

Strategy Implementation and Media Promotion Training for the Mangrove Tourism Park in Jenggalu Kito Village, Bengkulu City

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Abstract

Bengkulu City is coastal areas that have a lot of tourism potential, one of which is Kampung Jenggalu Kito. This tourist area has not been promoted optimally, this can be seen not maximal efforts to develop mangrove tourism in Jenggalu Kito Village, because there is no effective promotional media. This causes the development of tourist areas has not been carried out optimally. Based on these conditions, it is necessary to provide training on the implementation of tourism promotion strategies and media for the community and related officials as executors. The purpose of this activity is provide an understanding to the public of the importance of strategy and promotional media as a means to increase tourism potential, and introduce various promotional strategies and promotional media both print and electronic for the development of mangrove tourism in Jenggalu Kito village, Bengkulu city. From the results of this dedication, several strategies were found that could be carried out for the promotion of mangrove tourism in Jenggalu Kito Village, namely by: identifying tourism products, formulating the advantages of tourism products, setting market targets, setting visit prices

Keywords: Promotion Strategy, Mangrove Tourism

INTRODUCTION

The extraordinary tourism potential of an area should be a mainstay for raising the standard of living of the people. In an increasingly advanced era, there are also more ways and strategies to increase tourism potential in an area (Tirmizi, 2009). Each region has its own uniqueness or protruding natural and socio-cultural characteristics and other aspects. The village's potential can be turned into a profitable commodity if it is polished with the right strategic management to become a tourist village. According to Sheresheva & Kopiski, 2016 The tourism sector plays an important role in the Indonesian economy, both as a source of foreign exchange earnings and job creation and business opportunities. Tourism is also one of the sectors that contributes the most to the country's foreign exchange earnings through foreign tourists. Pranoto et al., 2023. Jenggalu Kito Village is a new tourist destination based on mangrove conservation. Kampung Jenggalu Kito, commonly abbreviated as KJK, is a form of collaboration between youth, the community, academics and environmental activists, so that KJK will later become a recreational tourism area for education and supporting the economy of the surrounding community. Jenggalu Kito Village (KJK) Bengkulu city is one of the villages that has interesting tourism potential. As a coastal area, its natural wealth is very abundant. One of the natural potentials developed is mangrove tourism.



Figure 1. Jenggalu Kito Village (KJT)

Jenggalu Kito Village (KJK) Bengkulu city will become a pilot area for mangrove conservation in Bengkulu province. The KJK mangrove tourism area has an area of 147 hectares, becoming a mangrove and coastal ecotourism location. Based on the results of the field survey, the mangrove tourism of Kampung Jenggalu Kito was built quite interesting with several buildings made such as bridges, seats, photo spots and rest areas. As a new tourist spot, the development of coastal tourism must consider two aspects, namely the tourist destination aspect and the market aspect. Apart from prioritizing the tourism product development market, it also guarantees the preservation of the natural and cultural resources of coastal and marine communities. So as to create sustainable tourism that can support the village's original source of income (Nugraeni & Setiawan, 2017). Tourism development is not only about good products but the promotion must also be good. It is observed that Jenggalu Kito Village (KJK) in Bengkulu city is still lacking in promoting its tourist areas, this is evident from the unavailability of signboards, road directions and not using digital promotional media. Facing this digital era, creative and innovative steps are needed in tourism marketing, so that Kampung Jenggalu Kito (KJK) is known and visited by tourists.

Several things that need to be considered for the development of mangrove tourism in the Jenggalu Kito Village, Bengkulu City, are the absence of an effective strategy and promotional media. So that the development of carrying capacity as a tourist area has not been carried out optimally. Signboards, billboards, road signs, promotions in the media and other supporting facilities have not been carried out. According to Liu¹ et al., 2018 implementing strategies and using promotional media can generate levels of tourist visits. Therefore, it is felt necessary to provide strategy training and tourism promotion media for village officials as managers of Kampung Jenggalu Kito tourist destinations.

So the objectives of this activity are: 1) The management of Kampung Jenggalu Kito (KJK) can understand the importance of strategy and promotional media as a means to increase tourism potential. 2) The management of Jenggalu Koto Village (KJK) can create and implement promotional media, both print and electronic, as promotional media for mangrove tourism.

METHOD

Based on the problems that have been identified beforehand, namely the absence of effective promotional media. So that the development of carrying capacity as a tourist area has not been carried out optimally. then with an understanding of the importance of promotion through the media these problems can be reduced. This program will be carried out by a

service team consisting of 1 chairman and 3 members who have different expertise according to their fields of expertise. This service will also involve two students. The parties involved in this service are community groups and Kampung Jenggalu Kito (KJK). Methods and stages will start from problem identification, determining needs, designing promotional strategies, testing promotional media and operational assistance on how to use the application. The complete stages are as follows: The details of the steps in the implementation of the work are figure 2.

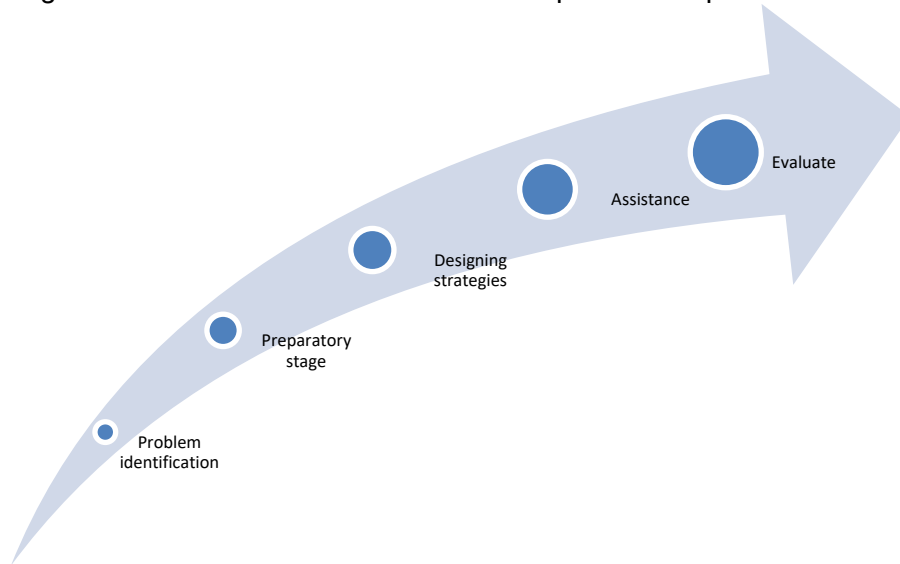


Figure 2. Flowchart

- Problem identification, by observing the problems encountered in the development of mangrove tourism in Jenggalu Kito Village (KJK).
- In the preparatory stage, team coordination activities and proposal improvements are carried out, as well as re-confirmation to partners for the readiness of implementing activities.
- Designing strategies and promotional media that are appropriate and in accordance with the capabilities of the management and the people of Kampung Jenggalu Kito (KJK), for example through Facebook, Instagram and other media.
- Assistance in the use of promotional media used. In this case it will do assistance to partners for applications/systems that have been created as a means of facilitating promotion.
- Evaluate the training participants whether they are able to use the internet as a tool to find the information needed.

Provide material through lectures which include:

- Material 1: Understanding the concept of material
- Material 2: The practice of the theory that has been explained

To carry out these activities, several training methods are used, namely:

- Lecture method
The lecture method was chosen to provide an explanation of the concept of promotion and its function.
- Question and answer method
The question and answer method is important for service participants, when receiving an explanation of the theory.

- **Simulation Method**

This simulation method is very important given to the participants to provide the opportunity to simulate the promotional media being taught.

The community service activities carried out technically involve collaboration between institutions/institutions of the Faculty of Economics and Business, University of Bengkulu, in this case, the UNIB Masters of Management study program and its implementing team and all administrators and the Community of Kampung Jenggalu Kito, Bengkulu City, to provide an understanding of the importance of promotion through the media print and electronic media to increase tourist visits. The existence of the Community Service Institute, Faculty of Economics and Business UNIB, is supported by qualified and professional human resources in accordance with their fields, as well as complete and adequate infrastructure to support training activities.

Some matters related to human resources and facilities and infrastructure of the Community Service Institute and the Faculty of Economics and Business UNIB are as follows:

- Have HR assets, namely professional and experienced lecturers.
- Has training support facilities and infrastructure.

Meanwhile, the potential possessed by the Community of Kampung Jenggalu Kito (KJK) Bengkulu city is a strong will and ability to get guidance on training. Based on several critical points in each party involved in this training activity, it is hoped that this form of collaboration will present a very strategic and positive synergy between higher education institutions and fostered partners.

DISCUSSION

Jenggalu Kito Village Mangrove Tourism is located atJln. Jenggalu 3, RT.8/RW.03, Lkr. West, Kec. Gading Cemp., Bengkulu City. The tourist location is located right on the main road. When arriving at the location, from the main road to the left you can already see a brown sign that reads 'Welcome to the Mangrove Forest Tourism Location'. Jenggalu Kito village'.The activity began with observations at the Jenggalu Kito Village mangrove tourism object, the purpose of the observation was to obtain information about the Magrove tourism object and identify the problems encountered in the development of Jenggalu Kito Village mangrove tourism. The observation activity began with discussion activities with the community service team with the Village Head, Village Officials and Youth Organizations. Discussion activities by forming small groups on a regular basis.

Discussion process with partners discussing knowledge and experience in managing tourism objects. This is done so that the service team knows what has been done and what has not been done. Based on the results of the discussion, an overview of the tourism potential of Jenggalu Kito Village was obtained, namely:

- The accessibility of the path to the location is very easy, because it is located on the edge of the main road which is easily accessible by both two-wheeled and four-wheeled vehicles.
- Facilities: there is a 200 meter long bridge that is painted in colors, seats are available, there is a building that can be used for rest and discussion and is equipped with interesting photo spots.
- Pcommunity empowerment; Community enthusiasm is quite high in developing tourism mangroves, but still not optimal and limited to several sectors.
- Ppromotion and marketing; promotion is still limited based on information from person to person, the use of social media is still limited. There is no marketing strategy implemented by the government yet.

Based on the results of observations and discussions with partners, information was obtained that knowledge of tourism product marketing strategies is a priority. So that the

important thing to be developed by the managers of mangrove tourism in Jenggalu Kito Village is media literacy in promoting mangrove tourism. The selection of this activity was based on the consideration that tourism products in tourist villages had not been promoted optimally. The current promotion is still very simple so that existing tourism products have not been promoted properly. This has an impact on tourist visits which are still low and are still limited to local tourists. Tourism objects will be known by the wider community if tourism managers carry out promotions. Through the promotion of tourism products will be better known by the public. To carry out the promotion process, tourism managers need to take steps to market tourism products (Princess, 2021). The next stage is to carry out coaching activities for the managers of mangrove tourism in Jenggalu Kito Village, namely the socialization of tourism product promotion strategies.

This socialization is given in accordance with the expectation that they have deep abilities carry out promotions. The aim of implementing this tourism promotion strategy socialization is so that the managers of the Jenggalu Kito Village mangrove tourism. have the knowledge and skills in implementing promotional strategies. The main thing that they must have from the results of this socialization is the ability to identify tourism products to be marketed, formulate superior products, especially the most interesting and unique products, set target markets, formulate positioning, build identity (brand), set prices, and build communication channels. marketing.

The socialization method used emphasizes the meaning of learning (learning), so that the ability of the managers of the Jenggalu Kito Village mangrove tourism can be further improved. Learning is a process of changing a person's behavior or personality based on certain practices and experiences. This means that after having the experience of participating in socialization regarding promotional strategies, the target community is expected to be able to identify superior tourism products as the main capital for promotion, set target markets, formulate positioning, build identity (brand), set prices, and build marketing communication channels. The main material presented in community service activities was in accordance with the expectations of the socialization participants, namely strategic steps in promoting tourism products. The consideration for providing this material is that tourism managers must promote tourism products so that these products can be known by the wider community. Through the promotion of tourism products will be better known by the public.(Nugraeni & Setyawan, 2018) Basically promotion in the marketing of tourism products acts as a transaction support by informing, persuading, reminding, and differentiating the promoted tourism product from other tourism.

CONCLUSION

To promote mangrove tourism in Jenggalu Kito Village, there are several steps that can be taken:

- Identifying tourism products, is the experience of tourists while carrying out activities at mangrove tourism objects, what is seen, what is done and what tourists can buy.
- Formulate the advantages of tourism products; Product excellence is a condition or something interesting (unique) that is owned by the mangrove tourism object of Kampung Jenggalu Kito which is different from similar tourist objects. For example, the mangrove tour of Jenggalu Kito Village. is a natural tour that is very natural, because it does not clear mangrove trees. The unspoiled condition of the mangroves is an attraction for visitors. Besides that, souvenir products can be made as a carrying capacity for mangrove tourism objects. This tourism product still has to pay attention to environmental and social carrying capacity so that tourism objects can continue to develop and be sustainable.

- Setting the target market; Determination of market targets adjusted to the advantages of the product-owned tours. Determination of the chosen target market is that which is able to be served and provided by the manager of the Jenggalu Kito Village mangrove tourism object. Where the target chosen must be efficient and show promising growth.
- Setting prices; Based on the results of observations, appropriate pricing techniques is a penetration technique. Pricing with penetration techniques is by setting a low price at the beginning to stimulate tourist visits. Then raise the price until it is in a normal position and can be offered in stages. For the Jenggalu Kito Village mangrove tourism object, the entrance ticket is currently set at 5,000 rupiah per person.

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