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TOURISM MARKETING MIX FOR INCREASING TOURIST VISIT IN DENAI LAMA TOURISM VILLAGE

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ABSTRACT

The purposes of this study include: to analyze the marketing mix in Denai Lama Tourism Village based on tourist characteristics to increase tourist visits in Denai Lama Tourism Village. This study uses a quantitative-qualitative approach or mix method. The data used in this study are primary data and secondary data. This study used the method of observation, interviews and questionnaires. Questionnaires were used to determine and analyze the characteristics of tourists and the marketing mix in the Tourism Village of Denai Lama. The number of samples was determined using Slovin's theory, and 100 samples were obtained. The results of the questionnaire were processed using Microsoft Excel calculations with the presentation of the data using a pie chart. The results of this study indicate that the characteristics of tourists in Denai Lama Tourism Village are dominated by age: 21-30 years old, educational background: high school, income Rp. 1,100,000- Rp. 2.000.000, Gender: Women with family cycle: Married Children aged 2-12 years. Based on the psychographic aspect of the mid-centric tourist type. The application of the marketing mix in the Denai Lama Tourism Village has been implemented well, but there are still certain things that must be considered and improved so that tourists increase. Of the 7Ps of the marketing mix in the Denai Lama Tourism Village, the elements of Place, Physical Evidence and Promotion have the lowest value among other elements, so the marketing mix elements really need to be considered and improved to increase tourist visits in the Denai Lama Tourism Village.

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Keywords: Marketing Mix, Tourist Characteristics, Tourist Visits

1. INTRODUCTION

Tourism is a multidimensional and multidisciplinary field. Many other sciences support and complement each other in the tourism development process. One of them is the field of marketing. Referring to RIPPARNAS (Master Plan for National Tourism Development), there are four elements/pillars in tourism development, namely Destination Development, Tourism Industry, Marketing and Institutions. The marketing mix according to Kotler and Armstrong (1999:48) is a set of tactical marketing tools that can be controlled by product, price, distribution, place, and promotion that are combined by the company to produce the desired response in the target market. Thus, the factors in the 7P marketing mix: Product, Price, Place, Promotion, People, Physical Evidence and Process are variables that are expected to create consumer satisfaction, or in other words these variables will increase tourist visits. Denai Lama Village is an area that includes rice fields and plantations, rice fields as much as ± 147 hectares so that from this data the livelihoods of the people of Denai Lama Village are more dominant in the farmer and labor sector. Those who dominate are day laborers, but in this case workers are also included in the agricultural sector, because many of the people of Denai Lama Village farm by renting, borrowing and taking wages or it is called working in other farmers' fields. Denai Lama Village is divided into 4 Hamlets. Tourists can do various things in the Denai Lama Tourism Village such as learning traditional dances, learning to grow rice and vegetables, learning to raise cattle and much more knowledge that will be obtained from the Denai Lama Tourism Village. Because of the local wisdom and culture that exist in Denai Lama Village, the Ministry of Education of the Republic of Indonesia has established Denai Lama Village as the first Vocational Village in North Sumatra Province. Denai Lama Tourism Village has several facilities that have been built, namely Gajebo or cottages and there

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are also several homestays that have been built in the village. In addition to these supporting facilities, the Denai Lama Tourism Village is also in the form of a Circle Dance Studio which is a learning medium for tourists to learn Malay dances, such as Serampang twelve and Kuala Dell. Tourists can also learn to play Malay musical instruments such as Arkodion, Gambus and Marwas. In addition, in the Denai Lama Tourism Village there is also a Paloh Naga tour which provides views of a very wide expanse of rice fields. So many tourist attractions are offered there but have not attracted tourists to come to visit, because the marketing from the local government has not been maximized.

2. RESEARCH METHODOLOGY

The type of research conducted by the author is a mixed type of quantitative - qualitative approach (mix method). Mixed Method produces more comprehensive facts in researching research problems, because researchers have the freedom to use all data collection tools according to the type of data needed. While quantitative or qualitative is only limited to certain types of data collection tools. The analysis used for quantitative is descriptive statistics, descriptive statistics function to describe or provide an overview of the characteristics of tourists in the Denai Lama Tourism Village which is studied through sample or population data (Sugiyono, 2015). And for the qualitative analysis of the data used in this study, namely using descriptive analysis, where the purpose of this analysis is to describe systematically, factually and accurately about the facts and the relationship between the phenomena being investigated. Based on the source, research data are grouped into two types, namely primary data and secondary data. Data collection techniques were carried out by observation, questionnaires, interviews, literature studies and documentation in this final project using the Slovin formula. The number of samples that have been determined based on the results of Slovin's calculations, has been determined as many as 100 people or respondents from tourists who come to the Denai Lama Tourism Village.

3. RESULTS AND DISCUSSION

Based on the results of the research on the characteristics of tourists in the Denai Lama Tourism Village, the following is a description of the characteristics of tourists in the Denai Lama Tourism Village:

a. Socio-economic aspects

the average tourists visiting based on socio-economic aspects are:

1. Age

The most dominating visitors are aged 21-30 years This is in accordance with the results of the author's interview with the manager that the current promotion of the Denai Lama Tourism Village is mostly to universities and schools. This age group usually tends to have the characteristics of liking things that smell like instagramable tourism with beautiful and unique photo spots.

2. Education

Based on education the most education is SMA, which is as much as 38%. Educational background is closely related to preferences in the selection of activities. Visitors with low education have low abilities and low incomes, while visitors with higher education tend to have higher incomes and have a wide variety of tourism options.

3. Income

Based on the income of visitors, Denai Lama Tourism Village is dominated by income of Rp 1,100,000 – Rp. 2,000,000 per month. This income result is low when compared to the UMR of Deli Serdang Regency, which is around Rp. 3.35 million. Tourist income is one of the important factors to increase the number of sales, because the higher the tourist income, the higher the sales results. With the income of tourists, we can find out what products are needed by tourists based on their income.

4. Gender

Based on gender, the most frequent visitors were women with a percentage of 67%. This percentage is influenced by tourist attractions with the theme of culture and education, which are more in demand by female tourists.

5. Family Cycle

Based on the family cycle of visitors to the Denai Lama Tourism Village, it is dominated by adults with married family cycles aged 2-12 years with a percentage of 32%. The family cycle is the stage experienced by the family in general which is closely related to the composition and size of the household. This means that Denai Lama Tourism Village is a family tourism object. Because on weekends many visitors come to Denai Lama Tourism Village with their families.

b. Based on psychographic aspects

The tourists who visited the Denai Lama Tourist Village the most based on the psychographic aspect were the characteristics of tourists with the midcentric type, which scored a score of 197.6. midcentric traveler type is the middle of allocentric and psychocentric, tourists in this group tend to like doing tourism activities for relaxation and pleasure, visiting family and friends is one of the travel destinations, traveling for health reasons, tourism activities are closely related to the need for changes in life, have an appreciation of beauty, like to pamper yourself with fun and sensual things and shopping is an unforgettable activity while traveling.

Table 1 Tourism Characteristics in Denai Lama Tourism Village

Socio-Economic	Psychographic
21-30 Years	Midcentric
SENIOR HIGH SCHOOL	
Rp. 1,100,000-Rp. 2,000,000	
Woman	
Married, Children 2-12 Years Old	

Based on the results of questionnaires that have been distributed to 100 respondents, the following are the results of the 7P marketing mix questionnaire in the Old Denai Tourism Village:

Table 2 Marketing Mix 7p in the old Denai Tourism Village

No	Information		Evaluation										Total	Average 01	Average 02	Average 03
			5	4	3	2	1									
1	Product	Experience	25	125	37	148	20	60	14	28	4	4	365	3.65	3.77	
		Knowledge	31	155	40	160	19	57	7	14	3	3	389	3.89		
2	Price	Prices according to service	30	150	39	156	19	57	10	20	2	2	385	3.85	3.64	
		Prices that match the ability of tourists	20	100	26	104	30	90	20	40	9	9	343	3.43		
3	Place	Operational Location	20	100	30	120	32	96	13	26	5	5	347	3.47	3.28	3.63
		Distribution channel	15	75	19	76	36	108	20	40	10	10	309	3.09		
4	Promotion	Information via media	18	90	41	164	22	66	19	38	0	0	358	3.58	3.40	
		Discounts	15	75	18	72	40	120	27	54	0	0	321	3.21		
5	Physical Evidence	Denai Lama Tourism Village Logo	18	90	40	160	17	51	15	30	10	10	341	3.41	3.55	

		Facility	23	115	39	156	22	66	16	32	0	0	369	3.69	
6	People	Serving employees	21	105	60	240	11	33	7	14	1	1	393	3.93	3.88
		Employees who inform	22	110	49	196	19	57	10	20	0	0	383	3.83	
7	Process	Reservation service	27	135	45	180	20	60	8	16	0	0	391	3.91	3.90
		Fast and precise service	30	150	39	156	22	66	9	18	0	0	390	3.90	

Source: Processed Data, 2022

Based on the data above, the results of the assessment calculations are compared with the assessment standards as follows:

- a. A value of 1.00 - 1.80 means that tourists state that the marketing mix is not good or not successful
- b. Value, 1.81 – 2.61 means that tourists state that the marketing mix is not good or less successful
- c. A value of 2.62 – 3.42 means that tourists state that the marketing mix is quite good or quite successful.
- d. A value of 3.43 – 4.23 means that tourists state that the marketing mix is good or successful
- e. Value 4.24. 5.00 means that tourists state that the marketing mix is very good or very successful.

From these data, it can be analyzed that the marketing mix in the Denai Lama Tourism Village has been implemented properly or successfully when viewed from the average number obtained. This is obtained based on the overall average calculation, which is 3.60 for the value of the marketing mix in the Denai Lama Tourism Village.

7 4. CONCLUSION

Based on the results and discussions described in the previous chapter, the conclusions regarding the Marketing Mix to Increase Tourist Visits in Denai Lama Tourism Village are as follows:

1. The characteristics of tourists in Denai Lama Tourism Village are socio-economic aspects: Age 21-30 years old, high school education, income Rp. 3,100,000-Rp. 4,000,000, Female gender and family cycle married, children aged 2-12 years. And from the psychographic aspect: midcentric traveler type.
2. The tourism marketing mix (7P) that has been carried out by the Denai Lama Tourism Village in increasing tourist visits has been implemented properly. The following are the results of the 7Ps in the Old Denai Tourism Village:
 - a. Product : The products offered are based on the potential of the Denai Lama Tourism Village. The products offered are natural beauty, outbound and fun games, traditional Malay and Javanese dance and theater performances and traditional food sold by traditional markets in Denai Lama Tourism Village.
 - b. Price: Pricing is mutually agreed and mutually beneficial. Denai Lama Tourism Village is not too big to take advantage of the prices given. The prices offered are still standard and are aimed at the lower middle class, it is also intended that tourists in the Denai Lama Tourism Village can be enjoyed by many tourists.
 - c. Places :The location is quite strategic and beautiful due to the rural atmosphere surrounded by rice fields, but lack of access such as public transportation that does not exist to Denai Lama Tourism Village. And there is no distribution channel carried out by the manager of the Denai Lama Tourism Village.
 - d. Promotion: Denai Lama Tourism Village has carried out promotions and marketing by printing and distributing tourism package brochures (tourism), building a tourism website and utilizing social media such as Instagram and Facebook.
 - e. Physical Evidence: Denai Lama Tourism Village already has complete facilities such as homestays, inns, canteens, toilets, prayer rooms, cafes, and photo spots. Currently the condition of the Denai Lama Tourism Village is in the maintenance stage because many facilities are

damaged such as chairs and other supporting facilities due to the lack of visitors who come to the Denai Lama Tourism Village.

f. People: Human resources who have a role in managing the Denai Lama Tourism Village consist of residents in the village who have the characteristics of being friendly to visitors.

g. Process: The ordering mechanism can also be done directly or indirectly.

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