

PROMOTING BULELENG TOURISM THROUGH LOVINA FESTIVAL

Putu Ratna Juwita Sari

Department of State Administration, Faculty of Social and Political Sciences,
Universitas Pendidikan Nasional (Undiknas University)

Email: ratnajuwita@undiknas.ac.id

ABSTRACT

Tourism in the Buleleng regency, in north Bali, is in a process of development so that it is expected to be able produce products of tourism as rapidly developing as the South Bali. The research method which will be used in this research is the method of qualitative using data gathering technique, observation, interviews and documentation. The result of this research shows the inadequacy of promotional media in use, which resulted in less enthusiasm from visiting tourists. The government of Buleleng regency has launched an intensive campaign with an aim to develop object of tourism and also holding festivals expected to be able to attract tourist to come. One of the festival is the Lovina Festival which aims to promote the tourism of Buleleng regency to improve the economy of Buleleng citizen and increasing the locally-generated revenue. The objective of this research is to learn the precise and effective promotion to implement to attract the interest of tourist to spend their vacation in Buleleng regency especially on the Lovina region.

Keywords: market segmentation, marketing strategy, promotion, festivals.

INTRODUCTION

Tourism is one of the largest contributor of foreign exchange in the non-oil and gas sector. In Indonesia itself, tourism is developing constantly with innovation and discovery of tourist attraction being one of the most sought after aspect. One of the province which lives revolves around tourism is the island of Bali, which is also known as the famous Island of Thousand Temples and has a culture based on the principles of Hinduism. Bali has a beautiful natural blend and a unique culture. Each region in Bali has its own unique culture and tradition so tourism in Bali is varied and interesting to enjoy.

According to the data from Badan Pusat Statistik Provinsi Bali (Bali Province's Central Bureau of Statistic) in 2016, foreign tourist who visit Bali is dominated by tourist from Australia with as a many as 1,143,157 people visiting, followed by China with

990,771 people, Japan with 235,009 people, United Kingdom with 221,521 and finally India with 187,351 people. The increase of Tourists arrival from the previous year was 18.2% for Australian tourists, 43.9% for Chinese tourists, 3.0% for Japanese tourists, 32.2% for British tourists and 57.0% for Indian tourists. The increasing number of Tourist is expected to be accompanied by tourist spending that will affect Balinese people through thorough Tourism Multiplier Effect.

The impact of Tourism is felt by the entirety of Bali's population. Today, the center of Bali's tourism sector is located on the southern side, specifically on the region of Badung and Denpasar. The reason for this is due to the region's natural beauty, including its beaches, the custom of its people and because it is supported by a complete infrastructure and supporting facilities. Access to the island of Bali is usually done through the Ngurah Rai International Airport which is located on the regency of Badung. It has become the first choice among tourists, whether foreign or domestic. Infrastructure such as bypass and toll ways are built to support tourism and reduce traffic congestion. Badung and Denpasar also offers many amenities such as Hotels, Restaurants and supporting facilities such as watersport activity, spa and traditional Balinese dance.

The quick development of southern Bali's tourism is a far cry from the northern side, which includes Buleleng. Buleleng has a diverse and varied tourist attraction, but because of its distance from Denpasar, the number of visiting tourist suffers. The tourist attractions in Buleleng include the Gitgit waterfall, Sekumpul waterfall, Banjar hot spring, Lovina beach, Pemuteran and many more. Buleleng regency also has variety of culture and manmade tourist attraction such as Krisna Funtastic Land. Even with all these diverse and interesting attraction, the number of tourist visitors is yet to reach the set targets.

One of the promotion made by Buleleng's Tourism Agency is to hold several festivals such Buleleng Festival which is enjoyed more by local resident and the Lovina Festival that aim to introduce the wealth of tourism in Buleleng regency to visiting tourists. Lovina festival has become a regular event and is held every year on the Lovina beach which is considered to be the center of Buleleng tourism activity.

The Lovina festival is held from from 14 to 18 September 2017 and its theme is “Enjoy the Difference.” It aims to increase the quality of Buleleng’s tourism promotions, providing more optimal added value for the effort of increasing populist economy and locally-generated revenue and also to open jobs within the tourism sector of Buleleng regency. Activities undertaken include performance and cultural art parade, gallery of tourism potential and creative industry, Lovina Color run and many more.

Despite the many activities being held and intensive promotional campaign, the numbers of tourist visiting Buleleng is still unable to reach the set target. Therefore, the author is interested in doing research about the effective promotion to sell the tourism of Buleleng regency through the Lovina Festival event.

LITERATURE REVIEW

Definition of tourism according Macintosh and Goeldner is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.

Mathieson and Wall (1982) also says that created a good working definition of tourism as the temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs.

Based on UNWTO there are three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that

- It involves a displacement outside the usual environment: this term is of utmost importance and will be discussed later on;
- Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;
- Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view.

Motivations, Push Factors, and Pull Factors of Tourism

According to McIntosh dan Goeldner (1986) there are four groups of tourist motivation to do travelling (1) physical motivators, including those related to physical rest, participation in sports, need for recreation at a beach, and those motivations directly connected with a person's bodily health; (2) cultural motivators concerning the desire to gain knowledge about other countries in term of cultural activities; (3) interpersonal motivators, including a desire to meet new people, visit friends or relatives, get away from routine conventions of life or to make new friendships; and (4) status and prestige motivators, related to self-esteem and personal development.

Ryan (1991 in Pitana, 2005) explained about the push factors why the tourists doing tourisms are: (1) escape, (2) relaxation,(3) play, (4) strengthening family bonds, (5) prestige, (6) social interaction, (7) romance, (8) educational opportunity, (9) self-fulfilment, and (10) wish-fulfilment. In the other hand the pull factors why peoples chooses to come to tourists destination areas: (1) weather/climate destination, (2) transportation/accessibility, (3) tourist attractions, (4) amenities, (5) ancillaries and (6) environment including nature and hand made environment.

Market Segmentation

According to Kotler cited by I Gusti Bagus Rai Utama (2017), market segmentation is subdiving of the market info distinct, subsets of customer, where any subject may conceivably be selected as a target market to be reaches in a distinct marketing mix.

There are some indicators using for doing segmentation such as Geographic segmentation, demographic segmentation, psychographic segmentation and behavior segmentation. On this research, the author will using geographic segmentation based on the tourist characteristic by looking which counties they had come.

Marketing mix

The definition of marketing mix is the process of marketing or distribution of goods requires particular attention of management because production has no

relevance unless products are sold. Marketing mix is the process of designing and integrating various elements of marketing in such a way to ensure the achievement of enterprise objectives.

According to Philip Kotler, 'marketing mix is the mixture of controllable marketing variable that the firm uses to pursue the sought level of sales in the target market. He introduced the combination of four P's (Product, Price, Promotion and Place) and in the late 70's it was widely acknowledged by Marketers that the Marketing Mix should be updated. This led to the creation of the Extended Marketing Mix in 1981 by Booms & Bitner which added 3 new elements to the 4 P's Principle.

Tourism itself slightly different with other company because what the product of the tourism are services. This is the application seven P's on tourism:

a. Product

The product is the collection of services that have features and benefits. Standard features and benefits include the normal amenities of a hotel room, for example. Good marketing adds special features, such as free activities or free Internet.

b. Price

The price has to match the product, but good marketing makes the price seem more attractive. The operator can either add features to the product and keep the price the same or give a discount for the same features.

c. Promotion

The promotion gives details of the product and the price. The promotion has a target market, and the method and content of the promotion has to appeal to the people who it reaches. The price the members of the target market are willing to pay has to cover the cost of the promotion.

Purposes to do promotion is to guide the general public into buying a specific product or service within the market. Basically, there are five elements involved in promotional mix,

✓ Advertising

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. Various

advertising media – television, radio, newspapers, magazines, outdoor means and so forth – are used for advertising the product.

✓ Sales Promotion

Sales promotion mainly involves short-term and non-routine incentives, offered to dealers as well consumers. The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, contests, etc.

✓ Personal Selling

Personal selling includes face-to-face personal communication and presentation with prospects (potential and actual customers) for the purpose of selling the products. It involves personal conversation and presentation of products with customers. It is considered as a highly effective and costly tool of market promotion.

✓ Publicity

According to William J. “Publicity is any promotional communication regarding an organisation and/or its products where the message is not paid for by the organisation benefiting from it.”

✓ Public Relations

William Stanton defines that “Public relations activities typically are designed to build or maintain a favourable image for an organisation and a favourable relationship with the organization’s various publics. These publics may be customers, stockholders, employees, unions, environmentalists, the government, and people in local community, or some other groups in society

d. Place

Place refers to the location where the customer buys the collection of services. Mostly, the operator who sends out the promotion uses it to encourage the potential customer to visit the operator's location and complete the purchase.

e. People

Since the product is a collection of services, the people who provide the services are a key to the success of the transaction. Operators must have top-level service to initially complete the sale and to encourage repeat customers.

f. Processes

The delivery of service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for.

g. Physical Evidence

If possible, the provision of physical evidence that the customer experienced the particular tourism product can help sales. Providing professional photographs of the customers at key events or the supply of branded products are effective strategies for promoting particular tourism products.

RESEARCH METHOD

The research method which will be used in this research is the method of qualitative description by purposive sampling to determine the appropriate informants based on the aims of this research. Data collection technique by observation, interviews and documentation. Validation of this research is data triangulation of data with research location in Lovina area where the Lovina Festival held by the Government of Buleleng Regency.

RESULTS AND ANALYSIS

Execution of Lovina Festival 2017

The implementation of Lovina Festival 2017 took place from September 14, 2017 to September 18, 2017 in Lovina region which is divided into 5 zones: Zone 1 Traditional Stage, at East Stage in Kalibukbuk Village, Zone 2 Modern stage, at West Stage in Kaliasem Village, Zone 3 Lovina East Parking Park, Zone 4 Kaliasem Field and Zone 5 APIK Parking Lot Lovina Festival 2017 were combine with Sail Indonesia Yatch Rally Tourism which ran from September 9th to September 15th, 2017 with 23 ships and held by ASWINDO (Indonesian Sail Tour Association). Then on September 16 - September 19 continued with Wonderful Sail to Indonesia 2017 organized by Yayasan Cinta Bahari Antar Nusa with the number of 67 ships from 15 countries.

The implementation of Lovina Festival 2017 has the following purposes and objectives:

Objectives:

- a. To improve the quality of tourism promotion for Buleleng Regency, especially in Lovina Beach Area and other supporting villages to domestic tourists and foreign tourists
- b. To provide an optimal added value for efforts to improve the economy for entire communities of Buleleng Regency in order to feel the "multiplier effect" caused by the event Lovina Festival 2017.
- c. Increase Original Regional Income (PAD) and the availability of employment in tourism at Buleleng Regency.

Purpose:

- a. Increase the number of tourists to visits Buleleng Regency, especially in Lovina Beach area,
- b. To increase total tourist expenditures during their stay at Buleleng Regency,
- c. To provide motivation for investment in tourism in Buleleng Regency
- d. Improve the welfare of the communities in Buleleng Regency

The theme of Lovina Festival 2017 is "Enjoy the difference" which means Buleleng Regency with all its characteristics has tourism potential which is very different from other tourism potential in Bali Province, therefore the vendor of Buleleng tourism invites tourists to come to Buleleng and enjoy the difference of tourism ambience in Buleleng Regency

Lovina Festival 2017 contains various activities aimed to promote Buleleng Regency, among others, by holding Cultural Parade such as cultural dances, *megebeg gebegan*, bamboo handicraft, legong dance, traditional woven (endek) fashion show, *jogged mebarung* and so forth. Other activities carried out in the form of music performances by Balinese musicians, competitions and booths which contain information about tourism that exist in Buleleng regency.

Market Segmentation based on Tourist characteristics

Based on Tourism Government Office of Buleleng Regency data in 2017, the number of tourists visiting Buleleng to see tourist attraction and festival in Buleleng Regency are mostly came from the Netherlands, Germany, France and Australia. It was

suitable when the types of attractions that exist in Buleleng Regency compared to tourist characteristics seen from the characteristics below:

a. French Tourist Characteristics :

- ✓ Interested in traditional culture, social institutions, drama dance, music, art, traditional and religious ceremonies and rural ambience
- ✓ Interested in studying and visiting specific tourist attractions especially archaeological sites, ancient temples and commercialized places.
- ✓ Excited to try new experiences and activities fiber tends to adventure.
- ✓ Prefers to speak French even though they can speak English.

b. Netherland Tourist Characteristics :

- ✓ The strong historical relationships, like visiting places to remember like the family who used to live and work in the plantation or the grave of their ancestors. All this information obtained from the history that they learned from the scheme.
- ✓ Prefer specific and accurate information, but disappointed if the information is incorrect.
- ✓ Discipline, obey rules, be friendly, like humor but not always open, frankly in giving comments and reactions.
- ✓ Very interested in the forms of culture and beautiful scenery and the developments that occur.
- ✓ Eager to see historical buildings about the Dutch past in Indonesia.

c. Germany Tourist Characteristics :

- ✓ Interested with the area with it original version, pure and want to know the attraction to completion.
- ✓ Interested in traditional culture, religious ceremonies, dances, historical places, beautiful scenery and likes to compare traditional cultures with each other.
- ✓ Liked the journey of fellow countrymen, they prefers not to join with other nations.
- ✓ Discipline, meticulous, have good organization, commitment, and intellect.

d. Australian Tourist Characteristics :

- ✓ Liked cheap prices and not too concerned with luxury facilities and services

- ✓ Liked the beach and traditional culture
- ✓ Liked the trip individually (backpacker) and less like groups
- ✓ Australian youth love night life like club.

Effective Promotion to Attract Tourists' Interest

Promotion media used by the Regency Government in marketing tourism through Lovina Festival series activities is still less than the maximum seen from the number of tourist visits consisting of 20.440 people domestic tourists and local communities and 950 foreign tourists. Promotional activities that have been done through mass media such as newspapers, electronic newspapers and social media such as Instagram. It is expected that in the future Lovina Festival already has an official website that contains details of activities that are easily explored by potential tourists. Personal selling can also be done through Table Top activities that are usually held Local Government. In addition, the need for cooperation with the Provincial Government of Bali for Lovina Festival can be incorporated into the annual festival agenda and promoted to all over Indonesia and the world as promotion.

CONCLUSION

The conclusion that can be drawn from the above discussion is that the implementation of Lovina 2017 which aims to promote tourism in Buleleng Regency has been done well by utilizing conventional media campaign and social media. Determination of market segment is also very crucial to know in order to prepare effective and effective promotion.

Suggestions in the implementation of the next Lovina Festival is more to do the utilization of technology such as creating a special website Lovina Festival containing details of activities, promotion of attractions, the introduction of the culture of Buleleng Regency is easily traced by potential tourists.

REFERENCES

- Cooper, C.J. Fletcher., D.Gilbert, and S Wanhill (edited by R.Sheperd). 1998. *Tourism; Principles and Practice*, Second Edition, USA: Addison Wesley Longman, Ltd.
- Dinas Pariwisata Kabupaten Buleleng. 2017. *Tingkat Kunjungan Wisatawan Di Kabupaten Buleleng*.
- Hsu, Cathy H & T Poers. 2001. *Marketing Hospitality*, Third Edition, USA; John Wiley & Sons.
- Kotler, P *et al.* 2002. *Pemasaran Perhotelan dan Kepariwisataaan*, Edisi Ke Dua, Versi Bahasa Indonesia. Jakarta: PT Prenhallindo.
- Matheison, A dan Wall, G. 1982. *Tourism: Economic, Physical and Social Impact*. Harlow: Longman.
- McIntosh, R.W. and Goeldner, C.R. 1986. *Tourism Principles, Practices Philoshopies*. Ohio : Gris Publishing
- Pitana, I Gde dan I Ketut Surya Diarta. 2009. *Pengantar Ilmu Pariwisata*. Yogyakarta: Penerbit Andi.
- Pitana, I Gde dan Putu G Gayatri. 2005. *Sosiologi Pariwisata*. Yogyakarta: Penerbit Andi.
- Utama, I Gusti Bagus Rai. 2017. *Pemasaran Pariwisata*. Yogyakarta: Penerbit Andi.