



Integrated Marketing Communication And Mapping Of Tourism Destinations In Larike Village

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Abstract. One service industry that makes a substantial financial contribution to the nation's economy is tourism. The province of Maluku has tourism potential. including a tourist attraction in the town of Larike, which is located in Ambon City, Maluku Province's Central Maluku area. The purpose of this study is to map and assess the use of integrated marketing communication in Larike Village tourism attractions. This kind of study uses qualitative approaches and applied research.

Keywords: Maluku Province, Larike Village, Tourism Marketing, Mapping, and IMC

INTRODUCTION

One service industry that significantly boosts the nation's economy financially is tourism. One of the most important service subsectors to grow to boost the national economy is the tourism industry. In Indonesia, tourism is a significant economic sector. In terms of foreign exchange revenues in 2009, tourism ranked third, after natural gas and oil commodities and palm oil. According to data for 2016, there were around 11,525,963 million foreign visitors or a 10.79% increase from 2015.

However, only about 4.052 million foreign visitors visited the country in total in 2020. This percentage is concerning considering just about 25% of all tourists visited Indonesia in 2019. Maluku Province's tourism vision is to become a community-based marine and cultural tourism destination. This is in line with the vision of developing national marine tourism, namely realizing Indonesia as a superior marine tourism destination in the Asia Pacific region.

Improving the tourism sector in Maluku will affect the acquisition of PAD which can affect the contribution to GRDP. Below is data on tourist visits to Maluku Province in Table 1.1 below.

Table 1.
Development of tourist visits to Maluku Province 2016-2020

No	Tourist	YEAR				
		2016	2017	2018	2019	2020
1.	International	15.015	18.075	18.979	13.153	2.010
2.	National	103.947	111.332	116.899	76.842	41.188
3.	Local	129.068	174.431	183.153	147.434	173.110
	Jumlah	248.030	303.838	319.031	237.429	216.308

Source: BPS Maluku

In the Central Maluku Regency of Maluku Province, West Leihitu District is home to Larike Country, a country or village level. renowned as a hub for the production of copra. Cloves and coconuts are the principal produce of plantations. Among its many attractions are four popular tourist spots: Batu Layar, Yellow Springs, Hatumete, and morea (eels), as well as woodlands that are home to numerous wild species.

Below is a picture of a map of Larike nation.

Figure 1
Map of Larike Country



Below is some documentation of destinations in Larike Country.
Source : Larike village data

Figure 2
Yellow Shower



Source: www.mytrip.co.id

Figure 3
Morea / Sidat



Source: youtube

Based on the aforementioned potential of Larike Country, survey results, and interviews with the head of state/king, information was gathered indicating that integrated marketing communication and mapping in tourist destinations are either nonexistent or not yet at their best, and they still frequently fail to take into account the unique features of the destination. tourism and is still unable to establish itself as the state treasury's primary source of revenue and a household name for travel promotion in Larike.

The creation of mapping and maps of Larike country's tourist attractions, as well as the implementation of integrated marketing communications there, are the objectives of this study.

LITERATURE REVIEW

Leisure marketing is a more general term for marketing in the tourism industry (Novelus, 2019). The term "tourism" refers to a set of particular, highly customizable activities that take place outdoors. Traveling nearby or far away is sometimes a part of tourism (Camilleri, 2018). A range of initiatives are created, shared, and provided as part of marketing tourist services to give clients more value. This is a multi-party activity that involves multiple channels of communication.

Tourism Destination Marketing.

The Destination Management Organization (DMO) prepares, studies, executes, oversees, and assesses programs targeted at satisfying travelers' needs, wants, vision, goals, and objectives. Destination marketing is defined as a continuous activity, a sequential process. The efforts and strategies of travel suppliers and other organizations determine how successful marketing campaigns are. Destination branding and image: As a potent tool for creating tourism destination positioning, destination branding is a significant field of study (Sotiriadis, 2021).

Tourism Marketing Strategy

The development of a tourism strategy is based on a complete understanding of the relationship between customer needs/wants and the existence of a 'product' offered in the form of a destination/accommodation/food service/recreation package that appeals to those needs. This will only be successful to the extent that they can compete effectively on cost-price-utility terms (Jonsson, 2014).

Integrated Marketing Communication

Integrated Marketing Communication (IMC) or integrated marketing communication is an aspect of marketing strategy that basically describes a collection of all elements in an

organization's marketing mix that facilitates exchanges with company clients. IMC or integrated marketing communications consists of:

1. Promotional elements of IMC
2. Non-promotional elements of IMC (Shimp, 2015)

In business, promotional elements of IMC have the meaning, of a series of tools for the purposes in the marketing communication mix (advertising, etc.). Meanwhile, the non-promotional elements of IMC are:

1. Product, package, and brand symbolism
2. Price, and place communication (Shimp, 2015)

Clow and Baack (2018) also stated the components of IMC, namely the foundation (mission and market targeting), advertising tools (money, media, and message), promotional tools (mix), and integrated tools (measurement and management).

Mission: IMC's overarching objective is to directly or indirectly affect its target audience's behavior. Buying is the last and most anticipated response from the audience. But this answer is the culmination of a protracted decision-making process. Marketing communicators need to identify and clearly understand who their target audience is in order to effectively target them. This step's analysis of the benefits that the target market desires and its evaluation of the company's, its products, and its rivals' images are crucial. Benefit criteria are elements that buyers value highly when selecting a specific product. Three issues must be resolved to formulate communication and message: what to say (message strategy), how to say it (creative strategy), and who should. This phase involves taking into account the message's content and appeal as well as its source. Knowing the right message style is also crucial for advertising (Shimp, 2015). media, choosing effective routes for communication. It is preferable to employ integrated communications. The amount of money allotted to the budget or necessary expenses is called money. The affordability method, the percentage of sales method, the competitive parity method, and the objective and task method (objective and task method) are the four (4) basic approaches. Mix is the term used to describe the marketing communications mix. measurement, or understanding the returns and profits from communications expenditures. To completely comprehend all the various ways that communications can impact consumer behavior in daily life, managers must take a consumer perspective. Thus, 8M (mission, market targeting, message, media, money, mix, measurement, and management) are the IMC components themselves, and IMC is an integration of those components.

The significance of communication is contained in maps (Swartawa, 2018). This indicates that it functions as a channel or signal between the map maker, who is sending the message, and the map user, who is receiving it. As a result, maps are employed to convey information regarding the truth of geographical occurrences. According to Hartano and Fauzie (2019), mapping is the process of presenting data about the earth's surface in the form of facts, the real world, the contours of the land and its natural resources, as well as symbols representing the various features of the surface (based on map scale and projection systems).

RESEARCH METHOD

This type of qualitative research is research that is descriptive and uses detailed analysis. And it is applied research. Applied research aims to find knowledge that can be practically applied. Applied research is modified to solve practical problems in the modern world, more than just knowledge. The aim of applied research is to improve real conditions. Descriptive research is a type of research to describes the nature and attributes of a subject (Askarzai et al., 2017).

The types of data in this research are primary data and secondary data. Primary data is obtained directly from the object under study by conducting a survey.

Meanwhile, secondary data according to Aaker, Kumar, and Day, (2014) is data collected by people or intermediaries for purposes more than just solving a problem. Secondary data in this research comes from the tourism department and other related agencies, books, journals, and the Internet. The research variables are related to tourism marketing, especially IMC and mapping.

FINDINGS AND DISCUSSION

Larike is a country located in the West Leihitu sub-district, Central Maluku Regency, Maluku Province, Indonesia. Larike Country is famous as a copra production center. The main plantation products in this country are coconuts and cloves. This country is a coastal country surrounded by hills covered in tropical forests and clove plantations. One of the tourist attractions in this country is the sailing rock and giant eels commonly called morea.

The Head of the Larke State, who is usually called the king's father and staff, can be seen in the picture below. All the data below was obtained from the Negeri Larike website, namely, www.negerilarike.id

Based on the conceptual framework and survey and interview methods conducted, the research results are as follows:

Data on the number of tourists visiting Larike country from January to August 2022,

Based on interviews, data on tourist visits to Larike Country (obtained from village officials), during the last 8 months (from January 2022 to August 2022 is estimated to be an average of 100, except for April 2022 which was 200 (the Eid al-Fitr holiday) and in July 2022, there will be 200 (the Eid al-Adha holiday). Meanwhile, previously it was not recorded because tourists usually visited tourist destinations directly and tickets or entry tickets to tourist destinations were not yet served and were served by residents of the tourist destination areas from 2010 to 2016 There was once a levy coupon of Rp. 2000/person, but after that it was no longer applied.

Recommendation, a meeting should be held between village officials and community members, especially owners of areas around tourist destinations, to reintroduce entry tickets or levy tickets, at mutually agreed rates, in addition to making it easier to record the number of tourist visits, also to increase residents' income and increase the state treasury, (revenue sharing system) as well as reserves for maintenance or development of tourist attractions

Integrated Marketing Communication (IMC) – (4P through 8M)

- **Promotional Element (Promotion)**

From the results of surveys and interviews, no integrated promotions have been carried out. Only through word of mouth (WOM), word of mouth, or promotion through friendships or communities such as diving/diving communities. But if you search on Google or the YouTube application, you can find information about Larike country.

Recommendations have a promotional program after preparing all the facilities at the tourist destination.

Nonpromotional Elements (Product, Price, Place)

- **Products**

From the results of surveys and interviews, of all the tourist destinations in Larike country, some are no longer active. The tourist destinations that still exist today are Pancuran Kuning, Morea Pond, and Batu Layar. Meanwhile, there are still dives that are sometimes visited by divers, both local, national, and from abroad, but they are seasonal. Information that one type of shark only exists in Larike Country. Tourist destination facilities are still standard or minimal. The Morea pools in Larike country, number of Morea and their size, are actually more numerous and larger than those in Waai country or elsewhere. Batu Layar, which is one of the icons of the Larike country, is located on the side of the road, easy to reach but there are

no other facilities available for tourists apart from the destination or the object of the sailing stone to be photographed.

Recommendations, additional facilities at tourist destinations, tour packages, especially for diving, and related tourism events.

- **Price**

Prices tend to be cheap (according to tourists or there are no special rates) and also include the price of feed for morea which is around IDR 20 thousand/pax. This feed usually consists of fish (momar/skipjack tuna/etc.).

Recommendations apply entrance fees or levy tickets and a revenue-sharing system between tourist destination owners and the state treasury.

- **Place**

Tourist destinations are actually easy to reach if you use private transportation, either motorbike or car. However, if you use public transportation, the waiting time or queue is quite long and the travel distance is quite long. In this case, the transportation route is good.

8M

Missions

It is necessary to carry out FGDs or internal discussions within the country to determine the mission in the tourism sector that is to be achieved as well as operational plans or programs.

- **Target Market**

The target market is recommended, apart from local or national tourists, also from abroad. Especially for diving packages or marine park promotions with shark-like species that only exist in Larike country. In the future, combine it with animal assets in forests that only exist in Larike country

- **Money**

A strategic plan or master plan for tourism development in Larike country, a business plan, and lobby for the budget in the field of tourism development in Larike country. This includes looking for investors or funds or grants for tourism development from stakeholders and shareholders

- **Media**

This point is still related to promotion points. Media used to promote tourist destinations in Larike country (YouTube, IG, FB, etc.)

- Messages

This point is still related to promotion points and also missions. What message do you want to convey regarding tourism development and also later related to the tourism brand or image in Larike country?

- Mix

This point is still related to promotion points and also missions.

- Measurements

To carry out measurements, a target must first be set. Measurements are carried out by comparing targets and actual achievements.

- Manage

Governance or management is carried out after receiving measurement results and/or management starting from the initial process, feedback, or feedback in the middle of the process and at the final stage. Always monitor and carry out evaluations. Of course, based on comprehensive, integrative planning in the Larike country tourism sector.

Information :

The explanation of 8M above is also a recommendation for tourism development in Larike country.

Mapping

There are 4 maps/maps created. Namely: Morea pool, yellow fountain, and sailing stone, as well as 1 map of all tourist destinations in Larike country. This map/map was created using a special software application and using drone equipment.

For mapping, soft files will be provided and printed in the form of banners/posters to be displayed in village offices/around tourist destinations.

Here are the 4 maps/maps





CONCLUSION AND RECOMMENDATION

Mapping makes it easier for tourists to get information or an overview of the location of tourist destinations in Larika Country. Apart from being for tourists, Integrated Marketing Communication is also a guide for village officials to organize tourism in Larika Country while promoting it in an integrated manner.

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