

# Promotional Strategy of Dinas Koperasi dan UKM DIY in Increasing the Number of Tourists in Teras Malioboro 1 by 2023

Allfa Rian Chaniago\*, Sovia Sitta Sari

Faculty of Social and Political Sciences, Muhammadiyah University of Yogyakarta, 55183, Yogyakarta

\*Corresponding author's email: [alfarian55@gmail.com](mailto:alfarian55@gmail.com)

## ABSTRACT

**Keywords:**  
Promotion Strategy  
Promotion Mix  
Social Media  
Yogyakarta  
Tourism

This study aims to describe the promotional strategy employed by the Dinas Koperasi dan UKM DIY to increase the number of tourists visiting Teras Malioboro 1 in 2023. Specifically, it investigates the application of the promotion mix, the utilization of digital media for promotional activities, and examines consumer responses related to the promotional strategies implemented by the Dinas Koperasi dan UKM DIY as the manager of Teras Malioboro 1. The research method utilized in this study is descriptive qualitative analysis. Data for this research were gathered through documentation review and in-depth interviews with key informants from the relevant field or department within the organizational structure of the Dinas Koperasi dan UKM DIY responsible for managing Teras Malioboro 1. The collection of data involved conducting thorough interviews and reviewing pertinent documentation with informants from the Dinas Koperasi dan UKM DIY, as well as with visitors to Teras Malioboro 1. The findings of this study indicate that the Dinas Koperasi dan UKM DIY has set the objective of promotional activities to increase tourist visits to Teras Malioboro 1. Furthermore, the study identifies the promotion mix employed and the media channels utilized for disseminating promotional messages.

## 1. Introduction

Tourism is currently an industry capable of generating rapid economic growth by providing employment, increasing income and living standards, and stabilizing productivity sectors in other fields. Tourism is an inseparable part of human life, particularly regarding social and economic activities (Wirawan et al., 2022).

Yogyakarta, the capital of the Special Region of Yogyakarta (DIY), is one of Indonesia's prime tourist destinations, offering a variety of attractions such as nature tourism, cultural tourism, culinary tourism, and more. Yogyakarta aims to develop its tourism sector by pursuing a vision of becoming a world-class, competitive, culturally oriented, and sustainable tourist destination that promotes regional development and community empowerment (Nugraha et al., 2023)

The leading tourist destination in Yogyakarta is the Malioboro Street area, which extends from Tugu Yogyakarta to the intersection of Yogyakarta Post Office. Its strategic location in the city center makes it an attractive and well-known tourism icon for both local and international visitors. Besides being a tourist hub, the Malioboro area has evolved into Yogyakarta's economic center, with sidewalks and shopfronts along Malioboro Street lined with street vendors (PKL) selling various souvenirs. These street vendors are a characteristic feature of the Malioboro area (Putri Pratiwi et al., 2022).

However, the presence of street vendors trading on sidewalks and shopfronts makes the Malioboro area unorganized and more crowded, causing inconvenience for tourists. To address this, the Yogyakarta City Government restructured the Malioboro area into a pedestrian-friendly zone free

of street vendors by relocating them to a more integrated and organized space, namely Teras Malioboro 1, managed by the Dinas Koperasi dan UKM DIY (Salsabilla Nathania DP et al., 2023).

The restructuring of the Malioboro area has impacted the relocated street vendors, particularly regarding their profit and interaction with tourists. A significant issue for these vendors is decreased income. Consequently, the Dinas Koperasi dan UKM DIY, as the manager of Teras Malioboro 1, must implement a promotional strategy to increase tourist interest in visiting Teras Malioboro 1. A promotional strategy involves a detailed plan of activities aimed at influencing consumer attitudes, behavior, and knowledge, ultimately achieving the objective of increasing product or service purchases (Uluwiyah, 2022).

According to Danang Sunyoto, promotion is a crucial variable in the marketing mix, essential for marketing products or services. Promotion informs consumers about new products, educates them about the various features and benefits, and helps create a favorable image of the company (Rasyad Al Fajar & Ifantri, 2021). Effective promotion provides valuable information about advertised products by offering new insights from existing brands.

In implementing a promotional strategy, it is vital to use a promotion mix strategy, which includes advertising, sales promotion, personal selling, direct marketing, public relations, and word-of-mouth promotion (Kotler & Keller, 2012). Choosing the appropriate media channels for communicating promotional messages is critical, as media effectiveness depends on reach, frequency, and impact. Marketers often use a combination of several media types to maximize the promotional effort (Sudaryono, 2016).

In promotions, the primary focus is on consumers, as they are the target of promotional activities. Consumer behavior, particularly purchase interest, significantly influences behavior and serves as a source of motivation. Consumers must desire a product before deciding to purchase it, which necessitates a strategic approach to arouse buyer interest (Faisal et al., 2021).

Many previous studies have been conducted, one of which is by Andi Fikra Widuri and Catur Kumala Dewi in 2023, entitled 'Promotion Strategy through Social Media at MYRUBYLICIOUS Fashion Store.' In this study, it focuses on using the entire marketing mix to achieve its promotion objectives, namely increasing the company's profit (Widuri & Dewi, 2023).

The following research was conducted by Upik Dyah Eka Noviyanti and Aliefcelia Tifanny Azzahra in 2022, entitled 'Promotion Strategy of the Ngawi Regency Tourism and Sports Office in Increasing the Number of Tawun Ngawi Tourism Visits.' This research discusses promotional activities through online and offline media advertising to increase the number of tourists (Azzahra & Noviyanti, 2022).

In contrast to the aforementioned studies, this research focuses on the promotional strategies employed by the Dinas Koperasi dan UKM DIY to increase tourist visits to Teras Malioboro 1. It examines the application of the promotion mix for these activities and the use of media channels to convey promotional messages effectively.

## 2. Method

The method used in this research is qualitative, employing a descriptive analysis approach. Qualitative research methods, often referred to as naturalistic research methods, are conducted in natural settings and are also known as ethnographic methods. Originally, these methods were primarily used in cultural anthropology, focusing on qualitative data collection and analysis (Sugiyono, 2013). This research aims to describe the promotional strategy of the Dinas Koperasi dan UKM DIY in increasing the number of tourists at Teras Malioboro 1 in 2023. It also aims to detail the communication channels used, as well as the inhibiting and supporting factors in the promotional strategy at Teras Malioboro 1.

Data collection methods included interviews and documentation. In-depth interviews were conducted with staff members from the marketing section of the Dinas Koperasi dan UKM DIY, who manage Teras Malioboro 1, as well as with visitors to Teras Malioboro 1 in 2023. The collected data was analyzed using Miles and Huberman's interactive method, which involves data collection, data reduction, data presentation, and data verification (Fadli, 2021).

### 3. Result and Discussion

A new establishment in an area, particularly one that has been relocated within the community, requires effective promotional activities to become known to the general public. Introducing the community to the new location is crucial for its success. Therefore, promotional activities are essential. One such new establishment in the city of Yogyakarta is Teras Malioboro 1, managed by the Dinas Koperasi dan UKM DIY. This venue serves as the new site for street vendors who were previously located in the Malioboro area. Teras Malioboro 1 offers a fresh shopping destination, featuring a variety of food and souvenirs unique to Yogyakarta, thereby enhancing the city's tourism appeal.

#### 3.1 Promotion at Teras Malioboro 1

Promotion involves activities aimed at introducing a company's products or services to potential customers to generate interest and engagement with the offered products or services. The results of an interview conducted on April 24, 2023, with the marketing staff of the Dinas Koperasi dan UKM DIY, revealed the primary objectives of the promotional efforts at Teras Malioboro 1 as follows:

*"We do promotions that aim to persuade by offering interesting activities held at Teras Malioboro such as through thematic events, then telling by displaying what souvenirs are sold at Teras Malioboro 1 by setting up both at the thematic event, we make the thematic event also want to remind when tourists revisit Yogyakarta City and want to travel and look for souvenirs, they can come back to Teras Malioboro 1!"* - (Staff of the marketing section of the Dinas Koperasi dan UKM DIY).

Based on the interview, it can be concluded that the objectives of the promotion carried out by the Dinas Koperasi dan UKM DIY align with the general objectives of promotion: persuading, informing, reminding, and modifying behavior. (Basu & Irawan, 2008).



Figure 1. Thematic Event at Teras Malioboro 1 (Source: DIY DiskopUKM)

#### 3.2 Promotion mix applied

To increase awareness of Teras Malioboro 1 among the audience, the Dinas Koperasi dan UKM DIY can utilize a promotion mix, which comprises six elements: advertising, public relations, sales promotion, personal selling, direct marketing, and word of mouth (Assauri, 2016). In promoting Teras Malioboro 1, the Dinas Koperasi dan UKM DIY employs two of these elements: sales promotion and word of mouth.

Sales promotion is a key part of the promotional mix used by the Dinas Koperasi dan UKM DIY to promote Teras Malioboro 1. This marketing activity offers added value or incentives to salespeople, distributors, or consumers to boost sales. For instance, sales promotions may include giving discount vouchers or shopping discounts to visitors during events at Teras Malioboro 1. Such activities are effective in attracting consumer attention and encouraging visits to Teras Malioboro 1.



Figure 2. Form of Discount Shopping at Teras Malioboro 1 (Source: DiskopUKM DIY)

Word of Mouth is also one of the promotional mixes utilized in promotional activities at Teras Malioboro 1. Word of mouth is considered adequate because consumers will trust the recommendations given by the consumer's surroundings; the best references are those given by close friends or relatives of consumers. This is the results of an interview on 19 April 2024 with one of the informants who had visited Teras Malioboro 1 in 2023, as follows:

*"I found out about Teras Malioboro 1 from my friend; he came here once and said there are many cheap souvenirs from Jogja"* - (Visitor to Teras Malioboro 1).

### 3.3. Media channels used in promotional activities at Teras Malioboro 1

Media serves as a conduit for delivering messages from the source to the target audience, making the choice of media a strategic decision in marketing. In conducting promotional activities, the Dinas Koperasi dan UKM DIY carefully selected media that can effectively capture attention and widely reach potential visitors, thereby increasing the number of tourists to Teras Malioboro 1. Social media, a medium on the internet that allows users to represent themselves, interact, cooperate, share, and communicate with other users while forming virtual social ties (Nasrullah, 2015), has been particularly effective. Social media channels are frequently used to convey promotional messages due to their ability to easily attract the attention of tourists, helping them to understand and recognize Teras Malioboro 1. This was confirmed by the staff of the marketing section of the Dinas Koperasi dan UKM DIY in an interview conducted on April 24, 2023, as follows:

*"For promotional media, we choose social media such as Instagram, Facebook, TikTok, and Twitter. because social media attracts much attention from the audience and has an extensive range; besides that, the cost of using it is cheap, so this social media is our mainstay to convey promotional messages."* - (Staff of the marketing section of the Dinas Koperasi dan UKM DIY).

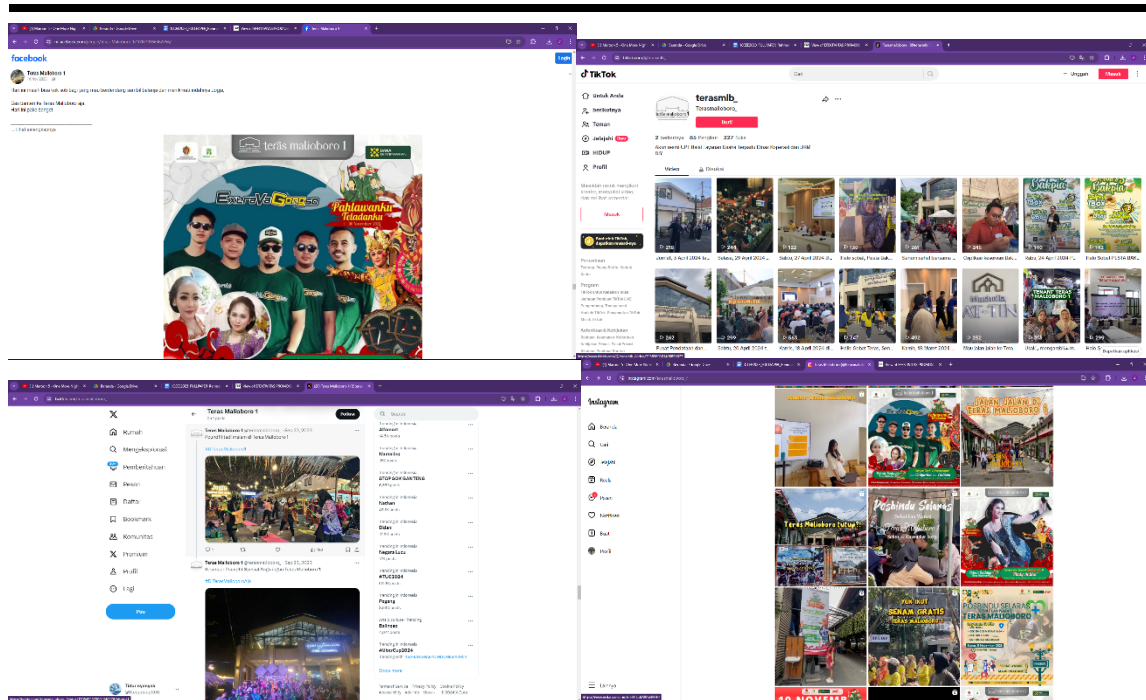


Figure 3. Social Media of Teras Malioboro 1. (Source: Social Media Teras Malioboro 1)

The picture above shows the official Instagram, Facebook, TikTok, and Twitter social media pages of Teras Malioboro 1, managed by the Dinas Koperasi dan UKM DIY. According to the informant, the marketing staff of the Dinas Koperasi dan UKM DIY use these social media platforms to upload content that informs tourists about all activities taking place at Teras Malioboro 1. By leveraging these social media accounts, the Dinas Koperasi dan UKM DIY can reach a wide audience and capture attention with promotional content shared through these channels.

#### 4. Conclusion

Based on the results and discussion of the Promotion Strategy of the Dinas Koperasi dan UKM DIY in Increasing the Number of Tourists to Teras Malioboro 1, it can be concluded that the primary objective of the Dinas Koperasi dan UKM DIY in implementing promotional strategies at Teras Malioboro 1 is to increase the number of tourists. This objective is pursued through persuasive, informative, and reminder-based approaches, encouraging tourists to take an interest in visiting Teras Malioboro 1, particularly through the organization of thematic events. Leveraging promotional mixes such as sales promotions and word-of-mouth has proven to be effective in attracting a significant number of tourists. Moreover, the strategic use of social media as a promotional tool enables the Dinas Koperasi dan UKM DIY to reach a wide audience and disseminate information about activities at Teras Malioboro 1 effectively.

#### 5. Acknowledgement

All praise and gratitude to Allah SWT for His mercy and grace so that the author can complete the research entitled Promotional Strategy of Dinas Koperasi dan UKM DIY in Increasing the Number of Tourists in Teras Malioboro 1 by 2023. I thank my beloved parents, father and mother, and family who always give love, prayer, support, attention, and all the hard work done so that the author remains smooth in conducting research. I also thank Mrs. Sovia Sitta Sari, S.IP., M.Si., as my thesis supervisor, who has supported and guided me from beginning to end. Thank you to the Dinas Koperasi dan UKM DIY, especially to the marketing staff who have allowed the research to be carried out and helped the research process by taking the time so that the research was carried out smoothly.



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