

Promotion

Promotion is part of a series of company activities in marketing products or services. Promotion is an area of marketing activities and company communication with buyers or consumers that contains information, persuades and influences. All of these activities have the goal of increasing sales, but if the product consumers have never heard of, or the product is useful or not to them, brands will go buy it (Rahayu & Sari, 2018). (Yusuf & Sunarsi, 2020) Promotion is one element that greatly affects the acquisition strategy in the company so that the maximum sales level, if there is no attractive and effective promotion in a company, it is likely that the sales level will not be maximized. According to (Fahrevi, 2018) explained that promotion is a core in the marketing mix which is very important to be carried out by companies in carrying out marketing actions on a product or service to be sold.

Tourism

Tourism is any activity related to travel for entertainment and tourism purposes. According to (Prayogo, 2018) Tourism it can simply be defined as the travel of a person or group of people from one place to another making plans within a certain period of time, for recreational purposes and getting entertainment so that his desires are fulfilled. Various notions of tourism are very much explained by tourism experts, such as the World Tourism Organization which put forward the definition of tourism as "The activities of persons traveling to and staying in places outside

their usual environment for not more than one consecutive year for leisure, business and other purpose," (World Tourism Organization (WTO), 1999).

Travel Promotion

Promotion is a process used to deliver information data to the target market, regarding matters related to the product, price, place of the product sold by carrying out an invitation or persuasion aimed at making the target willing to make a purchase (Yoeti, 2008). Basically, the purpose of the word promotion is to inform, persuade or remind more deeply (Yoeti, 2008). Tourism promotion is related to communication activities and publications aimed at building an image of tourism. Tourism products are something that can be offered to both local and foreign tourists. In tourism promotion activities, Morizka explained the role of promotion in the tourism sector, namely to stimulate the purchase of tourist products by buyers and increase sales effectiveness in a short time and the company is able to attract new potential customers (Zebua, 2018). With tourism promotion, tourist destinations that have potential can be disseminated using various publication media that attract tourist visits.

Effectiveness

Effectiveness comes from the word effective, where the word effective comes from English, namely effective which means successful. Effectiveness means success in achieving the goals that have been set. If the results of the activity are closer to the goal, it means the higher the effectiveness, and vice versa (Agustina, 2020). According to (Syam S., 2020) effectiveness is how much the degree of stickiness of output (output) is achieved with the expected output of the amount of input (input) in an enterprise or person. Understanding effectiveness according to (Astuti et al, 2019) the achievement of planned goals in accordance with budgeted costs, set time and specified personnel. Effectiveness is said to be successful in terms of achieving or not the targets that have been set. Effectiveness is measurement in the sense of achieving goals and objectives. According to (Siregar, 2017) Effectiveness is related to achieving predetermined goals, the higher the level of effectiveness of a budget, the higher the success rate of an organization in carrying out a predetermined program.

Method

The type of research used in this study is descriptive with a qualitative approach, namely conducting direct interviews with informants and observations. Qualitative research is research used to investigate, find, describe, and explain the effectiveness of tourism promotion in Kwala Serapuh Village, Langkat in developing the tourism. Descriptive research is research that studies the problems to be studied and analyzed on the effectiveness of tourism promotion in Kwala Serapuh Village, Langkat. The research approach is carried out directly at the research location, namely the community and mobilizers who are directly connected to the research to be used as informants. The collection of data sources used uses primary and secondary data, where researchers use interview techniques and collect data at the research location. There are 3 (three) data collection techniques used by researchers, as follows:

1. Observation

Conduct direct observations of activities that occur in the field. This is in order to obtain the data and information needed by the author in preparing research (Sugiyono, 2018). Researchers are directly involved in the activities of finding the necessary data through observation. For this study, the level of participation of researchers is to observe promotional activities and other activities carried out by the community and tourism drivers in Kwala Serapuh Village. These observations were made during data collection.

2. Interview

Interviews are conducted using structured interviews, conducted by two parties, namely by researchers and informants. The information in question is someone who is influential in obtaining information related to the formulation of the problem. Researchers conduct time-based interviews by means of direct face-to-face meetings, and ask informants directly about the information the researchers need for the study.

3. Documentation

This method is a way of collecting data that produces important records related to the problem under study, so that complete, legitimate and not thought-provoking data will be obtained. Important notes in question are documents that can be used as a reference in order to complete the data. In addition, documentation can also be in the form of photos of observations that can be evidence of research on Kwala Serapuh Village. A document is a past document record that can add specific details that will help complete the file that the researcher needs.

Result and Discussion

Tourism Promotion Destinations of Kwala Serapuh Village, Langkat

The main purpose of tourism promotion of Kwala Serapuh Village, Langkat, is to increase public awareness of the tourism potential owned by the village. Through promotion, Kwala Serapuh Village aims to attract local and foreign tourists to visit the village, explore its natural beauty and local culture, and have a positive impact on the local economy and community welfare. Tourism Promotion of Kwala Serapuh Village, Langkat has several objectives, namely:

1. Increase awareness
Introducing Kwala Serapuh Village as a new tourist destination to the wider community.
2. Increase the number of tourists
Attracting tourists to visit Kwala Serapuh Village and enjoy its various tourism potentials.
3. Increase people's income
Increase the income of the people of Kwala Serapuh Village through the tourism sector.
4. Creating jobs
Creating new jobs for the people of Kwala Village is as fragile as the development of the tourism sector.
5. Preserving local culture
Introducing and preserving the local culture of Kwala Serapuh Village to tourists.

Tourism Promotion Activities of Kwala Serapuh Village, Langkat

Kwala Serapuh Village tourism promotion activities include providing clear and interesting information about the village's tourist attractions, such as natural, cultural, and culinary potentials. Promotions are carried out through various channels, including social media, websites, tourism fairs, brochures, and cooperation with local travel agents. Various promotional activities have been carried out to achieve these objectives, including:

1. Online promotion
2. Create a website and social media accounts for Kwala Serapuh Village, as well as conduct online advertisements on social media platforms and travel websites.
3. Offline promotion
Participate in travel exhibitions, distribute brochures and pamphlets, and establish cooperation with travel agents.
4. Media activities
Inviting mass media to cover Kwala Serapuh Village and publish it in the mass media.
5. Festivals and events

- Holding festivals and tourist events to attract tourists.
6. Infrastructure development
Improve village infrastructure such as roads, clean water, and electricity for the convenience of tourists.
 7. Community training
Provide training to the community on hospitality and homestay management.

Obstacles in Tourism Promotion of Kwala Serapuh Village, Langkat

Some obstacles that may be faced in tourism promotion of Kwala Serapuh Village include limited promotional budget, lack of adequate tourism infrastructure, low awareness of local people about tourism potential, and competition with other tourism destinations around the Langkat area. Despite various efforts, there are several obstacles in the promotion of Kwala Serapuh Village tourism, namely:

1. Lack of budget
The funds available for the promotion are still limited.
2. Lack of human resources
Lack of experts in the field of tourism promotion.
3. Accessibility
Access to Kwala Serapuh Village is still relatively difficult.
4. Tourist facilities
The available tourist facilities still need to be improved.
5. Public awareness
Lack of public awareness about the importance of tourism.

Efforts to Face Obstacles in Tourism Promotion of Kwala Serapuh Village, Langkat

Efforts to address these barriers include increasing cooperation with local governments and tourism organizations, increasing investment in tourism infrastructure, conducting education and training programs to local communities on tourism management, and seeking additional sources of funding through partnerships with the private sector. To overcome these obstacles, some of the efforts made are:

1. Find sponsors
Establish cooperation with private parties to get sponsors.
2. Community training
Provide training to the community on the importance of tourism and how they can be involved in its development.
3. Infrastructure development
Improve village infrastructure such as roads, clean water, and electricity for the convenience of tourists.
4. Cooperation with the government
Working with local governments to get support in tourism development.

Strategies carried out in the Effectiveness of Tourism Promotion of Kwala Serapuh Village, Langkat

Strategies undertaken to improve the effectiveness of Kwala Serapuh Village tourism promotion include identifying targeted potential market segments, creating attractive and diverse tour packages, utilizing positive testimonials from previous visitors, and utilizing digital technology to expand the reach of promotion. In addition, cooperation with local tourism actors and utilizing social media as an effective promotional tool are also strategies carried out. Here are some strategies to increase the effectiveness of tourism promotion of Kwala Serapuh Village:

1. Developing a target market
Determine the right target market and focus on promotion to that target market.
2. Create engaging content
Create interesting and informative content about Kwala Serapuh Village on social media and websites.
3. Make the most of social media
Utilizing social media to interact with tourists and promote Kwala Serapuh Village.
4. Cooperation
Working with travel agents, influencers, and bloggers to promote Kwala Serapuh Village.
5. Developing tour packages
Develop tour packages that are attractive and in accordance with the needs of tourists.
6. Improve service quality
Improve the quality of service and hospitality to tourists.

Conclusion

Tourism promotion of Kwala Serapuh Village, Langkat aims to increase awareness, number of tourists, community income, employment, and preserve local culture. Various promotional activities have been carried out, such as online, offline, media, festivals, and infrastructure development. However, there are several obstacles such as budget, human resources, accessibility, tourist facilities, and public awareness. Efforts to overcome these obstacles are seeking sponsorship, training, infrastructure development, and cooperation with the government.

Strategies to increase the effectiveness of promotion include determining the target market, creating interesting content, maximizing social media, establishing cooperation, developing tour packages, and improving service quality. With the right efforts and strategies, it is hoped that the promotion of Kwala Serapuh Village tourism can attract tourists and improve the welfare of the village community.

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