

TOURISM VILLAGE PROMOTION STRATEGY IN DEVELOPING TOURISM VILLAGES BASED ON LOCAL WISDOM IN SUMEDANG DISTRICT

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Abstract

A tourist village is a form of industry which is a tourist trip that encourages tourists to use the various products offered by the tourist village, consisting of culinary tourism, educational tourism, natural tourism, and so on. Data on tourist visits to Sumedang Regency during 2022 was 1,293,953 people and in 2023 there were 1,738,502 people. Based on this data, it is known that the number of tourist visits has increased but the number of visits is not spread across all tourist attractions or tourist villages in Sumedang Regency. Therefore, the Sumedang Regency Tourism, Culture, Youth and Sports Department is targeting an increase in the number of tourist visits by 17% from 2023. So it is necessary to develop a promotional strategy for tourist villages in Sumedang Regency. Thus, the aim of this research is to develop a tourism village promotion strategy in developing local wisdom-based tourism in Sumedang Regency. In determining a tourism promotion strategy, it is necessary to pay attention to several dimensions of tourism promotion which consist of: *image marketing*, *attraction marketing*, *infrastructure marketing*, and *people marketing*. The research method used was qualitative research methods. Data collection was carried out through literature and field studies. Meanwhile, data processing is carried out by referring to data processing procedures which consist of data reduction, data presentation and data verification.

Keywords: Regional Development; Local Government Promotion; Regional Tourism; Regional Tourism Promotion; Tourism Village Promotion

INTRODUCTION

Nowadays, tourism has become one of the development sectors in a country where tourism has an impact on increasing the economic development of that country. Tourism has become a basic need in human life or a *lifestyle*. Tourism is a travel activity carried out by a person or group of people by visiting certain places for various purposes such as recreation or studying the tourist attractions visited temporarily. The availability of tourist resources is a key factor in attracting tourist interest. Marsono explained the types of tourist resources, namely:

1. Objects that are available and found in nature are called natural amenities in tourism terms, for example, climate, landforms and scenery, forests, flora and fauna as well as health centers which are included in this group;
2. Human creations include objects that have historical, religious and cultural value; And
3. The way of life of the local community.

This tourist attraction is used as the main source of income for each region, as explained by Sunaryo, the tourism movement carried out by millions of people will directly move the economic chain which can develop into a service industry, be it transportation services, hotel services, culinary services, souvenir services and so on. Thus, infrastructure and transportation are needed that are easy for tourists to access to visit tourist locations. Niemah (3) explained that a tourist attraction requires infrastructure and transportation to visit tourist destinations. Apart from that, the availability of facilities also has an important role in meeting tourist needs while at the tourist attraction location.

The impact of tourism on the regional aspect is that tourism can provide opportunities and contributions to regional development, opening regional isolation, and alleviating poverty in tourist destination areas so that tourism becomes a strategic sector to be developed in efforts to revitalize the economy in Indonesia. Therefore, serious and professional tourism management and development is needed.

Promotion of tourist villages is one form of tourism management. Yulianti and Suwando (4) explained that tourist villages are a form of tourism industry in the form of identical tourist travel activities including a number of activities that encourage tourists to travel to tourist villages. Tourism product elements consist of tourist transportation, tourist attractions and tourism accommodation.

Things marketed from tourist villages are regional tourist attractions. In Sumedang Regency, tourist villages offer various kinds of activities, not only enjoying natural tourism but also being able to learn about regional arts, culinary arts, hiking, camping and other things that can be used as attractive destinations for tourists. With a variety of regional tourist attractions, tourism policies related to tourism promotion are needed.

Nugroho explained that tourism policy concerns tourism services, one form of tourism service is promoting tourism.

The purpose of tourism promotion explained by Tjiptono is to provide information about a product widely to potential consumers, obtain and also reach new consumers and maintain the level of consumer loyalty, help increase sales, increase excellence and also differentiate a product from other products from competitors, building branding and product image of a brand in the eyes of consumers, and influencing consumer assumptions and behavior regarding a product.

Tourist villages in Sumedang Regency often promote tourism through various mass media such as radio, television, billboards, social media, websites and so on. However, this does not necessarily increase the number of tourist visits significantly and evenly throughout all tourist villages in Sumedang Regency.

Table 1. Number of Tourist Visits to Sumedang Regency in 2022-2023

Year	Number of Visits
2022	1,293,953 People
2023	1,738,502 People

Source: Sumedang Regency Tourism, Culture, Youth and Sports Office 2024

Based on this data, it is known that the number of tourist visits has increased, but the number of visits is not spread across all tourist attractions or tourist villages in Sumedang Regency. Therefore, the Sumedang Regency Tourism, Culture, Youth and Sports Department is targeting an increase in the number of tourist visits of 17% from 2023.

These conditions require a tourism village promotion strategy in developing local wisdom-based tourism in Sumedang Regency.

Promotion of tourist villages can be done by applying the promotional mix concept which consists of: *Direct Marketing*, *Public Relation*, and *Advertising*. Furthermore, the research results from Anisa and Yustikasari explain that tourism promotion strategies can be carried out by utilizing five promotional tools consisting of advertising, sales promotion, public relations, personal sales, and direct marketing. Based on the results of this research, researchers are interested in researching village tourism promotion strategies using the dimensions of regional tourism promotion strategies. Kuncoro explained that regional governments have an important role in increasing regional potential through regional tourism.

Therefore, according to Kuncoro (2010: 291) regional governments need to pay attention to regional tourism promotion which prioritizes the following four dimensions that can attract investment:

1. Image Marketing (*image marketing*): the uniqueness and goodness of the image, often supported by a slogan
2. Attraction/attraction marketing (*attraction marketing*): attractions or natural beauty, historical buildings and places, parks and landscapes, convention and exhibition centers, as well as malls and supermarkets.
3. Infrastructure Marketing (*infrastructure marketing*): infrastructure to support the attractiveness of the living environment and business environment, including roads, railways, airports, as well as communications networks and information technology.
4. Population marketing (*people marketing*): include, among other things, friendliness, local heroes or famous people, competent staff, entrepreneurial abilities and positive comments or responses from residents who first moved to the place being marketed.

This tourism village promotion strategy is part of the development of Village Institutional Capacity where the development of institutional capacity is part of the researcher's research roadmap for 2024.

METHOD

This research uses qualitative research methods. The data collection steps that the researcher carried out refer to Sugiyono's opinion (10), namely consisting of: 1) Literature Study; and 2) Field studies, which consist of observations, interviews and documentation. The data that has been collected is then analyzed using data processing procedures according to Sugiyono which consists of: 1) Data Reduction; 2) Data Presentation; and 3) Data Verification.

The expected result of this research is the formation of a research design and methodology regarding tourism village promotion strategies in developing local wisdom-based tourism in Sumedang Regency. The targeted achievement indicators consist of:

1. A methodological design has been prepared to be used to answer the problem of promoting village tourism.
2. Data collection has been organized;
3. Adequate data that has been determined;
4. Technical evaluations and promotional strategies for tourist villages have been carried out;
5. Alternatives have been prepared for data completeness; And
6. The R&D design has been fulfilled.

The stages of this research consist of 1) observation; 2) collection of literary sources; 3) creating a research design; 4) interview; 5) data collection and data processing; 6) preparation of progress reports; 7) data presentation; 8) drawing conclusions; 9) preparation of the final report; 10) preparation and publication of scientific articles.

RESULTS AND DISCUSSION

The book "Marketing Strategy" by Mudrajad Kuncoro, (2010: 291) discusses various promotional and marketing strategies which involve four main components: Image Marketing, Attraction Marketing, Infrastructure Marketing, and People Marketing.

1. Image Marketing:

This strategy focuses on building a strong and positive image or brand image in the minds of consumers. The main goal is to create a good perception of the product or company.

Important elements of image marketing include visual design, logos, slogans, and consistency in brand communications. In this research, there were 4 tourist villages owned by Sumedang Regency that did not have taglines and slogans to promote their tourist villages. This is because tourism managers, in this case Pokdarwis, are still focused on completing existing infrastructure at tourist locations.

2.Attraction Marketing:

Attraction marketing aims to attract consumers' attention naturally by offering relevant and interesting content or information so that consumers are interested without feeling forced. In this research, interesting things were found that are considered to attract consumers' attention, including:

a. Natural Resources

The main natural tourist attraction that is featured in the four tourist villages is the view of the Jati Gede Dam. The location of the tourist village at an altitude takes advantage of the view of the Jati Gede dam which is right below the tourist village.

b. Artificial Resources

Man-made tourist attractions that are mainstays include dog-dog art, umbul dance, jatigede special liwet rice cuisine, lipstick mangoes, palm sugar, tiweul honey, camping grounds.

3.Infrastructure Marketing:

This strategy is related to the development of infrastructure that supports marketing, such as technology, distribution and logistics. In this research, there are several that have been carried out by several tourist villages in Sumedang Regency, including:

a. Ease of access to the location

Tourist villages in Sumedang Regency have easy access for tourists. There are many road signs installed to make it easier for tourists to get to tourist locations. Not only that, most of the roads to tourist locations are in very good condition and several road improvements are being made to make it easier for tourists to access tourist locations.

b. Infrastructure

The infrastructure owned by each tourist village is not much different, including electricity networks, prayer rooms, canteens or stalls, parking lots, photo spots, huts or gazebos, paragliding, forest walks and public toilets. The condition of the infrastructure owned by tourist villages is only 70% which is still suitable, the remaining 30% is in a condition which is not suitable for use. Infrastructure conditions that need to be improved include public toilets, photo spots, and huts or gazebos. With conditions like that, the available infrastructure is not yet able to support tourism activities optimally.

4. People Marketing

People marketing emphasizes the importance of human resources in the marketing process.

a.Role of Local Government

The role of the Sumedang Regency regional government in developing village tourism potential includes starting with forming a tourism group in each village which was originally called Kompepar (tourism driving group) but has now changed its name to POKDARWIS (Tourism Awareness Group). The formation decree was issued by the Regional Government through the Sumedang Regency Culture, Tourism, Youth and Sports Service. With the formation of POKDARWIS, it is hoped that it can help village governments explore and develop village tourism potential. Apart from that, the Sumedang regional government has

also issued a policy regarding the category of tourist villages and the designation of tourist villages.

The forms of support provided by the local government regarding the development and promotion of tourist villages in Sumedang Regency include:

1. Training and technical guidance related to tourism management
2. Bringing in CSR both from the private sector and BUMN
3. Giving Bangkudes
4. Bring in management from a 3rd party
5. Inviting capital city artists to visit tourist attractions

b. Involvement of public figures/community figures in promotional activities for tourist villages

At the beginning of the establishment of the tourist village, the management collaborated with several public figures to help promote the tourist village. Public figures invited included Rossa, retired thug series player, Ohang, Budi Dalton, and the late Hari Mukti. The impact felt from visits by public figures helps increase the number of tourist visits. However, this condition did not last long due to the Covid-19 pandemic, so the number of visits decreased. When entering the new normal period, tourism has not been able to recover as before. Under these conditions, managers cannot use public figures to help increase the number of visits due to the lack of a budget. The budget is more focused on improving infrastructure.

Obstacles in the development and promotion of Tourism Villages in Sumedang Regency

Several points hinder a tourist village from being able to develop and promote it to a wide audience, including:

1. Budget

There is a minimal budget for developing tourist villages. Infrastructure needs to be updated but both villages, Bumdes and Pokdarwis do not have a budget to repair and upgrade existing infrastructure at these tourist locations.

2. Tourism Manager Competency

Before the Jatigede and Darmaraja areas had the Jati Gede dam, the majority of the population were farmers whose daily business was growing rice and vegetables. When the Jati Gede dam was built, the residents changed jobs, namely working as boatmen, fish ponds, shrimp ponds and even managing tourist attractions. Nearly 90% of those who are part of POKDARWIS have no experience managing tourism. So tourism development is progressing slowly. Apart from that, POKDARWIS administrators have other main jobs so they cannot focus 100% on developing tourist villages.

3. 3rd party manager

There are several tourist attractions managed by 3rd parties. Where the 3rd party rents village land to be used as a tourist attraction. Having a third party helps ease the burden on POKDARWIS in managing tourist villages. However, new problems emerged from the emergence of a third party, including that Jemah village did not have a tourist attraction managed by POKDARWIS, so POKDARWIS in Jemah village had a vacuum in managing tourism. The village is trying to open new land to reactivate tourism in Jemah village, namely building a campground, but the lack of budget means the construction has never been completed. Apart from that, the management fees promised by third parties to the village government and BUMDes have stagnated. Tourist attractions managed by third parties do not guarantee a high number of visitors, as is the case in the Thousand Light Village where the number of visits in the last 3 years is very minimal compared to other tourist attractions.

CONCLUSION

In this research, it was found that four tourist villages did not have taglines and slogans, because the managers were still focused on infrastructure development. The villages offer natural and artificial resources, such as views of the dam, art, culinary delights, fruit, palm sugar and honey. Then, Infrastructure Marketing has also been carried out by improving access and infrastructure that supports tourism, although there are still some things that need to be improved.

On the People Marketing side, local governments play a role in developing tourist villages by forming tourism awareness groups, providing training, technical guidance, and bringing in CSR and managers from third parties to help manage and promote tourist villages. In fact, several public figures were invited to promote tourist villages, and this had a positive impact on the number of tourist visits.

However, there are several obstacles in developing and promoting tourist villages, including the lack of budget, lack of competence of tourism managers, and the existence of third parties who manage tourist attractions, which gives rise to a number of problems. Among these are POKDARWIS' difficulties in managing tourist villages, stalled development, and the lack of tourist visits at several objects because management by third parties does not meet expectations.

Suggestion

Some suggestions based on the obstacles found in the field are as follows:

1. Budget

- a. **Short term solution:** Tourist villages can be searched **collaboration with the private sector** or **crowdfunding** to finance infrastructure development. For example, collaboration with local companies that can provide CSR (Corporate Social Responsibility).
- b. **Long term solution:** Tourist villages can apply for the program **government grant** or follow **tourism competition** which offers development funds. Besides that, **BUMDes** and POKDARWIS can explore soft loans from banks or financial institutions specifically for tourism development.
- c. Encourage villages to **creating tour packages** unique so that it can attract investors or sponsors. Develop marketing strategies that can attract local and foreign tourists.

2. Tourism Management Competency

- a. **Training and capacity building is indispensable.** Local governments or private partners can hold regular training for tourism managers on tourist destination management, digital marketing and tourist services.
- b. **Collaboration with educational institutions** or universities that have tourism study programs to conduct the program community service or student internship in the field of tourism management.
- c. **Form a professional team:** Recruit or contract tourism professionals who can become mentors or companions for POKDARWIS and BUMDes for a certain period.

3. Third Party Manager

- a. **Renegotiation of contracts** with third parties to ensure clarity regarding profit sharing, fee payments, and management obligations.
- b. **Diversification of tourist attractions:** Don't rely on just one form of tourism. For example, develop natural tourism, cultural tourism, culinary tourism, or even educational tourism in one area.

c. **Turning on POKDARWIS Jemah village:** Apart from building a campground, Jemah village can hold **periodic events** such as cultural festivals or art performances that can attract visitors, without requiring large infrastructure.

d. **Digitalization of promotions:** Increase usage **platform digital** to promote tourist attractions managed by third parties to make them better known and attract more visitors.

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