

The Role of Promotion in Increasing Tourist Visits to Telaga Saat Puncak Destination, Bogor, West Java

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ABSTRACT

This research aims to analyze the role of Telaga Saat's promotional strategy. Telaga Saat is located in Tugu Utara, Cisarua District, Bogor Regency. This research focuses on the importance of the role of promotion in introducing the Telaga Saat destination to visitors, with an emphasis on the BAS method (Branding, Advertising, and Selling), in increasing the number of tourist visits to the Telaga Saat Puncak destination. The research involved analyzing the effectiveness of various promotional campaigns, including branding approaches to strengthen the destination image, advertising strategies to raise awareness and selling techniques to convert interest into actual visits. The research methods used included direct observation, social media monitoring, interviews with management, and document analysis. A descriptive qualitative approach is used to understand how the role of promotion has an impact as a whole to increase visits to a destination. Branding activities have not been realized because the manager focuses more on selling and advertising. In conducting publications using paid media techniques, owned media, social media, endorse (POSE) and succeeded in increasing the number of tourist visits. The results provide an in-depth insight into the positive impact of the BAS method in increasing tourist visits to Telaga Saat Puncak. The findings in this study can help tourism actors to improve promotional strategies especially in branding, advertising and also selling to increase awareness and encourage visits to this destination.

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1. INTRODUCTION

A natural tourist destination is a location that attracts tourists because of its unique and original natural beauty. The main focus is on natural elements such as mountains, beaches, lakes, forests and more. According to [1], nature tourism is a form of natural tourism activity that utilizes the potential of natural resources and environmental management, both in natural activities and after cultivation, nature tourism uses an approach to environmental conservation but still pays attention to the needs of visitors related to facilities and tourist needs in it. One of the natural tourist destinations is Telaga Saat which is located in Puncak, Bogor. Telaga Saat is a beautiful and interesting natural tourist destination. The Telaga Saat tourist attraction opened on October 28, 2018 and has many attractions.

Telaga Saat is also known as the 0 km point of Ciliwung, located on a plateau and has three springs that continue to flow. Nowadays, Telaga Saat has been in the spotlight thanks to the positive exposure it has received through various social media platforms. Many tourists are interested in visiting this destination based on promising images through videos, stories and photos on social media. So this research has the aim of analyzing how the promotional strategy that has been carried out by the destination manager has made Telaga Saat get a positive image so as to increase the number of tourist visits. Previous research conducted by Dewi Aulya Atika Ayu in 2015 entitled "The role of tourism promotion through film in increasing the number of tourist visits (comparison between the film "Eat, pray, love" with films set in tourist destinations)".

This research uses qualitative research methods, then in the study obtained the results that promotional activities through films are able to have an impact on the number of tourist visits to filming locations and concluded that films can be one of the supporting factors for tourism promotion. In contrast to previous studies that emphasized promotional strategies through films, this study focused on exploring the positive

impact of the combination of BAS concepts (branding, advertising, selling). Furthermore, this research aims to discuss, a). understanding how the role of promotional strategies with a focus on the BAS method can influence visits b). to determine the extent to which the advertising strategy can increase public awareness of Telaga Saat puncak as a tourist destination, c). are selling techniques able to convert interest generated from promotion into actual visits?, For this reason, research with the title The Role of Promotion in Increasing Tourist Visits to Telaga Tourism Destinations at Puncak is important to do.

2. LITERATURE REVIEW

2.1 Role Of Promotion

A role has a definition that refers to a function or responsibility performed either by a person or an element that is determined to achieve a certain goal. The role of promotion includes a series of responsibilities and functions that are carried out in various efforts to achieve maximum results for the benefit of a business in the form of increasing the sales volume of both products and services. According to [2], tourism promotion activities in principle, are communication activities, carried out by tourism management organizations (destinations) that try to influence the audience or tourist market which is the focus or target of selling tourism products. Indicators of promotion include:

1. Promotional Messages Is a measure of how well promotional messages are carried out and delivered to consumers or markets.
2. Promotion Media Is the media chosen and used by the company to carry out promotions.
3. Promotion Time Is how long it takes the company to carry out a promotional program.
4. Promotion Frequency Is the number of sales promotions carried out at a time by the company through sales promotion media.

Thus, the conclusion is that tourism promotion activities are a key element in destination marketing, playing an important

role in shaping a positive image of the destination and attracting the attention of potential tourists, the use of effective promotion strategies can have a positive impact on the growth of the tourism industry and strengthen destination competitiveness in the global market.

2.2 Promotion strategy

A promotional strategy in the context of tourism is a specific approach applied in a promotional campaign to achieve certain objectives. The focus is more on techniques and approaches that can produce something specific in less time. In other words, a promotional strategy is a set of tactics applied to achieve a clear target. According to Tjiptono in [3], promotion is a communication activity with target customers in order to inform, remind, or persuade them to buy products. According to Fandi Tjiptono, the purpose of promotion is to inform, persuade, influence and increase target customers about the company and the marketing mix [4].

Indicators of promotional strategies include:

1. advertising
2. face-to-face sales (personal selling)
3. publicity, sales promotion
4. direct marketing.

In marketing destinations, the Ministry of Tourism of the Republic of Indonesia has formed a destination promotion strategy which is carried out through 3 ways, namely BAS (Branding, Advertising and Selling). Branding is a way to form an emotional connection between producers and consumers. Brand as a name, term, symbol, design or combination of all to identify the goods and services offered. Advertising is a form of promotion that uses print media to convey communication to consumers, usually through media such as, social media, banners, posters and so on. Selling is a collection of mostly short-term incentive tools designed to stimulate faster and larger purchases of certain products or services by consumers or traders.

2.3 Tourist Destinations

A tourist destination is a location or geographical area that offers various attractions and unique experiences for visitors. Destinations include several elements, such as natural beauty, cultural sites, historical attractions, recreational facilities and special activities that attract tourists. The main purpose of a tourist destination is to provide a positive experience for visitors, explore economic potential through the tourism industry, and promote the cultural and natural heritage of a region. The definition of tourist destinations according to Law no. 10 of 2009 is a geographical area within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism [5].

Tourist destinations are places that have real boundaries, whether physical boundaries (islands, politically, or by market) [6]. It can be concluded that a tourist destination is a planned area that partly or wholly can be used as a tourist service, recreational facilities, restaurants, hotels, retail shops needed by visitors so as to increase tourism development in Indonesia.

2.4 Tourist

A tourist is someone who travels or visits a place outside their daily environment for the purpose of recreation, vacation or other purposes. Travelers can involve individuals or groups traveling to a particular destination, either locally, nationally, or internationally. Travelers have a variety of travel motivations, including cultural exploration, recreation, adventure, shopping, or visits from family and friends. Travelers can use the accommodation and participate in the various activities that a destination has to offer. In Indonesian Law number 10 of 2009 concerning tourism, the definition of tourism is as follows: "Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, and government".

The definition of tourists according to the Law of the Republic of Indonesia No. 9 concerning tourism, Chapter 1 contains general provisions of article 1 paragraph 1 and 2 formulated as follows: Tourism is a travel activity or part of the activity that is carried out voluntarily and temporarily to enjoy tourist objects and attractions while tourists are people who do tourism activities. From the above definition, it can be concluded that tourists are actors (consumers) who carry out activities outside of their daily activities to make tourist visits or a planned trip to get satisfaction for themselves [7].

3. METHODS

According to Sugiyono (2018: 213), qualitative research methods are research methods based on philosophies used to research on scientific conditions (experiments) where researchers are instruments, data collection techniques and qualitative analysis emphasize more on meaning. Of course, because it is done naturally or naturally, the results of the research are also scientific and can be accounted for. This research uses a qualitative approach to gain an in-depth understanding of the role of promotion to increase the number of tourist visits to Telaga Saat destination. This research involved descriptive data collection and in-depth analysis of the factors that differentiate Telaga Saat from other tourist destinations in the vicinity. In collecting data, participatory observation was carried out to record and directly observe the tourism objects.

In-depth interviews were also conducted with the managers to obtain their perspectives and personal experiences regarding how promotional strategies can increase the number of visits. In addition, document analysis was also conducted by collecting information related to Telaga Saat, such as literature and websites to gain a more complete understanding of the management and promotion efforts of this destination. Data from interviews, observations and documents were analyzed to identify patterns related to Telaga Saat destination. In addition,

SWOC analysis which stands for Strengths, Weaknesses, Opportunities and Challenges was also carried out by combining the entire analysis to evaluate the things that affect the promotional role of Telaga Saat tourist destination. In other literatures, the term SWOC is often stated as SWOT. According to [8], SWOT analysis is the identification of various factors to formulate company strategy.

The word threat, which means threat, is considered to cause fear in the implementation of the organization because the term threat seems unable to be faced. The word Challenges, which means challenge, is more appropriate to use because a challenge is basically something that can be conquered. In SWOC analysis, the next step is to integrate and analyze these factors thoroughly. Internal strengths and weaknesses are linked to external opportunities and challenges to determine possible strategies and actions. SWOC analysis can help in formulating development plans, maximizing existing potential, overcoming weaknesses, taking advantage of opportunities and facing challenges in an effective way. The material is then presented in the form of a description or report based on the research results obtained. Conclusions are the final step in the research process, where meaning is given to the analyzed data.

4. RESULTS AND DISCUSSION

Telaga Saat is a Hidden Gem destination that just started operating in 2018 and is located in Cibulao, Tugu Utara, Puncak. Telaga Saat tourist destination is the 0 km point of the Ciliwung river. The natural conditions around Telaga Saat destination generally include beautiful and diverse natural scenery. There are tea gardens, trees and wildlife. Weather and climate conditions can affect the atmosphere, with possible variations between summer and winter. The view of the lake, which is the main object at Telaga Saat, features clear water and is surrounded by mountains and forests. To reach Telaga, tourists need to go through a gate "The Ciliwung Tea Estate Est. 1907" as the

initial entrance which is different from Telaga Saat.

This gate serves as an access control of two similar destinations, namely: Telaga Warna and Telaga Saat, then this gate also includes parking areas, information, ticket purchases and other facilities. At the gate, tourists are required to buy an entrance ticket and the journey to the entrance of Telaga Saat covers a distance of 2 km. Such distances can be part of the tourism experience, providing opportunities for travelers to enjoy the natural scenery and pass through the trails. During the trip, information signage and rest areas and trash bins are also provided for the convenience of travelers. In addition to providing walking trails, the tea garden manager also provides a car tour service by purchasing tickets at the main gate. The wara-wiri car can take tourists from the entrance gate to the lake gate, reducing the time and effort required to cover the 2km distance.

This provides additional flexibility for various groups of travelers, including travelers who are physically challenged or wish to enjoy the scenery in comfort. To enter the Telaga Saat area, tourists are required to pay the entrance ticket again when arriving at the Telaga entrance.



In the documentary image above, showing the view of Telaga Saat in recent times, the water is clear and calm and creates a reflection of the sky on the surface of the water. Surrounded by hills and green trees, it gives a cool feel and makes it interesting to enjoy its natural beauty.

Facilities and Infrastructure at Telaga Saat.

In a tourist destination, the definition of facilities refers to everything that complements and or facilitates the process of

tourism activities. Facilities and infrastructure aim to make the tourist experience more comfortable and enjoyable. According to Warpani in [9], tourism infrastructure is everything that allows the process of tourism activities to run smoothly. Infrastructure is available to support all tourism activities. Therefore, tourism infrastructure is very important for a tourist destination [10], [11], [12]. The diversity or variety of facilities and infrastructure contained in a tourist destination is one that has the power to attract tourists to visit Telaga Saat tourist destination. The number, uniqueness and unique infrastructure will make tourists to move their intention and walk towards the destination.

Based on the results of the research found facilities and infrastructure available at Telaga Saat destination, among others:

a) Accommodation

Telaga Saat tourist destination provides several accommodation options for tourists in the form of villas and camping grounds with a variety of room options and varying prices.

b) Wara-Wiri Car

Wara-Wiri car is a transportation option available at the destination gate to facilitate tourists to the location of tourist destinations.

c) Picnic area

In Telaga Saat destination, there is an empty place along the edge of the lake which is provided for tourists to picnic and provide opportunities for tourists to relax and enjoy the scenery.

d) Food stalls

These are places that provide a variety of main meals and snacks as well as local beverages, giving travelers a wide range of choices to enjoy.

e) Recreational activities

Telaga Saat destination provides recreational activities such as rowing boats and trekking around the lake area.

f) Public toilets

Toilets are one of the important things for a destination, around food

stalls there are many toilets making it easier for visitors to find them.

g) Trash bins

This destination has provided many trash bins as infrastructure to maintain cleanliness and make it easier for visitors to dispose of waste properly.

h) Photo spot

Photo spots are one of the destination facilities to provide special experiences to visitors and with a beautiful lake view in the background will create memorable photo moments.

i) Swings

Swings are included in recreational facilities designed to provide play and entertainment experiences to visitors, especially children.

j) Parking Lot

The parking lot available at Telaga Saat destination is very wide for both two-wheeled and four-wheeled vehicles, so tourists can park their vehicles freely.

One of the tourist satisfaction with a tourist destination they go to is whether or not the destination's facilities and infrastructure are complete. This completeness is also an important factor and must adjust the destination theme. Tourism promotion has a close relationship with the facilities and infrastructure in the destination. The availability and quality of facilities and infrastructure can affect the effectiveness of promotion and the overall experience of tourists. Telaga Saat has a high potential attraction for tourists because of its characteristic objects. However, based on observations, there are still some shortcomings and still need to be improved, such as shelter from rain or heat, children's playgrounds and rocky access roads.

Promotion Strategy for Telaga Saat Tourism Destination

Tourism promotion is a form of marketing communication in tourism that has the aim of influencing target tourists to visit the promoted tourist areas. The purpose of promotion specifically is to inform (to inform)

and to influence (to persuade). To realize the objectives of promotion, it is necessary to choose the right promotional strategy. This is because not all promotional strategies are effective to use. Promotion carried out by the manager of Telaga Saat tourist destination, namely: Advertising (Adversiting) and sales (Selling). After analyzing the promotional strategy implemented by the manager at Telaga Saat destination, promotion is a very important element in lifting Telaga Saat destination, because Telaga Saat has great potential with various natural resources there. Effective promotion can increase the number of tourist visits. This not only benefits the tourism industry, but also has a positive impact on local economic growth. The Promotion Strategy that is carried out is only two tools at this time, namely:

a) Advertising, is the effort or process of influencing the target market to take certain actions such as buying products, using services or increasing visits to a destination. In a business or company, adversiting can be used for various purposes. One of the advertising carried out by the manager is through the use of Instagram by displaying beautiful pictures of Telaga views along with detailed descriptions. The addition of information such as location, operating hours, etc. can be an extra attraction to encourage tourist visits.

b) Selling, Selling in tourist destinations has a crucial message in local economic development and tourism sustainability. This means that selling not only includes tourism products and services, but also involves various aspects that support the traveler's experience. Sales promotion that has been carried out by the management of Telaga Saat is in the form of selling tour packages promoted through social media and personal websites. Then, the sale of entrance tickets that provide special offers.

Implementation of Promotional Strategy for Telaga Saat Tourism Destination

Based on the results of the research, several implementations of tourism

promotion strategies were found at Telaga Saat, as follows:

a) Advertising

The advertising approach implemented by the management of Telaga Saat tourist destination, especially through Instagram media, reflects the concept of effective advertising. Interesting Instagram feeds or displays create a special visual appeal. The utilization of Instagram by the manager is not limited to displaying the beauty of Telaga Saat, but also involves interesting instastories and daily activities. Daily active advertising creates wider interaction with Instagram users, ensuring that potential visitors continue to increase. In this context, advertising Telaga Saat tourist destination is in accordance with the concept of advertising which involves paid communication, is non-personal in nature and serves as a means of sponsorship to provide information to tourists who will visit the destination. The use of Instagram is an effective tool to build a destination image, create a distinctive appeal, and give a positive impression to potential tourists. Thus advertising not only conveys information but also helps destinations to establish a unique identity and appeal in the tourism market.

Then, the manager of Telaga Saat tourist destination also advertises through a private website. This adds a new dimension to the advertising strategy, ensuring that information about the Telaga Saat destination is more widely and deeply accessible to potential visitors. With advertisements on the website, business actors can create a more complete and in-depth narrative about the uniqueness of Telaga Saat destination. Through a personal website, the management can integrate online booking features, provide interactive tour guides, and share visitor reviews or testimonials.

b) Selling

In its implementation, Telaga Saat tourist destination also includes attractive tour packages as part of the selling promotional tool. This offer includes detailed information, such as the cost of the package, objects to be visited, activities organized and

facilities to be enjoyed by participants. The tour packages also make it easy for travelers to plan their trip.

By providing various package options, such as: trekking packages, outbound packages, and one day trip packages, including discounts and attractive offers such as getting drinks that can be exchanged for admission tickets. Thus the promotion of Telaga Saat destination not only provides information, but also encourages direct purchase actions, creating a complete and compelling experience for potential tourists.



The picture above is an example of a tour package sold by Telaga Saat tourist destination, in the advertisement it is complete with the cost and what is included in the cost as well as several places that will be visited by tourists which makes it easier for tourists to choose the package that suits them.

Based on the explanation above, it can be concluded that the management of Telaga Saat tourist destination has successfully integrated several promotional mixes including advertising and sales. The approach applied by the management helps facilitate the introduction of the destination to potential tourists, and has a significant role in increasing interest and visits to this destination. The implementation of promotional strategies, especially through social media, is an important step considering the growth of digital media audiences, with the use of online platforms, destination managers can build close relationships with

potential visitors, communicate effectively and promote destination attractions in a more modern way.

The implementation of promotions in Telaga Saat tourist destinations has also proven successful based on information from Mr. Rustandi as the manager, namely the field coordinator, stating that promotions have increased visits by 40% of the number of initial visits. These destinations also actively provide information as well as innovations, price promotions and specific events through social media accounts. Through attractive visuals and persuasive appeals, Telaga Saat tourist destination creates an inviting attraction, provides the information needed without having to come in person, and turns ignorance into invitation. The implementation of this promotional strategy also succeeded in creating an inviting impression and providing attraction to potential consumers.

SWOC Analysis of Telaga Saat Tourism Destination

SWOC analysis is a commonly used method to assess the competitive role of a company or organization as a whole and take into account environmental conditions. The main objective is to evaluate the strategy that will be used to design the development plan of the company or business. This analysis involves mapping the organization's capital and skills with the needs in the operational environment. The business uses the SWOC framework to identify strengths, weaknesses, opportunities and challenges in their business, competition, and product offerings. By providing a comprehensive understanding of the industry environment, SWOC helps in forecasting various aspects of the environment and integrating them into the organization's decision-making process.

The following is a description of SWOC in Telaga Saat tourist destination for research subjects described by the SWOC method:

1. Strengths

Telaga Saat destination has the following strengths:

- a. Utilizing the natural beauty that is the main attraction to

create visually stunning promotional materials.

- b. Strength in collaborating with other parties, such as travel agents and lodging to improve accessibility and facilities for visitors.
- c. Implement a strategy of monitoring visitor reviews on online platforms to maintain the positive reputation of the destination.
- d. Offer diverse tour packages, covering a wide range of activities and destinations, to attract a broader market segment and cater to a variety of visitor interests.

2. Weakness.

Telaga Saat destination has the following weaknesses:

- a. Lack of introduction of a unique identity (branding) which can make it difficult for destinations to attract potential tourists.
- b. Limited creative ideas/innovation in promotional materials that can cause a lack of tourist interest.
- c. Poorly trained promotion team to interact with followers on social media.
- d. Mismatch of travelers' expectations from the promotions offered.

3. Opportunities

Telaga Saat destination has the following opportunities:

- a. Creative new identity creation such as building content campaigns that highlight the uniqueness and special appeal of the destination, providing an attractive and memorable image.

- b. Opportunity to utilize positive reviews from previous visitors as a powerful promotional tool, by displaying testimonials and positive experiences across various marketing channels.
- c. Opportunity to increase promotional reach by engaging more travel influencers and bloggers to reach a larger audience.
- d. Opportunities to create strong visual stories through images, videos and promotional materials, building a compelling and memorable narrative.

4. Challenges

Telaga Saat destination has the following challenges:

- a. Maintaining a positive image of the destination in the face of changing trends or potential challenges that may affect tourist perceptions.
- b. The challenge of managing negative comments on social media platforms or review sites requires an effective response strategy to maintain the destination's reputation.
- c. Competing with other tourist destinations that are also actively promoting themselves, demands innovative and focused promotional strategies to differentiate themselves.
- d. Creating a creative brand narrative that attracts tourists.

SWOC analysis plays an important role in designing tourist destination promotion strategies. Through the assessment of internal strengths, destinations can recognize unique aspects or advantages that can be emphasized

in promotions, creating a strong appeal. Conversely, the identification of weaknesses helps destinations understand areas that need to be improved to enhance the traveler experience. In responding to external opportunities, SWOC analysis allows destinations to identify market trends, evolving traveler needs or collaboration opportunities that can be leveraged.

Along with that, addressing the identified external challenges can help design promotional strategies that are responsive and adaptive to the dynamic environment. Overall, the SWOC analysis guides promotion-related decision-making. By understanding the internal and external context thoroughly, the destination can direct its promotional efforts more effectively, improve competitiveness, and achieve the goals set in a competitive tourism industry that is expected to increase the attractiveness of the destination, expand the reach of potential tourists, and achieve sustainable success in tourism development in Telaga Saat.

5. CONCLUSION

This research shows that Telaga Saat has great potential as a destination that attracts visitors, especially in the context of nature tourism. This research highlights the important role of promotional strategies with the BAS method (Branding, Advertising, Selling) in increasing tourist visits to Telaga Saat destinations. While identifying successes, it also explores possible issues related to the absence or lack of branding in the destination. The results show that the lack of a branding strategy can lead to a vague destination image. Further problems associated with the absence of branding include difficulties in differentiating the destination from nearby competitors.

Without a strong identity, the Telaga Saat destination may lose the appeal that sets it apart from other destinations, hampering the potential growth of tourist visits. Therefore, the existence of an effective branding strategy is considered a key

element. Furthermore, advertising strategies are effective in attracting public attention to Telaga Saat as a tourist destination. Targeted advertising promotions successfully reach the target audience and increase the attraction rate. In addition, the study also highlighted that selling techniques have an important role in converting interest generated from promotions into actual tourist visits. Direct marketing efforts and special offers successfully encouraged visitors to make a decision and visit the destination.

In conclusion, an integrated promotional strategy with the BAS method has a positive impact on increasing tourist visits to Telaga Saat. Through this approach, the destination succeeded in building awareness, interest and visit conversion, providing a strong foundation for the development of the local tourism industry.

SUGGESTION

Suggestions and input to determine and analyze the right promotional role in order to survive in the long term at Telaga Saat tourist destination and some suggestions that can be given are as follows:

- 1) Consider the impact of technological innovation, involve analysis in destination promotion strategies and explore technologies that can be applied to enhance attraction and the traveler experience.
- 2) Further identify the impact of changing market trends or external conditions on the success of long-term promotional strategies, researching effective strategies that can help destinations stay relevant.
- 3) Conduct more detailed research on management strategies with the weaknesses identified in the SWOC analysis.





Suggestions for future researchers include further mandating specific factors that may arise in overcoming weaknesses and managing challenges as well as identifying specific strategies to maximize opportunities. Further research can consider the impact of changes in market trends or external conditions that affect long-term promotional strategies.

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