

Implementation of Tourism Marketing Strategy

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Abstract

This study aims to analyze the influence of leadership style, work environment, and work motivation on employee performance at the Ijen District Office, Bondowoso Regency. This quantitative research involved the entire population of 30 employees, consisting of 25 civil servants and 5 contract workers, using a saturated sampling technique. Data were collected through observation, questionnaires, interviews, and literature review, and analyzed using multiple linear regression, t-test, F-test, and coefficient of determination. The results show that leadership style ($t = 3.621$; $p = 0.001$), work environment ($t = 2.271$; $p = 0.032$), and work motivation ($t = 2.450$; $p = 0.021$) each have a significant partial effect on employee performance. Simultaneously, these three variables also have a significant effect on employee performance ($F\text{-value} = 42.675 > F\text{-table} = 2.975$) with a coefficient of determination of 83.12%. Leadership style emerged as the most dominant factor influencing performance. These findings highlight the importance of improving leadership quality, enhancing the work environment, and strengthening motivation through reward systems to boost employee performance in public institutions.

Keywords: leadership style, work environment, work motivation, employee performance

INTRODUCTION

The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) of the Republic of Indonesia continues to strive to optimize the development of the tourism sector and the creative economy in Indonesia. The role of the tourism sector in Indonesia is important where the tourism sector can contribute through foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor and business development spread across various remote areas in Indonesia. Tourism is one of the engines driving the world economy which has been proven to be able to contribute to the prosperity of a country and is able to stimulate business activities to produce social, cultural, and economic benefits. One of the efforts made to develop the potential

of the tourism sector is by utilizing the natural beauty of various mountainous areas such as those in Lumajang Regency, one of which is located in Senduro District, Kandangtepus Village, namely the Glagaharum Camping Ground as a tourism destination. Tourism destinations are the main core of tourism development. In its development, tourist attractions should be built synergistically by paying attention to tourist facilities, public facilities, accessibility/infrastructure. No less important, tourism development must be based on community empowerment.

Tourism development will not be realized without the role of effective institutions. In the framework of national tourism development which includes strengthening organizations from local to national levels, the quality of human resources for tourism, tourism as a multi-sectoral activity and the existence of supporting regulations, the momentum of Indonesia's demographic bonus. Institutions in the Lumajang Branch Scout Movement have an idea to manage, develop, cultivate, and improve the economy of the local community. This scout movement has land that has beautiful views such as hilly land and the backdrop of Mount Semeru views. Not only that, the surrounding community is mostly dairy cattle and goat breeders, coffee, banana and other plantation farmers. This is what led to the emergence of the Glagaharum Camping Ground tourism which is sheltered and managed by the Lumajang branch scout movement. Based on the background of the phenomenon that has been described above, the researcher is interested in researching with the title Implementation of Tourism Marketing Strategy for the Glagaharum Senduro Lumajang East Java Camping Ground.

RESEARCH METHODS:

This research method uses a descriptive qualitative method. According to Sugiyono (2017:53), a qualitative method is a research work mechanism guided by subjective, non-statistical, or non-mathematical assessments, where the measurement of value used in this study is not a score, but rather a categorization of value or quality. Descriptive research, on the other hand, is research that depicts, describes, or explains the state of the object being studied as it is, according to the situation and conditions when the research is conducted. Case study as a qualitative research strategy is then defined by Creswell (2016) as a qualitative strategy in which researchers examine a program, event, activity, process or one or more individuals in more depth. Case study is a series of scientific activities carried out intensively, in detail and in depth

about a program, event, and activity, whether at the level of an individual, a group of people, an institution, or an organization to gain in-depth knowledge about the event. Usually, the events chosen, hereinafter referred to as cases, are actual (real-life events), which are currently taking place, not something that has passed.

Sampling Techniques

Sugiyono (2010), Snowball sampling is a technique for determining a sample that is initially small in number, then this sample is asked to choose its friends to be samples and so on, so that the number of samples increases. Like a snowball that rolls bigger and bigger. Snowball Sampling or chain referral sampling is defined as a non-probability sampling technique where the sample has properties that are rarely found. This sampling technique where existing subjects provide references to recruit the samples needed for a research study. This sampling method involves the primary data source nominating other potential data sources who would be willing to participate in the research study. Snowball sampling is purely referral-based, and this is how a researcher generates a sample. Therefore, this method is also called chain-referral sampling.

Data Collection Method

Data collection techniques are the most strategic step in research, because the main objective of research is to obtain data.

Observation

Observations were conducted to observe various phenomena that occurred during the research period. Field observations were conducted directly to improve understanding of the research setting, both from the physical-geographical and landscape aspects, as well as the socio-cultural aspects in the research area. Observations will be conducted systematically, by preparing an observation guide. Systematic observations conducted include observing the phenomena that exist at the Glagaharum Senduro Lumajang Campground, including in terms of location, facilities, services, prices, facilities and infrastructure, as well as strategies used by the tourism management, as well as tourist responses during and after visits in accordance with the research focus. The results of the identification are then compiled into a series of future improvements by the tourism management.

Literature review

A literature review of scientific papers, research findings, and internet sources addressing the research focus has been conducted. This review serves as a form of clarification with relevant parties to determine the accuracy of the writing.

Interview

The interviews in this study were direct interviews with research informants. The interviews were conducted by providing questions according to the data needed by the researcher using the interview text that had been provided to find out about their perceptions. In the interview, the researcher interviewed sources or informants who had relationships and interconnectedness, including: Hendra (Kwarcab Lumajang) who is responsible for the Glagaharum Senduro Camping Ground tourism as a source or permanent informant, and visitors or tourists at the Glagaharum Senduro Camping Ground tourism. In addition, secondary data is data obtained not from the first party but from certain parties related to this research, data in the form of documentation, tourism profiles obtained from tourist attractions and the Lumajang Kwarcab office, previous research, literature studies or other references.

Approaches in Data Analysis

Data analysis in qualitative research is conducted during data collection and after data collection has been completed within a certain period. According to Emzir (2010:129-133), this involves using the Miles and Huberman data analysis model, which uses an interactive data model, with the following stages:

Data Reduction

Data reduction refers to the process of selection, focusing, simplifying, abstracting, and transforming (raw data) that occurs in written field notes.

Model Data

This model is a structured collection of information that allows the description of conclusions and the taking of action.

Drawing/Verifying Conclusions

From the beginning of data collection, qualitative researchers begin to decide what something “means,” noting regularities, patterns, explanations, possible configurations, causal flows, and propositions. Competent researchers can handle these conclusions clearly while maintaining honesty and skepticism, but conclusions are still a long way off, incipient and at first vague,

then rising to explicitness and depth, to use Glasser and Strauss's (1967) classic terminology as illustrated below.

RESULTS AND DISCUSSION

Research Findings

a. Tourism Marketing Interview Results

1) Product Informant Description

Informant 1 "...the first is the food court. You probably already know what a food court is like there, which is that this food court provides local specialty foods and drinks, right? So there are 8 stalls...."

"...Glamping is glamorous camping, so it is a form of accommodation that is equivalent to a hotel, right? So, it is not just a tent, but it is also equipped with a spring bed, and is complete with all the equipment, including an en-suite bathroom and the same facilities as in a hotel...."

"...in this main camp, the first one is renting out a place so there are big activities. Then secondly, there's outbound, there are also two types of outbound, there's also a high rope that plays on ropes above it and fun games..."

Informant 2 "At this glamping, there are 3 types of accommodation tents, the first one has dome tents totaling 21 units accommodating 84 people with 4 people per tent, the second there are VIP tents totaling 4 units accommodating 16 people with 4 people per tent, and the third house ngaga totaling 2 units accommodating 4 people with 4 people per tent"

Informant 3 "This food court or snack center that is being developed is a food court concept with a centralized cashier that involves local products and the local community. Currently, there are 8 stalls with each stall selling certain products, there are various processed cow and goat milk, processed coffee, processed chocolate, regional specialties, fried foods and various snacks."

Informant 4 "In this main camp, there are two types of games: outbound high rope, which involves playing on a rope, and fun games. Sometimes people participate in activities there using both, sometimes they choose to do it individually. Companies usually choose both, so besides playing games, there are also values conveyed in the game, for example, teamwork for management, leadership, and communication, all of which are packaged in one place. Finally, there is flying fox, so that's the product of the main camp buper."

Informant 5 "What is the tourist attraction here? The location is very interesting because the view is beautiful, very cool, there are also lots of food in the cafe, only I ordered coffee combined with the cold atmosphere. If my wife is definitely looking for food, she is looking for meatballs and my wife's favorite drink is cow's milk."

Informant 6 "I visited the main camp because there was an event organized by Bank Jatim. While attending the event, I was there to watch the performances, which were presented by high school students and also university students."

Informant 7 "At glamping, I bought a weekday package for 75,000, which is quite good. It's not too expensive. You can even get food. If you don't have enough, you can just cross the street to the food court and buy it there. I also got a coffee drink. For that price, the facilities are quite satisfactory. In my personal opinion, for that price, the facilities provided are quite complete. I recommend it."

Informant 8 "The food here is almost the same as at home, it's called local food, but at home it's also local, so it's not that impressive because you've already tasted the food. Maybe city people will think 'wow' because there are rarely local foods, for example, ote-ote, fried rice, noodles, milk, coffee, and others."

Informant 9 "There are a lot of foods in the food court, judging from the menu, which I have memorized, and what I ordered was a cow's milk drink because this place is famous for its cow's milk farmers. For food, I ordered the usual grilled chicken salad and ote ote as a snack."

Informant 10 "Here, I saw that the menu was too extensive. I didn't remember each one of the things I ordered: coffee and chicken salad. I wanted to order a lot, but my stomach couldn't fit it. There are so many menus for sale. I forgot what they were because there were too many."

Informant 11 "At that time, I chose the dome tent type for weekdays because it was enough for a family of 4 people, along with a vacation where I could cook at home and occasionally take the family on an overnight vacation with a natural feel."

Informant 12 "There are so many that I'm confused about what to choose because there are so many. Earlier I ordered goat's milk and chicken salad. If I come here again, I'll order something else."

Informant 13 "...it's affordable from the Dometenda VIP tent at Gangga's house, the one I ordered happened to be the VIP tent, so there are lots of choices, it's really fun if you go with friends."

Informant 14 "There are often events here. Earlier, there was a goat contest down at the main camp. The regent also took part. Wow, it was really interesting and very lively..."

"....fried Javanese food with goat's milk is what I ordered, the menu is super extensive, there are 8 stalls that provide food and drinks..."

Informant 15 "....I ordered Javanese fried rice and water and warm goat's milk to drink."

2) Price

Informant 1 "....this type of dome can be occupied by two people, three people, four people with four beds and the price on weekdays is only 75,000 / person. On weekends it is only 100,000 / person and that also includes meals and complete facilities...."

"...VIP is also the same, it can accommodate 4 people because there are two of them inside. So, for example, if a family of father, mother, and child are enough there and that's why it covers 4 people. The price is 500 on weekdays. On weekends, it's 600...."

"....this Nggagah house is more complete and more exclusive and has more complete facilities. Yes, we sell it at a price of 700 on weekdays and 800 on weekends and that's just one bed..."

Informant 2 "....the dome tent is 100 thousand per person on the weekend and 75 thousand per person on the weekday, the VIP tent is 600 thousand per tent on the weekend and 500 thousand per tent on the weekday, and the private house is 800 thousand per room on the weekend and 700 thousand per room on the week day"

Informant 3 "The prices at this food court start from 5,000 to the most expensive 35,000...."

Informant 5 "It's very affordable for the food menu, it's complete here"

Informant 6 "The entrance ticket price is free for me, because I am one of the participants in this activity representing the ITB Widya Gama campus."

Informant 7 "At the glamping site, I bought a weekday package for 75,000, which is quite good. Isn't this too expensive...."

Informant 8 "In my personal opinion, the price is quite affordable, not too expensive, maybe a difference of 1000-2000, in my opinion, it's normal, basically it's affordable."

Informant 9 "In terms of price, it's quite affordable for the upper and lower classes. There may be some that are expensive, but there are many cheap options and there are also many menus. Just choose according to your ability."

Informant 10 "If the price is affordable, not too expensive, not too cheap, and if you eat while on vacation here, it's affordable, in essence."

Informant 11 "If the price was affordable, I chose the dome tent type on weekdays at 75 thousand per person. If there are 4 people, just multiply it. The price is affordable, basically."

Informant 12 "...it is true that the price is expensive, there are some that are cheap, on average, the cheap ones are the ones that are most popular according to my parents, in my personal opinion, they are expensive, bro..."

Informant 13 "...if I order the VIP package, it's 500,000 on weekdays and 600,000 on weekends, and I get an en-suite bathroom. There are many facilities available, such as soap and other toiletries, a shower, and hot water. In short, it's more complete in VIP."

Informant 14 "If the price is affordable, there might be a difference, but it's not much. It's enough for a tourist class with that price. The price also varies, just to suit each person's pocket."

Informant 15 "The price is quite good, some are expensive and some are cheap. If I choose the cheap one, I'll just be full. If the price is that good, it's affordable."

3) Distribution (location and transportation)

Informant 1 "...the view is indeed beautiful there, so it's a great strategy, especially since it's used for glamping and the food court, which is indeed Semeru, including if you want to camp at the main camp below, the view is equally beautiful..."

Informant 2 "We think the location of the glamping site is very strategic because we can see the view of the city below. Access to the glamping is via a suspension bridge with the Semeru peak as the backdrop, and the tents are located on a hill."

Informant 3 "Why is the food court located here? Because here the view can be seen from the peak of Semeru, the city below, the wind directly from the food court can be seen from the hills and many others."

Informant 4 "Why is this main camp located here? This buper is so large and flat, located below and close to the main road, making it easy for transportation because it is for activities such as large events that require a lot of people."

Informant 5 "The walk from my house to here is very pleasant. If you're not fresh, it's not worth going up because the road keeps going up."

Informant 6 "As for transportation, I used a motorbike. It was my first time to go to the main camp. I was shocked and sad because the road was winding here and there. I was a little nervous because it was my first time going up and down a winding road. It felt like hell."

Informant 7 "If the glamping location is beautiful, you can see the lowlands of Lumajang city below. If you want to go to the glamping, you can go via the bridge. At night, it's beautiful with lots of lights. The bridge looks really high and you can also see Mount Semeru. I think the location is strategic..."

"If the transportation is good enough, if the road to Buper itself is relatively safe, bicycles can also be picked up, if the bus is also possible because the road is wide..."

Informant 8 "The location of the food court is very strategic, you can see the peak of Semeru, you can see the suspension bridge, you can see the city below, so the view is just right..."

"The transportation to get here is considered extreme, the road is always uphill, the asphalt is smooth and the road is wide, even buses can go up..."

Informant 9 "The location of the food court itself is very good, all the views are there, there is a view of the expanse of the accommodation, there is Mount Semeru in sight..."

"The road to get here is quite challenging, it keeps going up, it's called a peak, the road keeps going up, but the road is nice, what's that, the asphalt is smooth, I think all vehicles can handle it."

Informant 10 "If the location is beautiful enough, it's suitable for taking the family on a very beautiful vacation, the weather is also very supportive, it's really beautiful."

"The road to here is quite steep, but it's not too extreme, it's pretty standard, maybe there are a few inclines, but after that it's flat again..."

Informant 11 "The location is quite strategic, the view is also very beautiful, the location is hilly"

"The transportation to get there is quite good, not too extreme, it's a mountain, the road is mostly uphill..."

Informant 12 "The location is very aesthetic, suitable for young people, beautiful, and cool, even in the afternoon it's really cold."

"If the road is really exciting, young people like extreme things, going uphill all the time, even if it's uphill but the asphalt is smooth, don't worry."

Informant 13 "The location of the glamping is great, it's really beautiful, it's like camping, but in a nicer way."

"The road is quite accessible by all vehicles. Yesterday I rode a motorbike with five friends, so I rode a motorbike with 3 people, I could also ride a car. Access is also easy, the road is also smooth so it can be accessed by any vehicle."

Informant 14 "The location earlier was in the main camp, strategic, the land is also spacious enough for big events like the goat contest earlier and just going up to the food court here is also beautiful, lots of views if you want to take photos, the view is good, you can see the bright lights on the bridge, it's really beautiful."

"I was scared on the way here, I was afraid the bike wouldn't be able to handle the uphill climb until I got here. I don't know how I'll get home," said the driver, the passenger, just give up, I hope you'll be safe."

Informant 15 "The location is strategic. If you pass the vegetable market below, there will automatically be a lot of vehicles passing by. For those up here, it's really suitable for relaxing, beautiful and impressive."

"The road is quite steep, starting from Lumajang to Senduro, then to Buper, it continues to be steep, the asphalt is also quite good and smooth."

4) Promotion

Informant 1 "...more towards online marketing, yes, online marketing, so we don't have a marketing team that goes to the offices, so we haven't gone there yet, we are still online, yes, on Instagram, Facebook, then TikTok, then those media are the online media that we have been using so far, then printing brochures...."

Informant 2 "We carry out promotions through online media such as Facebook, Instagram, events held at glamping sites and the like."

Informant 3 "For now, we are still promoting through online media such as Instagram, Facebook, websites and also word of mouth. We haven't yet introduced other media."

Informant 4 "Currently, our promotions have become one with the food court and glamping, through online media such as Instagram, Facebook, websites, and other online media, as well as offline through events or activities held here..."

Informant 5 "From friends, some are from Facebook, some are friends from here."

Informant 6 "I found out from a friend whose house is close to the main camp and also found out after becoming a campus representative at an event held by Bank Jatim."

Informant 7 "I only found out about glamping from a friend who said that staying in a glamping place is beautiful. Is it really like what I said earlier? It turns out to be really beautiful. I think it's refreshing."

Informant 8 "I found out that it was a friend's Instagram social media. He said the view here is beautiful. I'll be here sometime, bro. Finally, I came here to see if it was true or not, and it turned out to be true, as expected."

Informant 9 "I know that from a friend who has been there, he said it's good if you don't go there, it's really a loss because the location is close, cooks that are far away will cook, those that are close will not cook so much, ma'am"

Informant 10 "I found out about it from my son, who had arrived here earlier and then invited me to come play here with his family."

Informant 11 "I know that glamping buper is a recommendation from a friend because staying in a glamping place means the air is cold and foggy, and it turns out it's really cold."

Informant 12 "I found out from a friend in Lumajang that there are some nice and cool tourist attractions."

Informant 13 "From a colleague to a friend of mine, he often went there, curious stories, finally a holiday, finally a holiday, weekend holiday, finally went there, wow, so from a friend, he found out about it..."

Informant 14 "The first thing I knew was that my friend invited me to go to the Buper and said it was beautiful, and then the second thing was that there was this goat contest, and it was the last day."

Informant 15 "I found out that my wife invited me, my wife found out from her friend, so as a husband, he just accepts where his wife wants to go and just goes along with it."

5) Human Resources (Employees, Education and Training)

Informant 1 "...we participate in hotel training and general training as well, so we invite them to participate in training and we also hold our own tourism service training and often we also involve several people in training at the tourism office, there are managers and what are tourist guides...."

Informant 2 "Well, our employees participate in training including hospitality training, culinary arts and the like."

Informant 3 "Of course, our employees participate in training held by the tourism office, and we also hold our own training to meet the needs of the Buper itself so that our employees have skills in their respective fields."

Informant 4 "...say you are skilled in outbound games as a game guide. If you need a motivator, we also have one. Just ask what your needs are, what the activity concept is, just consult with us..."

Informant 5 "very good, also from the parking lot to the friendly staff, and also from the service at the cafes, everything is very good"

Informant 6 "There are no waiters in my service. When I enter from the main camp itself, there are no waiters, because I entered to participate in the event."

Informant 7 "Regarding good service, they are responsive, their clothes are neat and polite, and they are friendly from the start."

Informant 8 "The service is good and fast. However, when there are a lot of orders, the wait is a bit long, maybe because there are a lot of orders, it's so busy."

Informant 9 "The service here is good, even when you are in the parking lot, you are directed to the food court and immediately served by a waiter. I think the service is okay."

Informant 10 "The service is good, starting from the parking lot until we get here. The service is polite and friendly, and we are immediately greeted by the waiter. Also, the order doesn't take too long, which is standard, because you have to wait for an order, but here, in my opinion, it's quite fast."

Informant 11 "The service is good, the staff are also friendly. If you need anything, just ask the staff and they will respond immediately."

Informant 12 "If the service is friendly, smiling, it's basically good"

Informant 13 "...usually they are quick to respond, if something is needed, they will immediately contact the receptionist, they will immediately respond if there is something they can help with, usually that's how it is, so the employees are very agile."

Informant 14 "If we were in the main camp, we were in the goat contest, we just went straight in, no tickets or parking, maybe because the people below were just providers, maybe there were other things, what did the contest organizers say? While there, the committee was friendly and polite, and in the food court, from parking to here, they were polite and friendly, and were immediately greeted by the waiters."

Informant 15 "The service is good down there, it's also good here, everyone is polite."

6) Physical Evidence (Facilities)

Informant 1 "Regarding the facilities, I've already mentioned the facilities, right? They're in the food court, in the glamping area, in the main camp, so in the food court there's a selfie spot, there's a Semeru window, and then there are other selfie spots..."

Informant 2 "Regarding the facilities, we have provided them according to the requests of each tent customer, as per what is spread on online media."

Informant 3 "I think the facilities here are quite adequate, but there may be shortcomings, but we will definitely address them and improve them in the future."

Informant 4 "The facilities at the main camp are quite adequate, with toilets, outbound equipment, joglo houses, lighting, and much more available."

Informant 5 "This is still new, so of course there are shortcomings, but not many, basically it's enough, it's quite adequate."

Informant 6 "The facilities are also good, quite adequate, complete, and at that time the atmosphere or weather was supportive, so it was very comfortable."

Informant 7 "The facilities I got were quite complete, the other facilities were also adequate, the lighting was quite bright, and there was 24-hour security, bro."

Informant 8 "The facilities are complete, there are restrooms, there is a prayer room, there is a children's playground, there are photo spots, in short, everything is complete."

Informant 9 "The facilities are also good, there are many of them. However, the parking lot gets hot during the day and there are still a lot of rocks in the parking lot that could cause the vehicle to fall. Maybe this can be fixed later. That's all, the rest is good."

Informant 10 "...the toilet is also good, it's clean even though it's a bit far down there, there's also a prayer room, but it's not big enough, men and women are mixed, what about parking, sir, is there still a parking space down there or what? There are lots of small stones in this bicycle area, which could be dangerous..."

Informant 11 "The facilities I got were quite adequate for that price, including meals, the facilities were complete, and the other facilities were quite good and complete."

Informant 12 "The facilities are complete and beautiful, very beautiful for taking photos."

Informant 13 "The parking lot is also spacious, there is parking for cars, there is parking for motorbikes and the guards are also agile, sir. What is it like? It's like it's really safe, what is it

like? It's like it's really guarding vehicles, especially those who stay overnight, so they can be guarded there. The parking lot is also really spacious."

Informant 14 "Regarding the facilities, both below in the main camp and in the food court, they are adequate enough to accommodate many visitors and buyers. There are also toilets and photo spots. There is a prayer room and a children's playground. There is also a parking area. Well, it seems like this needs to be improved, especially for motorbikes. The area uses gravel, so bikes could slip and fall when passing through."

Informant 15 "Good facilities, complete and comprehensive in my personal opinion"

7) Process (Service Stages)

Informant 1 "...the stages of service when tourists or visitors arrive, Well, there are three, right, in the food court, right? Automatically, they are guests, whoever comes there, then they are served by the waiter, they order, pay, and are served, but in glamping, usually they have to make a reservation, either by phone, which is already on Instagram, or by contacting the management...."

Informant 2 "Service stages, you can go directly to the reservation place on the bus, then the employee will take you to the tent you ordered if you order directly to the bus stop, if you go through a contact person, you can directly contact the CP listed then still check in at the reservation place on the bus..."

Informant 3 "The stages of service for visitors are when they arrive, they are directed to the parking lot, then the waiter serves the order, then they pay directly, that's how it is."

Informant 4 "The steps are to directly contact Percent's contact to rent either for events or outbound, then our employees will direct and help prepare the renter's needs as well."

b. Tourism Marketing Observation Results

1) Tourism Products

The food court, a centralized food court, is designed with a centralized cashier and involves local products and the local community. Currently, there are eight stalls, each selling a specific product. They offer a variety of cow's and goat's milk products, coffee, chocolate, regional specialties, fried foods, and various snacks.

The concept of accommodation in tents/wooden houses to enjoy the beauty of nature with facilities like hotel rooms (bed, bathroom, drinks, breakfast, etc.). The availability of

tents/rooms starts from; 21 Dome Tents (84 people/4 people per tent), 4 VIP Tents (16 people/4 people per tent), 2 Nggaga Houses (4 people/4 people per tent).

The main camp focuses on activities such as scouting, community service, and events hosted by the tenant. Supporting facilities such as outbound activities are also available.

2) Price

Buper Glagah Arum does not charge an entrance ticket, but only charges parking fees at the following rates: Motorbikes IDR 5,000, 4 Wheels IDR 10,000, Elf / Bus IDR 50,000.

Distribution

The road to the Buper tourist area is quite steep because it is located in a mountainous / hilly area where the road continues to climb, on the other hand the road is quite wide and has smooth asphalt so it provides a sense of safety for drivers.

3) Promotion

Promotions carried out by Buper through online media include Instagram (ig_bumiglagaharum), website (<https://bumiglagaharum.com>) and other social media.

4) Human Resources

This activity aims to train and provide skills in serving tourists, especially those in glamping, which requires hospitality skills to facilitate work, from room layout and neatness to speed and punctuality to minimizing complaints. Furthermore, it also covers how to serve tourists during a visit to the food court, what to do first, and how to behave to satisfy them.

5) Physical Evidence

Entrance and exit gates to the Buper tourist area and security post for the Buper tourist area
Parking area for 2-wheeled and 4-wheeled vehicles and a notice board for room reservations at glamour camping.

The lighting uses solar panels and is spread across several points and the bridge that connects the glamping area with the food court also serves as a photo spot.

This photo spot depicts a winged figure with Mount Semeru in the background and this photo spot also has an old-fashioned feel with a cable telephone station with the expanse of the lowlands of Lumajang city in the background.

Toilets are available at several points, each with 5 bathrooms and a glamping registration area (reservation).

The prayer room has an old-style theme with woven bamboo walls creating a religious atmosphere and there is a toilet with hot water facilities, if you are afraid of the cold water, you can use this facility.

There are trash bins at many points to make it easier for tourists to throw away trash to minimize trash scattered everywhere and directions make it easier for tourists to find the room they booked with directions so they no longer need to be afraid of getting lost.

6) Process

Service in the parking lot by providing comfort and security for vehicle owners and service when tourists come to buy food, employees serve several foods and how to fill in the order list by the waiter.

Discussion

Discussion of Research Results

Tourism marketing strategy consists of 7 main elements, including:

a. Tourism Products

Based on the results of the study, it shows that tourism products in this case there are Buper divided into 3 types of tourism, including: the first is Glamour Camping which has the concept of accommodation in tents / wooden houses to enjoy the beauty of nature with facilities that have been provided according to the order of the Dome tent type, VIP, Rumah Nggaga. The second is Food Court or food center which has the concept of a food court with a centralized cashier consisting of 8 stalls, each selling certain local processed products. The third is Main Camp, which is a place for play rides such as outbound and the like, also rents out places for events or activities with an outdoor feel such as jamborees, healthy walks, concerts and so on.

b. Price

Based on the research results, it shows that the prices at Buper tourism are very affordable and can be enjoyed by all groups in the three types of tourism, including: the first is at the Food Court, starting from 5,000 to the most expensive 35,000, which can be adjusted to your financial capabilities.

The second in Glamping there are 3 types of tents including Dome Tent with a weekend rate of 100,000 / person weekday 75,000 / person, VIP Tent with a weekend rate of 600,000 / tent weekday 500,000 / tent, Nggaga House with a rate of 800,000 / room weekday 700,000 / room. The third Main Camp listed price is only for outbound, there are 2 types of outbound namely

High Roop 25,000 and Fun Game 25,000. for the rental price of the place directly contact the management.

Buper does not charge an entrance ticket, but charges a parking fee of IDR 5,000 for motorbikes, IDR 10,000 for four-wheeled vehicles, and IDR 50,000 for elf/buses.

c. Distribution (Location and Transportation)

Based on the research results, it shows that the distribution (location and transportation) shows that the Buper location is very strategic, almost all views are there and transportation to the Buper is very easy to reach, however the road to the Buper is very uphill, it is recommended to use a prime vehicle and the asphalt is smooth.

d. Promotion

Research shows that Buper promotes itself through online media such as Facebook, Instagram, websites, and print media (brochures). Furthermore, promotions are also conducted through activities and events organized by both Buper itself and its tenants.

and. Human Resources (employees, Education and Training)

Based on the research results, it shows that Human Resources (employees, education and training) are considered very necessary and have included employees in hotel training, then general training, also participating in training held by the tourism office, there are tourism assistant managers and then tourism marketing to refresh the commitment of all employees.

f. Physical Evidence (facilities)

Based on the research results, it shows that the physical evidence (facilities) at Buper are very complete and adequate so that they are able to compete with other tourist attractions, including parking areas, toilets, prayer rooms, trash cans, lighting, photo spots and many other facilities.

g. Process (service stages)

Based on the research results, it shows that the process (service stages) shows that employees serve well according to their respective main tasks, by prioritizing greetings and smiles.

Explanation of the theoretical definition of tourism marketing According to Terence A. Shimp (2010) in Donni Juni Priansa (2017:2), marketing is a set of activities where businesses and other organizations create value exchanges between businesses and other organizations and their tourists.

According to Spillane as quoted by Suwena (2010:15) in Muchammad Zaenuri (2018:74), tourism is the activity of traveling with the aim of gaining pleasure, seeking satisfaction,

knowing something, improving health, enjoying sports or rest, carrying out duties and making pilgrimages.

Explanation of previous research by researchers Nurlaili Restiana, Denok Kurniasih, Muslih Faozanudin. (2017). Implementation of Strategy in Dieng Tourism Development in Banjarnegara Regency. The results of the study show that the implementation of the Dieng tourism area development strategy in Banjarnegara Regency has generally been running quite well seen from 3 (three) aspects, namely programs, resources, and procedures. Researchers found that tourism destination development programs and technological resources are able to support the development of Dieng tourism. However, there are still shortcomings in the resource aspect, namely financial resources are still limited from the APBD and there are still inadequate physical resources.

The researcher's suggestion for the future is that tourism marketing strategies will be better and further improved in all aspects.

CONCLUSION

Tourism marketing strategies include products, prices, distribution, promotions, human resources, physical evidence and processes where Buper tourism has obstacles including the road to Buper tourism is too steep it is recommended to use a prime vehicle, the parking lot is still full of gravel it is feared that vehicles will slip and the vehicle is directly exposed to sunlight, the Glamping location still has a lot of wild plants and the boundary between the glamping land and the residents' land still uses a bamboo barrier, adding photo spots and other rides.

The research results show that tourism marketing strategies encompass product, price, distribution, promotion, human resources, physical evidence, and processes, where improvements in all aspects and collaboration with other institutions are needed to support tourism development.

a. Theoretical

For subsequent researchers interested in studying the same thing, especially in research using qualitative methods as reference material for previous research.

b. Practical

For Buper management to make improvements, upgrades and establish cooperation to support tourism development.

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