



POTENTIAL MARKETING EFFORTS OF TOURISMIN LUMBUNG VILLAGE BALI

Ni Putu Dyah Krismawintari¹, IWK Tejasukmana², Ni Luh Putu Suarmi Sri Patni³

¹Management Study Program, Faculty of Economics and Humanities, University of Dhyana Pura, krismawintari@undhirabali.ac.id

²Management Study Program, Faculty of Economics and Humanities Dhyana Pura University, tejasukmana@undhirabali.ac.id

³Management Study Program, Faculty of Economics and Humanities, University of Dhyana Pura, putupatni@undhirabali.ac.id

ABSTRACT

Sustainable tourism development leads to the use of natural and human resources for the long term. The success of the economic development of a region requires cooperation between the community and the government in utilizing existing resources. The island of Bali is known for its various tourism potentials consisting of natural and cultural tourism. There is one area in Tabanan Regency to be precise in Lumbung Village which has several tourism and cultural potentials but is not yet known and developed. The importance of optimizing the potential of an area is one of the efforts to improve the welfare of the community and to preserve its customs and culture. Marketing efforts of a region require the role of various parties and receive government support. This is expected to build community-based sustainable tourism. This social humanities research is explorative-qualitative in nature with the findings being reduced and analyzed using a marketing mix consisting of Product, Price, Place, Promotion, Physical Evidence, People and Process and analyzing 4A of tourist destinations (attraction, access, facilities /amenities, and supporting institutions /ancillary. Data retrieval through in-depth interviews with current village leaders and the Head of Community Empowerment Institutions to obtain information about the efforts that have been made in marketing tourism potential in Lumbung Village. Research results Marketing efforts for Lumbung Village tourism potential by taking into account the elements of the mix marketing and the principles of socio-cultural, environmental and economic tourism. Principles of sustainable tourism in Lumbung Village: preserving traditional values while maintaining culture, biodiversity, maintaining the beauty of the rural atmosphere, and improving the community's economy.

Keywords: Marketing Mix, Tourism potential, Sustainable tourism

Introduction

Tourism development is currently being developed and directed at sustainable tourism development. This sustainable tourism development leads to the long-term use of natural and human resources. Regional tourism development has both positive and negative impacts. This impact is felt by the local community. Tourism is expected to be a sector capable of driving the regional economy and improving people's welfare. Almost all regions in Indonesia are

starting to focus and improve to improve the quality of tourism in their respective regions. Over the last few decades, tourism is an industry that involves complex interactions with natural systems, has increased concern for ensuring sustainable development aimed at minimizing negative impacts on the natural environment (Vlad et al (2016). There are obstacles and challenges to the implementation of sustainable tourism. The importance of awareness and regulations from local governments to carry out development in the tourism sector. Success The economic development of a region requires collaboration between the community and the government in utilizing existing resources. play a role to seek opportunities for local communities in every economic activity, for example with the concept of Ecotourism while maintaining the preservation of nature and biodiversity.

Biodiversity and culture in Indonesia are tourism potential if managed optimally. The island of Bali, which is known for its natural and cultural beauty, is a world tourist attraction. Various attempts have been made to keep it a preferred tourist destination.

Tourism consists of a mixture of products and services such as food, accommodation, transportation, and others and is supported by intangible components, namely events, services, and experiences. Booms and Bitner (1981) add three additional elements to the services of tourism products namely people, processes, and physical evidence. People have an important role in influencing buyers' perceptions. Physical evidence is a facility in the service delivery process. Processes are activities in services (Zeithaml and Bitner, 1996). These three elements are controlled by the service marketer to provide service differentiation.

This service marketing mix is not sufficient in conveying the uniqueness of a tourism product service and experience. Satisfied customers are an important element of tourism. Satisfaction occurs when customers compare perceptions and reality. The marketing mix elements should provide quality products, appropriate service prices, tour packages, marketing communication channels, hospitality that provides a positive experience for customers.

The efforts of marketers in applying the marketing mix by presenting service product offerings with the aim of sustainable tourism marketing. McCarthy (1960) developed four elements of the marketing mix, namely Product, Price, Promotion, and Place.

Village tourism as an effort to transform the economy as in Main and Ruspendi research (2019). In Bali, several villages have not yet experienced development in the tourism sector, one of which is Lumbung Village. Lumbung is a village located in Selemadeg Barat District, Tabanan Regency, Bali Indonesia. Lumbung Village consists of 8 hamlets which include Dajan Sema Hamlet, Delod Sema Hamlet, Anom Hamlet Cepaka, Hamlet, Sembung, Village Dusun Pengeregan Kaja, Dusun Pengeregan Tengah, and Dusun Pengeregan Kelod.

The daily activities of residents as farmers are processing agricultural products (rice), plantations such as coffee, cocoa, coconut, and several local fruit crops.

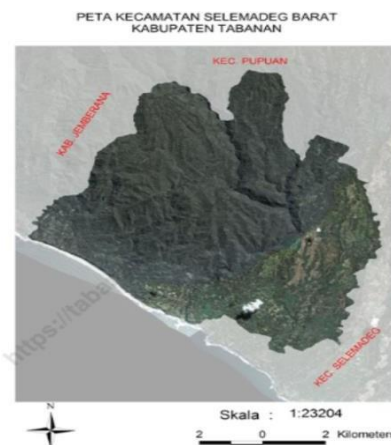


Figure 1 Selemadeg Barat Subdistrict, Tabanan Regency

Source: BPS Tabanan 2020

Lumbung Village is famous for its beautiful terraced rice fields and cool air. This is a potential for nature conservation tourism. Lumbung village has various potentials, but until now, Lumbung Village has not been included as a tourist village. Based on this, we want to know how the marketing efforts of the tourism potential of Lumbung Village use elements of the marketing mix with the principles of socio-cultural, environmental, and economic tourism?

Literature Review

Concepts of Marketing

Kotler et al (2014) assert that the purpose of any business operation is to create and maintain customer satisfaction by meeting their needs. Tourism products are a combination of services and products, so the goal is to get better results. There is a product marketing mix called 4P, namely product, price, place, and promotion. Selling services further leads to additional 3P elements: people/participants, process, and physical evidence. Kotler, Bowen & Mark-ens (2014) suspect two advanced dimensions, namely: internal and interactive marketing. The following is the marketing strategy according to Kodrin (2011):

1. Production of
2. Sales
3. Concept Marketing

A concept that is socially responsible and environmentally friendly

Marketing is a key factor in tourism in its aim to meet market needs. Through the elements of the marketing mix consisting of products, prices, promotions, and distribution, an organization that carries out tourism activities needs to adjust environmental conditions to encourage economic activity (Ciricovic, 2014).

The Marketing Mix Concept is used as follows:

1. Products

The main products are goods or services that fulfill consumer expectations, while the additional product is a state to offer services to customers. This situation forms an interaction with the service system. This is a supporting factor for marketing tourism products because

it can attract the attention of potential consumers with their messages or behavior. The basis for determining the price is the attractiveness of a tourist destination, accessibility, and location.

2. Prices

The pricing of tourism products requires proper consideration because this is very sensitive. If the situation is tight competition, if the price is higher it can cause a decrease in sales so that it affects revenue, while a business requires production costs and profit.

3. Promotion

Promotion is an element of the marketing mix creating a good image in the minds of consumers. Promotion mix whose purpose is to increase the market is promotion sales, selling personal publicity, and direct marketing. The concept of the community in the process of creating positive value in the process of delivery service is very important in tourism activities.

4. Distribution

Distribution connects producers and consumers, that is, brings customers to the service system.

Tourism Marketing

Pomeroy (2009) states that tourism manages marketing activities directed at specific target markets using a marketing mix. The main goal of marketers is to understand the needs and wants of potential buyers. A person who uses a service is satisfied if he gets an appropriate value between the benefits and costs. Binter et.al (2016)

According to Lovelock, the characteristics of services marketing is:

5. Intangibility, products can not be seen and touched
6. Inseparability, the inseparability of production and consumption
7. Perishability, can not be stored
8. Variability, variations on those services in a different time

Marketing Mix in the Services Industry

According to Srinivasan (2009) Products in tourism are experience and friendliness in the process service

1. The process which includes travel planning which includes attractions, locations, accommodation, food, souvenirs, and others.
2. Place and time indicate direction and estimated time and distance so that it can provide recommendations. travel route different to provide a memorable experience to the tourists
3. Productivity and quality. A service is considered quality if it provides timeliness of service and reliability.
4. Promotion is accurate and precise information to provide a positive image to the target market.
5. People are the center of tourism activities, therefore providing hospitality and building relationships are important factors in controlling service quality. The
6. The price of a tourism service depends on production costs, target willingness, competitor prices. , the delivery process and economic conditions
7. Physical evidence in tourism depends on the convenience and experience

The 4A concept in tourism

The 4A concept that must be owned by a destination includes 4 (four) aspects, namely: (1) attraction, (2) Access /Accessibility, (3) facilities /amenities, and (4) supporting

institutions /ancillary (Cooper et al in Susanto, Adiada, Suyasa, 2018). This is a requirement of a tourist destination. The importance of an area has an attraction which is the uniqueness of an area both naturally and artificially, including access or ease in reaching tourist sites either using transportation, accommodation, and other means to meet the needs of tourists and other supporting institutional facilities. The interesting thing in this research is to explore qualitatively how these four aspects affect the marketing efforts of tourism potential in the village of Lumbung Selemadeg Barat.

Sustainable Tourism

Sustainable Tourism is multidimensional in the development process. Tourism development is related to social, cultural, economic, and political matters, while the development of tourism destinations or tourist attractions is a place where all tourism activities can be carried out with the availability of all tourist facilities and attractions for tourists. According to Hadinoto (1996) in Widodo, (2016) Tourism is an inseparable part of human life, especially in social and economic activities. In facing challenges and opportunities, the role of the government is needed. Government as a facilitator so that tourism activities can develop rapidly. Tourism is expected to increase the development of an area.

The principles of sustainable tourism as in Pomeroy et al (2011) are determined by indicators:

1. Sociocultural: Elements of the marketing mix show the preservation of traditional values and understand tolerance between cultures
2. Environment: The elements of the marketing mix optimize the use of environmental resources while maintaining processes ecological and conservation diversity biological
3. Economy: Elements of the marketing mix provide socio-economic impacts that provide employment and opportunities to earn income and contribute to poverty alleviation.
4. Distribution
Distribution connects producers and consumers, that is, brings customers to the service system.

The principles of sustainable tourism as in Pomeroy et al (2011) are determined by indicators:

1. Sociocultural: Elements of the marketing mix show the preservation of traditional values and understand tolerance between cultures
2. Environment: The elements of the marketing mix optimize the use of environmental resources while maintaining processes ecological and conservation diversity biological
3. Economy: Elements of the marketing mix provide socio-economic impacts that provide employment and opportunities to earn income and contribute to poverty alleviation.

Research Method

The method used in this research is qualitative in nature. The unit of analysis used in this research is the village leader to prepare the village to become a tourist village as

research informants. The technique used in determining participants is the purposive sampling technique, which is a technique with certain criteria or considerations from the population to be selected as the sample (Sugiyono, 2012).

The instrument used in this study was the researcher himself. Researchers become a human instrument whose function is to determine the focus of research, select informants as resources, collect data, assess data quality, analyze data, interpret data, and make conclusions. According to (Sugiyono, 2012) researchers as an instrument need to validate their readiness to conduct research. This validation process is through self-evaluation of understanding qualitative methods, mastery of theory, and insight into the field under study and research readiness (Poerwandari, 2011).

The data collection technique used in this study was in-depth interviews. In-depth in phenomenological research means looking for something deep. Researchers conducted semi-structured interviews using in-depth interviews.

Data obtained through in-depth interviews were analyzed using Interpretative Phenomenological Analysis (IPA) in Smith and Osborn (2007). The stages are structured as follows:

1. Reading and re-reading

The researcher reads and writes the interview transcript and then helps a more comprehensive analysis of each participant's sentence.

2. Initial noting

Researchers begin to identify specifically the ways participants convey something.

3. Developing emergent themes

The researcher analyzes the comments that have been written in the previous stage to focus on so that most of the transcripts become clear;

4. Searching for connection across emergent themes

Researcher searches for a relationship between emerging themes after the researcher have determined a set of themes in the transcript and the themes have been chronologically ordered.

5. Moving the next cases

In the analysis stages (1) to (4), it was carried out in each case for the participants. If one case is completed and the results of the analysis are written down, the next stage moves to the next case or participant until all cases are completed.

6. Looking for patterns across cases

Researchers look for patterns between participants. What is the relationship between cases, and what are the themes found in the cases between participants. A comparison of meanings between participants is useful for enriching interpretation in research.

Strengthening the credibility of research data was carried out by member check. According to Sugiyono (2012), a member check is a process of checking data obtained by researchers from participants with the aim that the information obtained and used in research is by what is intended by the data source. The use of the member check is by the objectives in this study because of experience so that the interpretation of the experience also differs between participants.

The procedures used to obtain research credibility are as follows: 1) The researcher conducts initial interviews with each participant to obtain initial data on participants; 2) In the next interview, the researcher will make a clarification that aims to equalize perceptions between the researcher and the participants.

By using a member check, researchers can find out how far the data obtained is following that provided by the participants. If the data found is then agreed upon by the participants, then the data is declared valid so that it is credible for research data. However, if the data found by the researcher with various interpretations are not agreed upon by the participants, then the researcher must change the findings and must adjust it according to the data provided by the participants.

Results and Discussion

Participants 1 Mr. I Ketut Angsana (Chairman of the Community Empowerment Institute)

Based on the results of an interview with Mr. I Ketut Angsana, SE, Perbekel (Head of Lumbung Village) for the period February 2002 - February 2007 who is currently the Chair of the Community Empowerment Institution (LPM). The majority of the people are farmers. There are 2 subak, namely subak abian and subak sawah. Subak abian is farmers who take care of plantations while subak sawah is in the rice field area. The main commodity is coconut then cocoa. Lumbung Village has some undeveloped tourism potentials. Potential on the edge of the Balian river for rafting with sea views. Access to the Balian River has made a path down to the river with stone steps. The rice fields of the Lumbung village are terraced because there is no level ground. So far, there are no superior commodities produced by the village of Lumbung, but this land is fertile, which is characterized by easy plants to grow. Beautiful natural scenery and local culture that is not widely known. Various specialties from Lumbung Village are potential for culinary tourism. Some of the people have an open insight into developing this area into a tourist village as evidenced by sending children to the tourism sector. Lumbung Village has a Waste Bank whose management has received a Decree from the Village Head. This is an effort to preserve the nature of Lumbung Village. The obstacle currently being experienced is not understanding how to start and drive this tourism activity.

Participant 2 Mr. I Wayan Urata (Perbekel Desa Lumbung)

Perbekel (Village Head), Mr. I Wayan Urata said that the village government is ready to support the village to direct it to become a tourist village. He also conveyed the village plan to form a tourism awareness group (POKDARWIS). The obstacle at this time is that they do not understand where to start. Hope there is a driving force to direct tourism activities. The hope is that the village will be promoted. There are rice terraces, plantations, and valleys that are geographically unique in Lumbung Village. Until now, there are still species of deer and orangutans. There are opportunities for hiking (trekking, rafting, snorkeling, etc.). Trekking paths on the Kebo Iwa road and rafting opportunities along the Balian river. Comfortable temperature and humidity for tourism activities. Waste is managed by a waste bank. Very beautiful rural environment. Having rice fields or plantations that are still dominant. Rice processing still uses chemicals and is not completely organic. Village officials have made a mapping of local potential. There is a village myth/legend, namely the Kebo Iwa road that is not widely known. There is a unique and distinctive traditional ritual. The tradition from opening rice fields to harvesting. There is a sacred dance form that is still alive, namely the Baris Dance Kerkuak at the Ngaben ceremony. There are village culinary delights with raw materials obtained from local villages. Vegetable taro leaves, Lempog (cassava cake), and river clams (ungun). There are historical artifacts in the form of recognized ancient sites, namely Jalan Kebo Iwa and Tugu Pahlawan. Residents have a positive perception of village

tourism. The main road to enter the village of the granary is quite good, however, the road to the village office is still steep.

Based on the results of observations that refer to things that must be owned by a destination which includes 4 (four) aspects, namely: (1) attraction, (2) access, (3) facilities, and (4) supporting institutions / ancillary

Attraction

Lumbung village has the natural beauty of rice fields with the terracing concept. This can be a tourist attraction.



Figure 2 Views of Rice Fields in Lumbung Village

Source: Taken by Krismawintari (2020)

As well as having beautiful rice fields, Lumbung Village also has coffee, coconut, and fruit plantations. Lumbung Village has ecotourism potential for grafted coffee plants. In Lumbung Village, there are two subaks, namely the subak sawah and the subak gardens. Until now, the current management has not fully used organic because, in the process of planting rice, fertilizers such as urea, peto, etc. are still used.

Water bodies (rivers, telabah) in the lumbung village are protected from pollution. A river that can become a tourism potential is the Balian River. The beauty of the rocks and clear water is a potential natural tourist attraction.



Figure 3 Balian River

Source: Taken by Angsana (2020)

The group of women in Lumbung Village has activities sustainable such as social gathering and art, and some even make traditional snacks. This is an opportunity to make traditional snack-making activities a local-based culinary attraction.

(2) Access /accessibility

Access to the village barn is in good condition although some roads in the village are still quite steep and need to be prepared to be a tourist village. The dominant community owns a trail motorbike or motorcycle with toothed wheels to carry garden products through the forests of Lumbung Village, which is quite close to the district city center about 30 km. There is also a potential for tours to Lumbung Village.

(3) Facilities amenities

Lumbung Villageneed to prepare residents' houses as homestays under the minimum standards homestay. The community needs to receive training to receive guests and activities carried out with these guests. Lumbung Village needs to have a Tourism Center by utilizing the Banjar hall building.

(4) Supporting /institutions ancillary

There are rules written that regulate local villagers and there are customary institutions that regulate customary activities. Village structures and apparatus work effectively following the division of tasks. Decision making through deliberations regular at the village office. Supporting and developing the community's economy, Lumbung Village has a Village Credit Institution that develops healthily and dynamically. Until now, there are 3 LPDs in Lumbung Village, but they do not have a cooperative.

Marketing efforts Lumbung Village marketing mix elements: Lumbung

1. *Products.* Village Has some attractions in a package of tourism products. This requires the cooperation of the community, government, and academics to turn Lumbung Village into a Tourism Village. These products: Nature tourism (exploring the ricefields by renting a bicycle, enjoying the beauty of the Balian river, traveling in a coffee plantation and others), Cultural tourism (learning the typical arts of Lumbung Village), Culinary tours (enjoying and learning the typical food of Lumbung Village)
2. *Price.* Determination of prices based on paying attention to the price of similar products from a tourist destination
3. *Distribution.* Distribution connects producers and consumers, namely bringing customers to the service system. Distribution relates to place and time showing direction, estimated time, and distance so that it can provide recommendations for different travel routes to provide a memorable experience for tourists. This distribution process has not yet been carried out in Lumbung Village.
4. *Promotion.* Promotionalefforts that can be done by marketing using social media, direct marketing, publicity, and marketing word of mouth by providing a good experience visiting the Village of Lumbung
5. *People.* Cmmunities Productive who still live in the village. Some of them are alumni of tourism schools and master foreign languages. There are even residents who have

worked in the tourism sector (restaurants, hotels, travel) which is the capital to develop Lumbung Village into a Tourism Village.

6. Physical Evidence Physicalevidence in tourism depends on convenience and experience. Lumbung Village has tourism potential. The success of tourism depends on the attitude of the community in accepting tourists to enter the area. This attitude has an impact on the continuity of tourism in Lumbung Village.
7. ProcessThe process includes planning a trip that includes, attractions, locations, accommodation, food, souvenirs, and others. This needs to be prepared to make Lumbung Tourism Village.
8. Apart from these elements, safety, security, and cleanliness are important factors for tourists in making travel decisions.

Principles of Sustainable Tourism

1. Sociocultural: Desa Lumbung preserves traditional values while maintaining culture.
2. Environment: Lumbung Village preserves biodiversity by maintaining a beautiful rural atmosphere.
3. Economy: Some people in the SME sector (traders) sell agricultural products in the form of rice, coffee, coconut, and local fruits.

Conclusion and Implications

Efforts to market the tourism potential village by paying attention to the elements of the marketing mix and the principles of socio-cultural, environmental, and economic tourism. of Lumbun gElements of the Lumbung Village marketing mix are tourism products (natural, cultural, and culinary), promotions are carried out using social media, increasing the community's ability to receive guests, determine prices for similar products, prepare tour packages and travel planning. Apart from these elements, safety, security, and cleanliness are important factors for tourists in making travel decisions.

The principle of sustainable tourism in Lumbung Village: preserving traditional values while maintaining culture, biodiversity, maintaining a beautiful rural atmosphere, and improving the community's economy.

Acknowledgments

Thank you to the Ministry of Research and Technology-National Agency for Research and Technology for providing funding so that the authors can complete this research. Thank you to the government and community of Lumbung village and Dhyana Pura University for supporting the implementation of this research.

References

- Binter, U., Ferjan, M., & Neves, JV (2016). Marketing Mix and Tourism Destination Image: The Study of Destination Bled, Slovenia. *Organizacija*, 49(4), 209-223.
- Booms, B. (1981). Marketing strategies and organizational structures for service firms. *Marketing of services*.
- Ciriković, E. (2014). Marketing mix in tourism. *Academic Journal of Interdisciplinary Studies*, 3(2), 111-111.
- Kodrin, L. (2011). *Trženje v turizmu*. Fakulteta za komercialne in poslovne vede.
- Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2014). *Principles of marketing*, Harlow.
- Kotler, P., Bowen, JT, & Makens, J. (2014). *Marketing for hospitality and tourism*. Harlow.
- McCarthy, EJ, & Perreault Jr, WD (1960). *Basic Marketing: A Managerial Approach*

- (Homewood, IL: Irwin).
- Poerwandari, EK (1998). *The qualitative approach to psychological research*. Jakarta: LPSP3, Faculty of Psychology, University of Indonesia, 2.
- Pomering, A., & Johnson, LW (2009). Constructing a corporate social responsibility reputation using corporate image advertising. *Australasian Marketing Journal (AMJ)*, 17(2), 106-114.
- Pomering, A., Noble, G., & Johnson, LW (2011). Conceptualizing a contemporary marketing mix for sustainable tourism. *Journal of Sustainable Tourism*, 19(8), 953-969.
- Smith, JA (2003). *Qualitative psychology: A practical guide to research methods*. Sage Publications, Inc.
- Smith, JA, & Osborn, M. (2003). Interpretative phenomenological analysis. In JA Smith (Ed) *Qualitative psychology: a practical guide to research methods*. London, UK: Sage Publications.
- Srinivasan, S., & Hanssens, DM (2009). Marketing and firm value: Metrics, methods, findings, and future directions. *Journal of Marketing research*, 46(3), 293-312.
- Sugiyono, MPP, & Quantitative, P. (2012). *Qualitative, and R&D*. Bandung: Alfabeta. Cet. VII.
- Susanto, PC, Adiada, AAK, & Suyasa, NLCP (2018, December). Identification of tourism potentials in Catur village Kintamani. In the National Scientific Seminar on Technology, Science, and Social Humanities (SINTESA)(Vol. 1, No.1).
- Utama, IGBR, & Junaedi, IWR (2019). Blimbingsari Tourism Village Community Partnership Program, Melaya, Jembrana, Bali. *Paradharma (Journal of Science and Technology Applications)*, 2(2).
- Vlad, LB, Vasile, DC, Macovei, OI, & Țuclea, CE (2016). Determinant factors of green marketing adoption in the hospitality sector. *Amfiteatru Economic Journal*, 18(Special Issue No.10), 862-874.
- Widodo, N. (2016). *Regional Tourism Development Planning (Study Program Implementation at the District Youth Sports and Tourism Office Pekalongan)*. *Public Administration Scientific Journal (JIAP)*, 2 (4), 227–235.
- Zeithaml, VA, Bitner, MJ, & Gremler, DD (1996). *McGraw Hill Services Marketing*. New York.