

Implementation of the Glagaharum Senduro Lumajang Campground Tourism Marketing Strategy, East Java

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ABSTRACT

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 and creative economy sector in Indonesia. developed into a nature-based tourism destination. Nature tourism is a recreational and tourism activity that utilizes the potential of nature to enjoy its beauty, whether it is still natural or there is already a cultivation business, so that there is a tourist attraction to the place. Kwarcab Lumajang as the manager of the Senduro Glagaharum Campground is developing Glagaharum Campground tourism as a tourist spot to increase potential in the fields of education, economy and tourism as well as tours that offer views of Mount Semeru. The view with the background of Mount Semeru and glamping facilities, tent rental, food court, ATV view photo spots, exotic bridges. The problems in this research are: How is the strategy implemented by the Glagaharum Senduro Camping Ground, and how is the response of tourists after visiting. This research is a type of descriptive qualitative research using case studies. Data collection techniques using observation, literature study, interviews, documentation. Sampling using snowball technique. Approaches to data analysis using data reduction, data models, drawing/verifying conclusions. The results showed that the marketing strategy includes product, price, distribution, promotion, human resources, physical evidence, and process. Where there are several deficiencies in the Buper Glagaharum tour, it finds obstacles in the parking area, namely: the land still has lots of rocks, when it's hot the vehicle is directly exposed to the sun.

Keywords: Tourism Marketing

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 and creative economy sector in Indonesia. One of the efforts made to develop the potential of the tourism sector is by utilizing natural beauty as a tourism destination.

Tourism aesthetication is 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. This empowerment must adopt a complete and sustainable system.

Importantly, tourism development must be based on community empowerment. This empowerment must adopt a complete and sustainable system. As capital for accelerating the tourism industry, Indonesia has pocketed a number of potential provisions such as a tourism system that can create broad and diverse business value chains, product competitiveness and credible business, a high environmental responsibility.

Tourism development will not materialize without an effective institutional role. In the context of developing national tourism which includes strengthening organizations both at the local and national levels, the quality of tourism human resources, tourism as a multi-sectoral activity and the existence of supporting regulations, the momentum of Indonesia's demographic bonus.

Hill is a form of natural form of a landscape area that has a higher ground level than the surrounding land surface but with a relatively low altitude compared to mountains, this can be developed into a nature-based tourism destination.

Nature tourism is a recreational and tourism activity that utilizes the potential of nature to enjoy its beauty, whether it is still natural or there is already a cultivation business, so that there is a tourist attraction to the place. Nature Tourism is created to provide knowledge to the public about the importance of preserving the natural surroundings. Nature tourism is usually used as a balancer of life after carrying out busy activities and the crowded atmosphere of the city.

Kwarcab Pramuka Lumajang as the manager of the Senduro Glagaharum Campground is developing Glagaharum Campground tourism as a tourist spot to increase potential in the fields of education, economy and tourism as well as tours that offer views of Mount Semeru. The view with the background of Mount Semeru and glamping facilities, tent rental, food court, ATV view photo spots, exotic bridges. When the weather is clear, this bridge looks harmonious with the panorama of the towering peak of Mahameru. Even at night when the weather is sunny, this bridge is still Instagramable because there are lights that illuminate it and much more. The location is in

Lumajang Regency, East Java. From the center of Lumajang City, the distance is about 25 kilometers (km) and takes only about 45 minutes.

The purpose of this study is to determine the implementation of the marketing strategy implemented by the tourism manager.

METHODE

This panelitian method uses a descriptive qualitative method. According to Sugiyono (2017: 53), the qualitative method is a research work mechanism that is guided by non-statistical or non-mathematical subjective assessments, where the value measure used in this study is not score numbers, but value or quality categorization. While descriptive is research that describes, describes, or describes the state of the object under study as it is, in accordance with the circumstances when the research was carried out.

Case study as a qualitative research strategy is then defined by Creswell (2016) as a qualitative strategy in which the researcher examines a program, event, activity, process or one or more individuals in greater depth.

The sampling technique using the Snowball Sampling technique or serial reference sampling is defined as a non-probability sampling technique in which the sample has properties that are rarely found. Technique this sampling where the existing subject provides a referral to recruit the sample required for the research study.

This sampling method involves a primary data source nominating other potential data sources that will be able to participate in the research study. The Snowball Sampling method is purely referral based and that is how a researcher can generate a sample. Therefore this method is also called the chain-referral sampling method.

The data collection method using observation was carried out to observe various phenomena that occurred during the research period. Field observations were carried out directly, to increase understanding of the research setting, both from the physical-geographical and landscape aspects, as well as the socio-cultural aspects of the research area. Observations will be carried out systematically, by preparing an observation guide. A review of the literature in the form of scientific writings, research results and internet sources discussing the focus of the research has been carried out. This review is a form of clarification to related parties to find out the truth of the writing. The interviews in this study were direct interviews with research informants. Interviews were conducted by asking questions according to the data needed by researchers using the interview text provided to find out about their perceptions. In this interview, the researcher interviewed sources or informants who have relationships and are interrelated, including: Moch. Hendra Arizal (Kwarcab Lumajang Scouts) who is in charge of the Glagaharum Senduro Camping Ground tour as a permanent source or informant, and visitors or tourists at the Glagaharum Senduro Camping Ground tour.

The approach to analysis using data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming (raw data) that occurs in written field notes. The data model as an organized collection of information that allows the description of conclusions and taking action. Drawing/verifying conclusions From the beginning of data collection, the qualitative researcher begins to decide what something "means", noting regularities, patterns, explanations, possible configurations, causal flows, and propositions.

RESULTS

Observation Results of Tourism Marketing Strategy

Tourism Products



Food Coart



Source : Research Documentation in 2023

The Food Coart hawker center being developed is a food court concept with a centralized cashier, which involves local products and the local community. Currently there are 8 booths with each booth selling certain products. There are various processed cow and goat milk, processed coffee, processed chocolate, regional specialties, fried foods and various snacks.

Glamour Camping



Source : Research Documentation in 2023

The concept of lodging in a tent/wooden house to enjoy the beauty of nature with facilities such as a hotel room (bed, bathroom, drinks, breakfast etc.). The availability of tents/rooms starts from; Dome Tent 21 units (84 people/4 people per tent), VIP Tent 4 units (16 people/4 people per tent), Rumah Nggaga 2 units (4 people/4 people per tent).

Main Camp (out bond)



Source : Research Documentation in 2023

In the main camp, the focus is more on agendas/events such as scouting activities, social service activities, events held by tenants. In addition, there are also supporting vehicles such as outbound.

Price

Entrance Ticket



Source : Research Documentation in 2023

Buper Glagah Arum does not impose entry tickets, but only charges parking services at the following rates: Motorcycle Rp. 5,000, 4 Wheels Rp. 10,000, Elf / Bus Rp. 50,000.

Distribution

Road to Tourism



Source : Research Documentation in 2023

The road to Buper tourism is classified as steep because it is located in a mountainous / hilly area where the road continues to go up, on the other hand the roads are quite wide and finely paved so as to provide a sense of security for motorists.

Promotion Social Media



Source : Buper Social Media Documentation for 2023
Promotions carried out by Buper through online media include Instagram (ig_bumiglagaharum), website (<https://bumiglagaharum.com>) and other social media.

Human Resources

Employee Training and Development



Source: Instagram Social Media Documentation in 2023
This activity is to train and provide skills in serving tourists, especially in glamping which requires hospitality skills to facilitate work starting from spatial planning, tidiness in work, speed and punctuality to minimize complaints experienced by tourists. Not only that, how to serve tourists when visiting the food court, what should be done first and what attitude should be taken to satisfy tourists.

Physical Evidence

Main Gate



Source: Research Documentation in 2023
Buper tourist entrance

Vehicle Parking

Guard Post



Source: Research Documentation in 2023
Buper tourist security post

Glamping Notice Board



Source: Research Documentation in 2023
Parking for 2-wheeled and 4-wheeled vehicles

Lighting Lamps



Source: Research Documentation in 2023
The lighting already uses solar panels and is scattered at several points.

Photo Spot



Source: Research Documentation in 2023
This photo spot depicts a winged figure against the backdrop of Mount Semeru

Toilet



Source: Research Documentation in 2023
Toilets are available at several points, each with 5 bathrooms.

Mosque



Source: Research Documentation in 2023



Source: Research Documentation in 2023
Notice board for booking rooms at glamour camping

Connecting Bridges



Source: Research Documentation in 2023
The bridge that connects the glamping area with the food court is also a photo spot.

Resource Center



Source: Research Documentation in 2023
The information center provides information for tourists whether it's booking rooms, holding events etc.

Photo Spot



Source : Researcher Documentation 2023
This photo spot has an old-school feel with a cable telephone station against the background of the lowland expanse of Lumajang city.

Warm Bathroom



Source: Research Documentation in 2023

The prayer room with the title of the past with woven bamboo walls forms a religious atmosphere.

Trash Can



Source: Research Documentation in 2023
There are trash cans at many points to make it easier for tourists to throw garbage to minimize litter scattered everywhere.

Proses

Parking Services



Source: Research Documentation in 2023
Service in the parking lot by providing comfort and safety for vehicle owners.

Informant

Informant 1



Source: Research Documentation in 2023
Informant 1 is Priyo Utomo as Buper's Secretary

Informant 3



Source: Research Documentation in 2023
Informant 3 is Moch. Hendra Arizal Food Court Coordinator

Informant 5

There are toilets with warm water facilities, afraid of the cold water can use this facility.

Directions



Source: Research Documentation in 2023
Directions make it easy for travelers to find a booked room with signs, no longer need to fear getting lost.

Employee Services



Source: Research Documentation in 2023
Service when tourists come to buy food, employees serve some food as well as how to fill out the order list.

Informant 2



Source: Research Documentation in 2023
Informant 2 is Eko Puji Wahyu Widiyanto, coordinator of Glamour Camping

Informant 4



Source: Research Documentation in 2023
Informant 4 is Masruji, coordinator of Main Camp

Informant 6



Source: Research Documentation in 2023
Informant 5 is Arifin, a tourist from Tempeh Lumajang



Source: Research Documentation in 2023
Informant 6 is Ely Nur Rohmania, a tourist from Wonorejo, Lumajang

Informant 7



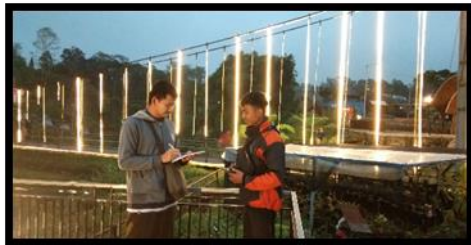
Source: Research Documentation in 2023
Informant 7 is Gus Wadud Nafis, the caregiver of PonPes Syarifudin Lumajang

Informant 8



Source: Research Documentation in 2023
Informant 8 is Lilik Hartanti, a tourist from Tempeh Lumajang

Informant 9



Source: Research Documentation in 2023
Informant 9 is Moh. Ghozali, tourist from Uranggantung Lumajang

Informant 10



Source: Research Documentation in 2023
Informant 10 is Hendra Irawan, a tourist from Jombang, Jember

Informant 11



Source: Research Documentation in 2023
Informant 11 is Dinta Mahardin, a tourist from Sukodono Lumajang



**Results of Data Triangulation
Tourism Marketing Strategy**

Products, based on research results show that there are 3 Glagaharum Camping Ground products, namely: Food Court, Glamor Camping, Main Camp (out bond). As stated by informant 1 as follows:

“... Well, in this business entity we have 3 types of business, the first is the food court. Maybe you already know what it's like there where this food court is providing local specialties and drinks, right, so there are 8 booths there, the ones filling it are local people with local products...”

"... the second is glamping. This is Glamor Camping, so it's a lodging facility whose contents are also on a par with hotels, right..."

"... the third is the main camp where there are rented out places, so there are big activities, then the second is outbound. That's right there, there are also 2 of them playing the rope on top of that, it's a fun game..."

Prices, based on research results, show that the prices in Buper in this case are quite affordable for all groups, so that they can provide satisfaction for tourists to visit again. As stated by informant 11 as follows:

"Well, the problem is the price. As for the menu, the menu at his cafe is affordable. It's just that for glamping, there are various kinds. So it just so happened that yesterday we tried what, right, there are 3 levels, right? Usually, yesterday's nephew tried a lot, that's not bad either. That price is said to be good too..."

Distribution, based on the results of the study showed that the location and transportation to Buper tourism were easy to reach, as stated by informant 5 as follows:

"If the location to go to a tourist spot is very easy, sir, yes. Because the path is still a smooth path. It's not difficult, it's a good roadside position"

Promotion, based on research results, shows that the promotion carried out by the buper through social media is very effective, as stated by informant 9 as follows:

"I know buper at first from a friend who saw Instagram, then scrolling down, how come it's interesting to see photos showing lots of activities, events, and other events. Also, the view is really good, there is a bridge too, in the end, my friend and I went straight to the buper "

Human resources, based on research results indicate that there is a need for special education and training in work, as expressed by informant 3 as follows:

"Yes, so our employees were sent to school at the GM hotel where they were staying at the food court at the restaurant, then the knowledge from there was applied, that was the first. Second, when the tourism office held a training activity, we were also invited to attend there, so we chose our employees who had to take part in the activity, that's how it was."

Physical evidence, based on research results, shows that the facilities in the buper are quite complete, but additional facilities are still needed. As stated by informant 6 as follows:

"In terms of the facilities in the buper, it is very complete, there are already photo spots, the toilets are also good, there is a prayer room, there are trash cans at many points, there is also a lot of lighting, but the parking lot is still hot, it is directly hit by the sun and the land or what is it, the road there are still a lot of stones scattered about..."

The process, based on the results of the research, shows that the services provided by Buper employees to tourists are quite good, as stated by informant 8 as follows:

"In terms of good service, right from the start when you enter here, you have been served by parking, and if you are at the food court, they are also friendly, some who come immediately are served quickly, they are immediately given a list of food, just be friendly"

DISCUSSION

As previously explained, Buper Glagaharum has quite large new tourism potential such as agro-tourism, forest parks, fish ponds and many others. To optimize the tourism potential, action is needed, especially in increasing capacity and large funding. One of the steps taken is planning carefully for big changes and providing benefits to the surrounding community.

CONCLUSION

Based on the results of this study, it can be concluded that the tourism marketing strategy includes product, price, distribution, promotion, human resources, physical evidence and processes where there are some deficiencies in Buper Glagaharum tourism. exposed to direct sunlight.

RECOMMENDATION

The following are recommendations from researchers for Buper Glagaharum to continue to improve facilities and infrastructure, add photo spots, add new tours such as agro-tourism, plant trees to reduce the heat of the sun in the parking area.

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