

# Strategic Marketing Communication in Promoting Ketep Pass

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**Abstract.** The lack of marketing communication activities for tourism promotion in Indonesia can retard the development of Indonesia's tourism sector. The success of promotion lies in the ability of managers to combine potential. The purpose of this study is to describe the marketing communication strategy in promoting the Ketep Pass tourist attraction. The study uses a qualitative approach using the concept of integrated marketing communication (IMC). Data collection by an interview with a purposive sampling technique to the marketing and visitors. The results of this study indicate that the Ketep Pass promotion activities are personal and non-personal promotions. Personal promotion becomes the power to maintain networking with the stakeholders, both government and private institutions. Ketep Pass also conducts non-personal strategies by utilizing social media. Social media has become a means to promote Ketep Pass to young people (in particular) and society in general. Easy-to-access social media (Instagram) can help tourists get the latest information on Ketep Pass.

**Keywords:** Strategic Marketing, Ketep Pass, Social Media, Promotion

## 1 Introduction

Promotion is an essential aspect of marketing communication [1]. In advertising, there is a flow of information that directs someone towards the act of exchange in marketing (transactions). The promotion will succeed if the company is right in determining the tools used or commonly called the media. An excellent promotional media will succeed in building brand awareness of a product for its target audience. Also, successful promotional media can embed product and company images.

Media promotion is essential for tourism actors. Development is necessary to increase the attractiveness of visitors to a tourist attraction. However, at this time, promotional activities are often only carried out in a traditional way, such as distributing brochures and or advertisements in the mass media.

Most tourism promotions in Indonesia have not yet combined the integrated marketing communication. In fact, by combining the integrated marketing of a product, the public will be increasingly recognized [2]. The introduction of products/attractions with various marketing communication channels is an essential force in increasing the number of tourists.

The large number informed the lack of tourism promotion activities in Indonesia of tourists who only visit popular tourist attractions in an area. They seemed only to know that the magnets in Central Java were only Borobudur and Prambanan. They have not yet glanced at a new tourist attraction. Ignorance of tourists is one of them due to the lack of promotion of unique attractions. Therefore, the selection of promotional media is very influential on the popularity of a tourist attraction [3].

One of the new attractions in Central Java that is not yet popular is the Ketep Pass. Ketep Pass is one of the best points to see the beauty of five mountains, especially Mount Merapi and Merbabu. The two peaks can be made with the naked eye and binoculars from the Ketep Pass tourist attraction. In addition to presenting the beauty of nature, Ketep Pass also has complete supporting facilities, including the Ketep Vulcano Theater, Ketep Pass Restaurant, Ketep Vulcano Center, Panca Arga Court, upper and lower parking areas, prayer rooms, toilets, substations, and pavilion. All of these facilities are sufficient potential in the promotion of tourism.

Ketep Pass is currently managed by the Ketep Pass Tourism Management Agency but has not yet become a regionally owned business entity. By the cooperation agreement between the Central Java Provincial Government and the local government of Magelang Regency, the distribution of tourism management results is 50% - 50%, after deducting the tourism object's operational costs.

Furthermore, in the promotion process, communication plays a vital role in the tourism marketing sector. The existence of marketing communication, becomes an essential aspect of the success and failure of a product/goods/service [4]. Therefore, marketing communication strategies to increase the number of visitors and avoid the bankruptcy of attractions.

Besides marketing communication activities are very carefully related to the promotion. Promotion needs to be sustainable and implemented. That is the need for promotional events that are tailored to the target audience. Excellent marketing communication, directed and planned, will determine the success of promotional activity. Thus promotion is a way to change behavior so that consumers are interested and become loyal to a product, in this case, the Ketep Pass tourism object.

This study aimed to determine the marketing communication strategy undertaken by the Ketep Pass tourism management agency in promoting the Ketep Pass tourism object.

## **2 Method**

This research uses a qualitative approach. The qualitative approach reveals facts, phenomena, circumstances, and variables that occur when the study goes on and presents an event. In this type of descriptive research, the data collected comes from interview scripts, field notes, personal documents, notes or memos, photos, videotapes, and other official documents [5]. The qualitative approach in this study aims to explore facts about marketing communication strategies in promoting the Ketep Pass tourist attraction.

The primary data sources in qualitative research are words and actions; the rest are additional data such as documents and others. Data types are into words and actions, written data sources, photos, and statistics [6]. The source of data in this study is the results of interviews with informants/respondents.

Informants by purposive sampling. The informant selected in this study was the chairman of the Ketep Pass tourist attraction. The chairperson is considered the person who knows best about the Ketep Pass. He is also responsible for all activities in the Ketep Pass attraction. Then the marketing department of the Ketep Pass attraction. The marketing department to consider that the informant is the person who manages, designs, and is responsible for the promotion of the Ketep Pass attraction. And finally visitors to the Ketep Pass attraction. Visitors are chosen with a reason to prove the truth of promotional activities and promotional messages carried out by the manager. In addition to the primary data as explained above, this study also uses

secondary data with the Central Java Statistics Agency website and tourism books from the Department of Tourism and Youth Sports (Disparpora) of Magelang Regency.

### 3 Results And Discussion

The Ketep Pass tourist attraction in Magelang Regency is volcanic, especially Mount Merapi, located at an altitude of 1,200 meters above sea level and 8,000 m<sup>2</sup>. 30 KM away from Borobudur Temple, 30 KM from Salatiga City, and 17 KM from the Yogyakarta-Magelang highway. This strategic position enables Ketep Pass attractions reached [7]

Integrated Marketing Communications (IMC) is the integration and coordination of different messages aiming to portray a single and unique image to all stakeholder groups has become both more important and more challenging to achieve [8]

The strategy undertaken by the manager of Ketep Pass is to use personal and non-personal communication channels. Personal marketing communication channels in the form of exhibitions, visiting various agencies and or schools and promoting tour and travel agents. In addition to agents, the manager also promotes tour guides and drivers [9]

The channel of personal marketing communication brings Ketep Pass closer to the target audience. The target audience becomes an object, so closeness becomes the main thing. Personal strength, word of mouth promotion, and relying on networking are the main characteristics of this promotion. This model is then often referred to as a classic promotion.

This promotion is still important to maintain the network. The promotion of this personal model will be stronger and more meaningful when it gets support from other promotional models, one of which is utilizing the media.

Ketep Pass understands the changing times. The Ketep Pass Manager utilizes a non-personal advancement to increase the number of tourists. Ketep Pass's marketing stated [9];

*"... non-personal communication channels mean that using the media, we use magazines; for this year, we are working with Magelang Tourism Magazine. Social media like Facebook and Instagram, Twitter then print media in the form of brochures, and new outdoor media such as billboards."*

This promotional capital is patience. The manager of Ketep Pass needs to make sure someone has a particular assignment in the promotion. The role of the manager of social media is significant here. That is, social media messages need to maintenance carefully [10]. Every promotional account holder needs to design promotional messages and be diligent in uploading posts and stories on Instagram. All of that aims to make prospective tourists get clear, new information, and finally visit Keep Pass. Prospective tourists also get full information about Ketep Pass, both related to the beauty of nature and all its facilities.

Therefore, designing posters, words (caption), and time is a necessity. The Instagram account @ketep\_pass\_magelang has provided new and precise information. They are consistent enough to proclaim Ketep Pass with various models. Another advantage of this account is the photo and video upload update. The latest conditions related to weather and Mount Merapi conditions are always according to the latest conditions. This information helps

tourists to estimate time well when to visit. Tourists also do not need to worry about natural conditions because the manager always provides the latest information through social media.

Social media makes it easy for users to find out detailed info. Social media also provides opportunities for two-way communication with consumers [11]. The strength of this media needs to be continuously managed by Ketep Pass.

Social media is an internet-based application that allows users to create and create user-generated content. Targeting social media audiences can increase public acceptance of Ketep Pass. Ketep Pass will be increasingly known to the public, not only locally in Central Java and Yogyakarta but also throughout the world.

The use of social media, especially Instagram, can encourage the knowledge of young audiences. Instagram that is used by many young people (teenagers), is a potential that needs to be managed by Ketep Pass. Ketep Pass needs to target young groups as potential tourists because they are many and have an adventurous spirit that matches the natural conditions of the Ketep Pass.

Social media is thus an appropriate promotion to increase the number of tourist visits. Through social media, consumers can freely and openly provide feedback to companies, especially those related to brand image and awareness [12]

Social media provides users with an opportunity to create their brand, for example, with unique advertising and photo videos[15]. The creativity that on certain social media can attract audiences to ask about the advertised brand. Through social media, consumers are also more free and open to provide feedback on the brand. Ketep Pass follows the development of social media by diligently uploading posts and stories on Instagram.

That brands are required to adapt to new realities about how the audience gets and uses the information to understand well what changes are developing in the community. This adaptation strengthens the position of the brand in business competition [13].

Furthermore, social media can provide detailed and fast information. This quick and detailed information minus in personal promotions. Information that is fast and easily accessible is the main strength of nonpersonal promotions. Direct interaction, fast, free, and without space makes it easy for both parties to provide information. It is this two-way communication that further strengthens the brand with the audience. Two-way communication is what makes social media get their own space in the promotion process.

A visitor to Ketep Pass said [14]

"... a promotional message that to see often see in social media from Ketep Pass itself, in my opinion, is pretty good, there contains information and photos that can attract tourist visits".

This strategy that marketing communication is a means by which companies try to spread information, persuade and remind consumers both directly and indirectly about the products and brands sold. Therefore, a company needs to have an appropriate and measurable strategy and maximize its efforts. The creative process aims to increase the number of tourist visits by persuading audiences through promotions.

Ketep Pass marketing, stated [9],

"The success of the promotion can also be known by the enthusiasm of the target audience in social media in the form of likes and comments when I upload posts or stories in the form of events or promotions that we will hold."

The public's enthusiasm for giving likes and comments is the principal capital of Ketep Pass and continues to introduce its products. Like, comments and various on social media became the potential of Ketep Pass in capturing potential local tourists to be able to visit this

tourist attraction. The public is increasingly familiar with Ketep Pass as a tourist attraction worth visiting.

## 4 Conclusions

Ketep Pass has implemented the Ketep Pass marketing communication mix strategy, namely personal and non-personal promotions. Personal promotion becomes the power to maintain networking with the stakeholders, both government and private institutions. This classic promotion model is still essential in efforts to maintain interpersonal and institutional synergy. Ketep Pass also conducts non-personal strategies by utilizing social media. Social media is a means to promote Ketep Pass to teenagers in particular and society in general. Easy-to-access social media (Instagram) can help tourists get the latest information on Ketep Pass.

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