

Komodo National Park Destination Marketing Strategy In Increasing Tourist Visit Numbers

Siti Sri Wahyu Hastuti¹, Siti Atika Rahmi², Alfian Eikman³, Selva⁴

Administrasi Bisnis, Ilmu Sosial Dan Ilmu Politik, Universitas Muhammadiyah Mataram

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Abstract

Marketing strategy is an important aspect in increasing the number of tourist visits. In this research, the marketing strategy is carried out by the Komodo National Park, namely a conservation area. Marketing strategies, namely promotional strategies, are very important for visitors who visit Komodo National Park. The research method is qualitative research using primary and secondary data. The results of the research are marketing strategies seen from promotional strategies to increase the number of visitors visiting Komodo National Park.

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Corresponding Author:

Siti Sri Wahyu Hastuti

Universitas Muhammadiyah Mataram

1. INTRODUCTION

The tourism industry is one of the leading sectors that is able to drive the national economy and is developed to increase the pace of national development. Tourism has played an important role in the economies of developing countries, especially countries that have potential tourism sources. Indonesia is an archipelagic country that has sufficient potential to become an international tourist destination, both in the form of natural beauty and cultural diversity, so the Indonesian government has determined to make the tourism sector a leading sector that can provide high national financial income. The tourism sector that is experiencing development in Indonesia is natural tourism because the role of nature as a natural resource in tourism is very large and important which can be seen from the classification of types of tourist objects and attractions and is motivated by tourist visits, both foreign and international and domestic or Indonesian (Darwis, 2021, p. 2).

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Komodo National Park is a national tourism asset that has international competitiveness considering that the area has animal-based natural tourism attractions. The animal attraction is the Komodo dragon as an endemic animal that is only found in one place and cannot be found anywhere else. This uniqueness is the most important value of the essence of a tourist site, namely the uniqueness of Komodo Island. Due to the vulnerability of the Komodo dragon ecosystem to extinction, efforts are being made to manage it, including appropriate marketing communications, so as to achieve a balance of products sold in accordance with tourist criteria, therefore an appropriate marketing strategy is needed (Dato, 2019, p. 1)

Komodo National Park is an area designated by the government in order to preserve nature. because development is increasingly rapid, resulting in limited forestry areas as a source of life. So, it is very appropriate for the government to take steps to legally protect forests in the Komodo National Park concept to maintain the sustainability of every life. Indonesia itself has 54 National Parks spread throughout the archipelago from Sumatra to Papua. "One of the Komodo National Parks which will be studied from a government perspective in this article is the Komodo National Park (KNP), which is a conservation area as a home or residence for wild animals called by the Latin name *Varanus Komodoensis*," (Haking, 2021, p. 4)

In order for regional governments to improve tourism facilities and infrastructure, the government must issue policies that are appropriate to the existing conditions so that these policies can be implemented as optimally as possible in order to achieve a goal that is to be achieved by taking into account the objectives, means, methods and the government makes policies that must of course be implemented. (SITI FARIDA, 2021, p. 18)

The Labuan Bajo Tourism Office is trying to increase the number of domestic and foreign tourists so that they can compete with the achievements of regions in Indonesia that have already advanced in the tourism sector. Efforts to increase the number of tourists require appropriate planning and marketing strategies. The Tourism Office must be able to create something that can attract interest and positive assumptions from the public, in this case tourists. The 4P concept (product, price, place, promotion) is a marketing strategy planning concept that provides added value to in-depth planning by evaluating the role of strategies from various promotional sciences and combining them to produce accuracy, consistency and strategy effects. Maximize marketing through integration of separate messages. It is interesting to research how the Labuan Bajo Tourism Office has implemented the right marketing strategy but the tourists who come do not meet the desired criteria. This is shown by the dominant market of foreign tourists compared to domestic tourists and the people of Labuan Bajo itself (Dato, 2019, p. 3).

Fig.1.1
Population of tourist visits to Komodo National Park



Source: BPS, BERITASSATU RESEARCH / ILLUSTRATION: FREEPIK

Looking at the data above, the level of tourist visitors in the 2019-2022 period has decreased greatly, but this cannot be separated from the epidemic that has hit the whole world, or what we know as COVID 19. This is what has influenced the decline in the level of tourist visits to Komodo National Park tourism. So that at this time the government tourism service in Labuan Bajo is trying to increase the level of tourist visits again, a strategy that is considering market conditions, elasticity of demand and the size of demand, prices of competing products, differentiation and product life cycles and other factors. The West

Manggarai Regional Tourism Office uses and implements a communication strategy system, one of which is with the aim of improving and advancing the regional tourism industry in Labuan Bajo, NTT so that it can compete in the domestic market and foreign arenas and the challenges they face and how to be able to develop regional tourism in Labuan Bajo. The promotional mix elements used are advertising, public relations, personal selling, sales promotion and merchandising. Apart from that, we also developed the 8P formula, namely product, price, place, promotion, packaging, programming, partnerships and people.

Based on the description above, researchers need to conduct research with the title "Komodo National Park Destination Marketing Strategy in increasing the number of tourist visits. The aim of this research is to find out an overview of the marketing strategy for the Komodo National Park destination in increasing the number of tourist visits.

2. RESEARCH METHOD

In this study a qualitative approach was used with descriptive research methods. This research aims to collect information regarding existing status or facts, namely the actual situation at the time of the research carried out to obtain data that is relevant to the problem being studied. This research uses data collection techniques by means of observation, interviews and documentation.

2.1. Research result

1. General image of the research site

Komodo National Park is one of 21 Model National Parks in Indonesia and is one of the five national parks that were first established in Indonesia. Komodo National Park was founded in 1980 and is located in Komodo District, Manggarai Regency, East Nusa Tenggara Province.

West Manggarai Regency is a district located in the western region of East Nusa Tenggara Province. West Manggarai Regency borders directly on West Nusa Tenggara Province which is separated by the Sape Strait. West Manggarai Regency is located between 080 14' – 090 00' South Latitude (LS) and 1190 21'–1200 20' East Longitude (BT). The topography of West Manggarai Regency varies based on the shape of the relief, slope and height above sea level. The altitude of the West Manggarai Regency region shows varying heights, namely the altitude class of less than 100 m above sea level is 23%, 100-500 m above sea level is 47%, 500-1000 m above sea level is 25% and more than 100 m above sea level is 3%. More than 75% of the height is above 100 m above sea level, the slope varies between 0-2%, 2-15%, 15-40% and above 40%.

2. Tourist Visits to Komodo National Park

Tourists are people who carry out tourism activities (Law number 10 of 2009). So tourists are, everyone who goes on a tourist trip is called a tourist Sub Title.

Tourists can be further divided into: Firstly, international tourists (foreigners) are people who travel abroad and tourists within their country. Second, National (Domestic) Tourists are Indonesian residents who travel in Indonesian territory outside their place of domicile, for a period of at least 24 hours or stay overnight except for activities that generate income in the place visited.

2.2. Discussion

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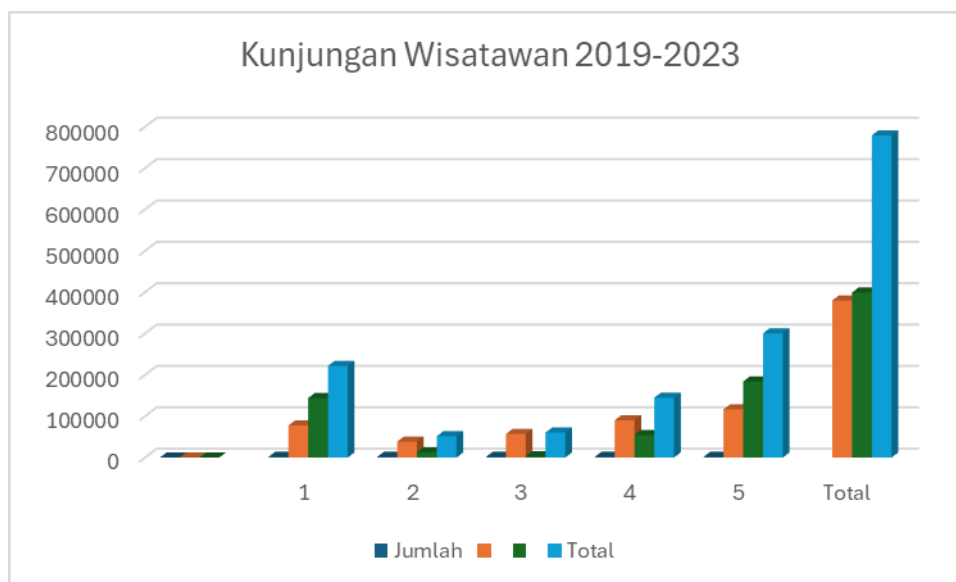
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of domicile, for a period of at least 24 hours or stay overnight except for activities that generate income in the place visited.

Table.1. Number of tourist visits 2019-2023

No	Amount			Total
	Year	Domestic/Local	Abroad	
1	2019	77,635	144,068	221,703
2	2020	38,530	13,090	51,620
3	2021	57,205	3,234	60,439
4	2022	90,198	54,596	144,794
5	2023	116,392	184,096	300,488
Total				

Source: field documentation



From data taken from the Komodo National Park Hall, it can be seen that the number of tourists visiting the Komodo National Park Area has increased in the last 5 years, starting from 2019 the number of visits was 221,703, with details of 114,068 for-foreign tourists and domestic/local tourists reaching 77,635. Meanwhile, in 2020 there was a decline with the number of visits only 51,620 and then in 2021 it increased again compared to 2020 with a number of 60,493 visits and then in 2022 the number of visits was 144,794, with details of 90,198 domestic/local tourists and 54,596 foreign tourists while visits in 2023 the number of visits was 300,488, with details of 116,392 domestic/local tourists and 184,096 foreign tourists.

2. Komodo National Park tourism marketing strategy

According to Sunyoto (2019:19), marketing is a human activity that aims to satisfy the needs and desires of customers through exchange processes and parties with an interest in the company (Seran et al., 2023).

In the marketing strategy for the Komodo National Park destination to increase the number of tourist visits, namely the promotion strategy.

The Komodo National Park Tourism Service in this case has carried out sales promotions in implementing tourism promotion activities. As explained by Mr. Pius Baut as Head of the West Manggarai Regency tourism office, these are:

"There are many ways to promote Komodo National Park Tourism, there are print media, online media and various media, there are also visitors who come to Komodo National Park that can be promoted through information to visitors or to anyone who comes there. so that later visitors or tourists can also inform their friends or family. And one of the efforts made is by providing internet access devices in public places such as airports, cafes and restaurants, as well as campuses.

Another response from Mr. Densi, the Komodo National Park tourism manager on January 16 2024, was as follows:

"We use social media or other online interactions as the most strategic forum for promoting our products, namely using Instagram, Facebook, YouTube and others.

Next is the response from Mr Yohanes Danggur, S.Fil as in the tourism marketing department on January 16 2024 as follows:

"We use Komodo National Park tourism promotion by recognizing the beauty of Komodo National Park in each area through various platforms including social media content. "

Table 3. TNK social media

Instagram	Facebook	YouTube
Btn_komodo	Komodo National Park Hall	Komodo National Park

source: field documentation

From table 4.3 above, it can be explained that promotions via Instagram are carried out at certain times (when there is an agenda), while the number of followers on the Komodo National Park Instagram account is 11.6 thousand. Likewise with promotions via Facebook and YouTube. There are 456 followers on Facebook. while on YouTube there are 290 subscribers.

So, from the results of interviews with several respondents above, it can be concluded that the marketing strategy carried out at the Komodo National Park is by promoting via online media, for example Instagram, YouTube, Facebook and offline media, providing information from visitors to other visitors. This can increase visitors to visit the tourist attraction. The results of this research are quite relevant to previous research by Nadila Ayuning Putri 2021 with the title marketing strategies for traditional Tiwul food as a culinary tourism destination in Gunung Kidul Jogja (putri et al 2021). Here are the marketing strategies carried out by this culinary tourism destination, namely promotional strategies from the explanation above, the promotion carried out by the Komodo National Park Tourism Service is by using online media, namely Instagram, Facebook, YouTube and content on social media. This is intended as a tourism promotion strategy, as well as educational material for potential tourists and the public to get to know and understand the customs and culture as well as the beauty of tourist attractions in West Manggarai Regency, Labuan Bajo.

Tourism marketing according to Law no. 10 of 2009 concerning Tourism is joint, integrated and sustainable marketing involving all stakeholders and marketing who are responsible for developing Indonesia as a competitive destination. Marketing orientation focuses on the actions taken by tourists. Decisions relating to what to provide (product), what to charge (price), how to advertise our messages (promotion), and how to communicate with tourists (place) according to what tourists need (Mill., 2000). Promotion is part of the marketing process which is one aspect of the marketing mix which consists of four components, namely product, price, distribution location and promotion (Sunaryo, 2013). Various examples of ways to promote

tourism that can be carried out by a destination include the following: Printed materials (brochures, leaflets, tourist guidebooks, etc.), advertising through print and electronic media, participating in international and regional tourism events, and national, public relations activities (public relations), internet (site, homepage, world wide web/www). The promotion that has been carried out by the Tourism Department is through several social media, namely Instagram, Facebook, YouTube and other content.

Destination marketing is an organizational responsibility at two levels, namely the first is related to the destination as a whole and is the responsibility of public organizations such as destination marketing organizations (DMO) both at national tourism organizations (OPN) and regional tourism organizations (OPD). The second level concerns the marketing activities of private sector operators, especially promoting individual tourism products in certain destinations, accommodation providers, transport operators, tour operators and attractions (Hasan, 2015). Through marketing activities, organizations and destinations have the power to influence consumer behavior and related demand for certain types of tourism experiences and products (Hasan, 2015).

3. CONCLUSION

From the results of the research, it can be concluded that the marketing strategy for Komodo National Park has attracted many enthusiasts or visitors, seen from the increasing number of visitors visiting Komodo National Park. This is the result of a marketing strategy to increase the number of tourists attending. Types of promotional marketing strategies.

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