

Marketing Communication Strategy during Covid-19 on Tourism Attraction in Tamansari Village

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ABSTRACT

Keywords

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Indonesia's tourism sector in 2021 has shown a significant increase. The number of visitors by domestic and foreign tourists has shown an increase as evidenced by data from the Central Statistics Agency. This certainly threatens all people who rely on the tourism sector as a livelihood. One of the provinces in Indonesia, namely the Special Region of Yogyakarta, has tried various things to restore the tourism economy in the area. This research used a qualitative descriptive approach with the focus on descriptive studies. Data was collected through in-depth interviews and documentation. The Data was collected through in-depth interviews with the Government Tourism Office of Yogyakarta, Head of Tourism Destination Attraction, and the Head of Tamansari Tourism Village. The used of qualitative on this research is to gain a deep understanding and different perspectives on the impact of Covid-19 on Tourism Attraction in Tamansari. This study will provide new sufficiency in marketing communication research. Implementing the 4Ps marketing mix and marketing strategies can be applied to attracting tourists to Tamansari Tourism Village. Research found that marketing communication using the 4Ps (product, price, place, and promotion) elements is an effective model in the Tamansari tourism village. During the pandemic, the product can be created as virtual tours, allowing people to continue enjoying the uniqueness of Tamansari. In addition, Tamansari tourism village was also recognizing the Pentahelix stakeholders' model, in which the model's five stakeholders are invited to discuss how to create a tourism destination successful. It will be of great if Tamansari can utilize all of the marketing tools especially for promotion to boost tourist interest in the Tamansari region.

1. Introduction

Tourism is now generally recognized as one of the largest industries in the world and one of the most significant sources of employment and Gross Domestic Product (GDP)(Chok, 2018). Tourism is mainly benefits developing countries' economies, where most of the sectors tourism jobs and businesses are being created. These contributions may be direct, indirect, or induces. The immediate impact is related to the consumption in Yogyakarta during business travel and vacation, while indirect includes building of importance to the tourist industry.

In consideration of the importance of tourism for a country, it is essential to distinguish domestic from foreign tourist spending due to the differences in the economic effects that arise from them and the immediate and massive impact of the coronavirus epidemic on the tourism industry impacts the whole economy. The outbreak negatively influenced both Indonesia's health and economic prosperity. This economic harm is more significant than that caused by the financial crisis in 1997-1998. Every industry has been affected by the pandemic. In the first quarter of 2020, Gross Domestic Product (G.D.P.) growth is slowing(Teguh & Bashir, 2019). In the first quarter of 2019, national economic growth declined by 2% compared to the fourth quarter of 2019. (2.97 percent). 4.997% of Yogyakarta's economy, on the other hand, is down 0.17 percent in the first quarter of 2020, however, the Yogyakarta regency gave 2.91% of the GDP to the nations(Laksana, 2021). The delay was caused

by a pandemic that crippled all industries. These issues contribute to the need for post-pandemic planning (Panglipur & Amijaya, 2019) The Yogyakarta City Government reacted quickly to the crisis and created modified tourism laws to account for the potential COVID-19 pandemic. The first response came in mid-March 2020 when the Yogyakarta City government shut down tourism attractions in the city. It followed central government directives, which were prompted by an upsurge in COVID-19 cases. Implementing health protocol was immediately effective; therefore, everyone should wear masks, use hand sanitiser, get vaccinated, and maintain social distancing. The number of guests or visitors at the tourist destinations was minimized.

Research is underway, and further studies may reveal how and why the coronavirus evolved to cause a pandemic (Hopkins, 2022). All sectors around the world are affected. People have canceled day trips, holidays, and overseas trips. Cancellation of multiple flights and hotel reservations. Postponement of cultural events, educational events, sporting events, family events, etc. International, regional, and regional travel restrictions have impacted the economy, including tourism (Sultana et al., 2020). One of the worst-affected industries by the pandemic is tourism. It's related to a decrease in both supply and demand for travel. As a result, tourism prices have dropped, and tourism demand has changed due to the risk of infection. According to the World Travel and Tourism Council (WTTC), it could jeopardise 50 million jobs in the travel and tourism industry (Purba et al., 2021).

In anticipation of life and living situations that needed people's lives to adjust to health protocols to stem the transmission of COVID-19 in public places and society, the government also created a policy on the new normal phase (Sari, 2021). The rules were enshrined in a Regulation of the Governor of Yogyakarta (D.I.Y.) No. 48 of 2020 required all visitors to wear masks, wash their hands or use hand sanitiser regularly, and maintain a physical separation from others. As a result, since Yogyakarta reopened tourism, several visitors in Malioboro have been witnessed breaking health rules, such as removing face masks, not washing hands regularly, and not keeping physical distance from one another. The lack of public compliance with existing legislation, particularly provisions on health standards, was partly due to a lack of solid consequences. The government also required travellers visiting Yogyakarta to submit a health certificate of Rapid Diagnostic Test, or swab –Polymerase Chain Reaction, by the requirements of the D.I.Y. Governor Regulation 48 of 2020. However, there were no signs of police at the gates demanding visitors for such letters based on direct observation in Tamansari Water Palaces and Malioboro. Visitors were just obliged to check their body temperature and wash their hands. It is one example of the government's inconsistent policies (Tamansari Tourism Village, n.d.). According to my secondary data, which I gathered from credible databases such as Google Scholar, it is vital to evaluate the marketing communication strategy in Tamansari, as previous research released no case study of marketing communication in Tamansari Village.

This study is expected to contribute to the academic study of marketing communication strategy, particularly in attracting tourists to Tamansari tourism village due to the government's implementation of Covid-19 travel restrictions. Given the lack of research on marketing communications strategies focusing on tourism attractions in Yogyakarta, the study will provide new wealth in marketing communication research. Because of the covid-19 pandemic, Tamansari tourism village implemented covid-19 policies and regulations for visitors, such as washing hands regularly, wearing masks, using hand sanitiser, being vaccinated, keeping your distance, and avoiding crowded areas.

2. Method

This study uses a descriptive method. Descriptive research begin by examining the reality of a group of people, an object, a set of circumstances, a system of ideas, or series of evidence (Rosilawati et al., 2021). This study has selected a case study of Tamansari because Tamansari Tourism Village has been affected by covid-19. The study is to gain a deep understanding and different perspectives on the impact of Covid-19 on tourism attraction in Tamansari.

Data collection method used is in-depth interviews and documentation. Data was collected through in-depth interviews with Department of Tourism Destination at Government Tourism Office of Yogyakarta and the Chairman of Tamansari Tourism Village. The technique data analysis were used are called interactive, it explained that data analysis techniques consist of three elements: data reduction, data presentation and conclusion testing (Miles and Huberman, 2008).

3. Result and Discussion

3.1. The policy of the government regarding Covid-19

The first is the health protocol, which was implemented when Covid19 first appeared in Indonesia in the first quarter of 2020. This policy has had little impact on the tourism industry. The health protocol focuses on behavioural changes that must be implemented by the community and are referred to as the new normal. People must wear masks, wash their hands with soap, and keep a safe distance in this new average era (away from crowds. (PSBB) policy to suppress and control the virus's spread. PSBB restricts the movement of anyone entering or leaving one area to another (Sarofah et al., 2021). Educational institutions, tourist attractions, and shopping malls are temporarily closed until the number of new Covid19 cases is reduced or controlled. Furthermore, restrictions on the number of passengers on public transportation are still in effect under this policy. With this policy, the tourism industry is deteriorating. Any person who violates this policy will face the consequences. This policy is overseen by the state apparatus, especially the T.N.I. and Polri. This policy is in effect until the end of 2020 (Nasruddin & Haq, 2020). Early 2021, the government will carry out this program to create artificial antibodies so that everyone has them without becoming infected with Covid-19. Vaccine in Indonesia are administered twice over a specific period, depending on the type of vaccine used. The government uses a variety of vaccines manufactured by Sinovac, AstraZeneca, Moderna, Pfizer, and other (Nugraha et al., 2021).

According to informants from the Yogyakarta government tourism office (Dinas Pariwisata Kota Yogyakarta), the strategy used in the Tamansari tourism village was to create an application called KAMELIA. This application is intended to encourage tourism villages to develop tour packages to promote the tourism village during the Covid19. Another strategy implemented by the Yogyakarta government tourism office is the launch of a new tagline and logo called WARM & HARMONY. It is to increase the number of web searches to increase tourists.

Direct promotion is part of their marketing strategy. Table talk is the name of this forum group discussion (F.G.D.). This forum group discussion (F.G.D.) will be used to hold talks with all tourism stakeholders, such as travel agencies and hotel associations. They invited them to Yogyakarta for a forum meeting, or the government tourism office hosted a conference in other Indonesian cities. This Forum is intended to promote Tamansari and other tourist attractions for them to make "Deals" through business-to-business transactions.

With the health protocol must be abide by workers, Tamansari Tourism Village intended to followed in collaboration with the Ministry of Health in Indonesia as well as the Ministry of Tourism in advocating the new policies and measures to be followed. Such as washing hands, social distancing, wearing masks, and getting vaccination. During the outbreak of covid-19, restriction were imposed, but this did not prevent the government tourism office from the marketing. Tamansari create video and upload them on social media so that viewers who cannot travel can watch them from home. They feel like they are physically present at the Tamansari Tourism Village attraction. These were dubbed the "new normal" for the Tamansari Tourism Village, as shown in the picture below.



Fig. 1. Tamansari Tourism Village "new normal" report

Due to the impact of covid-19, Tamansari Tourism Village almost shut down, however, they implement a strategy in promoting the Tamansari through online media while inviting people to visit during the movement restrictions. Tamansari Tourism Village also known as the cyber village because

many well-known people have visited, namely, Mark Zuckerberg and the President of the United States, as shown on the diagram below.



Fig. 2. Tamansari Tourism Village Report (Cyber Village)

Tamansari's other informants mentioned that the company used marketing strategies to reach out to its target audience through various modes of communication. It is made up of three parts: : the message (what will be said), the medium (where it will be expressed), and the target (to whom the messages reach). Tamansari also utilised forum group discussions for research planning (F.G.D.). The discussion forum is used to analyse the situation. They also made use of visitor demographics. Tamansari's strategies include participating in a few competitions sponsored by the Indonesian Ministry of Tourism. As a result, while Tamansari was one of the 17 tourism villages, Yogyakarta now has a total of 18 tourism villages. Tamansari's marketing strategies include:

- Using the tactics of word of mouth (W.O.M.)
- Press Release
- Indirect marketing occurs when visitors post photos on social media
- Tamansari also employs Pentahelix

Word of mouth maybe defined as, 'An unpaid form of promotion in which satisfied customer tell other people how much like a business, product or service.' However, it is important to point out that need not necessarily be brand, product or service- focused. It may be organization focused. Neither needs word of mouth face to face, direct, oral, or ephemeral. The Tamansari tourism village, for example, Tourists who visit Tamansari tourism village and then return to their home cities or countries share their experiences about the uniqueness of Tamansari tourism village. Many Marketers find this type of marketing strategy to have many advantages to the whole advertising campaign of a certain product.

Direct promotion (table talk) is also a marketing communication strategy used in Tamansari by the government tourism office of Yogyakarta (Dinas Pariwisata Kota Yogyakarta). Direct marketing is a promotion method that involves presenting information about your company, such as Tamansari, to tourists without using an advertising intermediary. It is a targeted form of marketing that offers information of potential interest to a consumer determined to be a buyer. Forum discussion with all tourism industry stakeholders' tours, etc. The government tourism office invited them to Yogyakarta or other cities hosted by the Ministry of Tourism of Indonesia. It promote Tamansari so that they can make a "Deals".

Pentahelix were also used in Tamansari. With Pentahelix model is the collaboration of 5 (Five Elements) namely, academic, business, community, government, and media (ABCGM).

- Academics have a role in preparing professional tourism in human resources following social needs, industry, and the attractiveness and social character of the Tamansari tourism village. For example. They collaborate with universities such as Gadjah Mada University (U.G.M.) and Universitas Kristen Duta Wacan (UKDW).
- Businesses in Tamansari can generate markets, services, and jobs, as well as communities and tourism businesses. For example, The P.T. Bank Central Asia Tbk (B.C.A.) is committed to contributing to Tamansari through development through its Bakti B.C.A.: Desa Wisata Binanan (B.C.A. Assisted Tourism Village) program. The program has helped empower local

villages, turn them into fantastic tourist destinations, and maintain an excellent economy to survive the Covid19 pandemic.

- The social distribution of necessities from the donor, such as cash. Preventive tools such as handwashing station, regular spraying, and A.D.P. prevention tools (Disinfect the Tamansari area before and after working area).
- Communities can be involved in tourism development planning, management, and decision-making, as well as exploring and preserving tourism by developing local culture and nature development—for example, residents around Tamansari.
- The government creates tourism regulations and policies as a facilitator, creating a favorable business preserving tourism resources as national assets and encouraging investors, for example. The city social aid fund- was supported by the Government tourism office of Yogyakarta to help the Tamansari tourism village.
- The media can disseminate tourism information, promote tourism, and serve as a check and balance mechanism between tourism stakeholders, for example, all media personnel in the province of Yogyakarta can provide tourism information carry out tourism promotion and implement and check and balanced mechanisms between stakeholders and tourism activities.

The mix marketing of Tamansari tourism villages comprises four components: product, pricing, promotion, and place. The government tourism office and Tamansari tourism village strategic plan for establishing a positive image of Tamansari tourism village. As a result, tourism efforts and special interest tourism, artificial tourism, and interest tourism. Besides, the Government tourism office of Yogyakarta developed a destination for visitors to explore the uniqueness of Tamansari. It can conclude that there is a desire to expand the "product" through services and tour packages offered to visitors that want to visit Tamansari and social media such as YouTube, and Instagram, enabling social tourist to watch virtual tours.

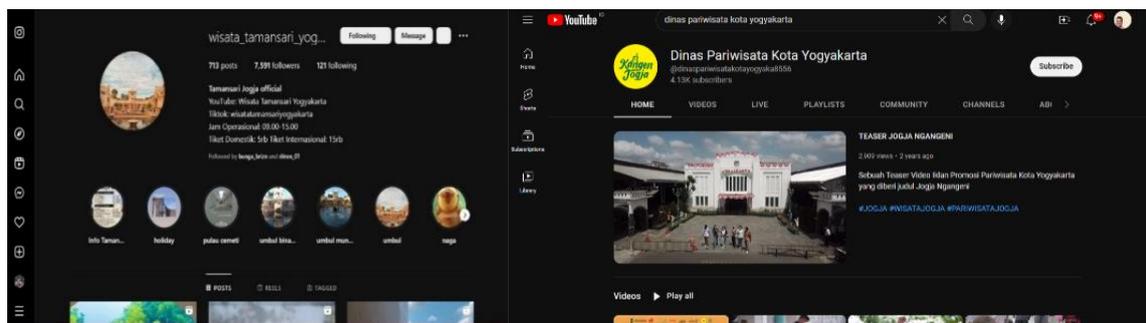


Fig. 3. Tamansari Instagram page (left) and YouTube Channel of Yogyakarta Tourism Office

The images above are from the Tamansari tourism village's official Instagram page, which is monitored by Tamansari marketing staff, and the Dinas Pariwisata Kota Yogyakarta's YouTube channel. According to sources, the Dinas Pariwisata Kota Yogyakarta oversees the virtual promotion of the Tamansari during the Indonesian lockdown. Through our package, we would like visitors to come and discover and step back in time to where the pace is leisurely, and the spirit of life is nourished. Tamansari is renowned for maintaining its traditional culture against the sweeping tides of the modern world. Yogyakarta, life goes on as it has for a century with rhythms, and culture still serves as a community compass.

4. Conclusion

The study discovered that the marketing communication strategy was done word of mouth, focus group discussion and social media such as Instagram, and YouTube which tourist can access during the period of lockdown. The 4P's (product, price, place, and promotion) elements is an effective model in the Tamansari Tourism Village during the pandemic, whereas their product can be created as a virtual tour allowing people to enjoy them.

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