
**MARKETING AND PROMOTION STRATEGIES IN VISITING INTEREST BACK TO
JUNGELAND ADVENTURE THEME PARK SENTUL****Oleh****Eviana Tarigan¹⁾, Liliana Dewi²⁾****^{1,2}Universitas Nasional Jakarta****E-mail: ¹Evianatarigan10@gmail.com, ²liliana.dewi@civitas.unas.ac.id****Abstrak**

Tourism development in an area must be given more attention because tourism development will determine the future of tourism itself and for the welfare of the surrounding community. Telaga Arwana Cibubur is a tourist destination located on Jalan Jamboree RT.05/RW.06, Harjamukti, Cimanggis. Telaga Arwana Cibubur is a tourist attraction that presents a beautiful rural atmosphere in the middle of a metropolitan city, still requires special attention and the need for a strategy for tourism development. The purpose of this research is to analyze the strengths, weaknesses, opportunities and threats of the Telaga Arwana Cibubur tourist destination, then from the results of the analysis that has been done, a strategy will be formulated for the development of the Telaga Arwana Cibubur tourist destination. This research is a qualitative descriptive study, the data will be analyzed descriptively, then to determine the strategy for developing tourism destinations for Telaga Arwana Cibubur, it is carried out by using a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Data will be collected through literature study, observation and by conducting interviews. The final result of this research is a strategy for the development of Eretan Jumharto Beach tourist destinations in order to develop better and be able to compete with other tourist objects

Keywords: Tourism Attraction Development, Tourism, SWOT Analysis**PENDAHULUAN**

Tourist attractions are realized places for people who want to vacation and enjoy the facilities in the tourist attractions. Interesting things in tourist attractions usually becomes a benchmark for tourists in visiting the place. Thus making a lot of tourists interested in visiting tourist attractions, of course, for tourist attractions, it is not an easy thing to attract tourists to visit its tourist attractions. As stated by sutanto & Shandy (2016) that the interest of tourists is everything that is an attraction for people to visit a certain area. Fairly stable economic development with the recent decline in Covid-19 numbers making many tourist attractions began to try to increase the interest of tourists to visit again. Increasingly the number of creative things pursued by industry players including tourist attractions. Certainly, this is also accompanied by satisfaction in service in Jungland to be able to make a visit again and

that is very important, according to Rangkuti (2003) from Dewi's analysis (2017) The definition of customer satisfaction is as the level of a person's feelings after comparing the performance of a thing that is felt and expected. One of the cities that are still in great demand during this pandemic is the Bogor city. Many tourist destinations are in demand in the city and make the number of visitors increased even though it had decreased with the Covid-19 pandemic,

The city of Bogor relies on a panoramic view of natural beauty itself. Panorama of beauty nature can attract tourists to come. It is not uncommon for tourists to deliberately just come to enjoy the natural beauty in Bogor. As for the tourist attractions that has attracted many tourists before in Bogor City, namely Jungland Adventure Theme Park located in Sentul. Jungland is a tourist spot that offers entertainment to just let go of fatigue and also for

just entertainment while enjoying the natural scenery around jungleland. But unfortunately during covid-19 pandemic jungleland became a tourist spot that seemed to die so that forced the venue to close during the pandemic.

But in early 2022 Jungleland reopens by displaying facilities which is not all operational yet, but the jungleland side must strive to re-promote in marketing jungleland to the visitors in order they have an interest in returning for a visit. Therefore the researcher chose to do research in marketing and promotion in Jungleland to earn interest in revisiting for tourists.

TINJAUAN PUSTAKA

1. Marketing

When making a business to attract tourists, of course, there must be efforts in doing attractive marketing so that tourists glance the place of business that we are making, but in marketing it is certainly not easy of course, there is a need for effort in addition to running promotions, it can also be done by doing good.

In his writings, Payangan (2014) suggests that conceptually, tourism marketing has a deeper and broader meaning than just sale of goods. This is because of tourism marketing according to Stephen Witt et al.(2003:3) in the article Executive Summary Blue Print Of Indonesian Tourism Marketing explaining that tourism marketing is a system that includes efforts to identify policies and strategies, programs, and patterns promotions to be met with product development systems and strategies. Promotion is part of the marketing process which is one of the aspects of the marketing mix. Marketing mix is basically is the coordination of the interaction of the four components, which is often referred to as 4P, namely the product (product), price (price), distribution location (place), and promotion (promotion). (Sunaryo, 2013:177). According to Sunaryo (2013:177), tourism promotion activities in principle is a communication activity, which is carried out by the organization

tourism organizers (destinations) that seek to influence audiences or markets tourists who are the fulcrum or target of the sale of their tourist products.

2. Promotion

Kotler (2000) argues that promotion is one of the fundamental aspects which should not be underestimated when it comes to entering the market and competition, because

Promotion becomes one of several important factors of the communication process that involving buyers and sellers in a more efficient exchange activity, and bolster all parties to reach an appropriate exchange agreement.

While Hamdani (2006) in his research describes promotion as one of the one variable in the marketing mix that companies most importantly do in marketing service products. This explains that promotion is a process tell a company to potential buyers about products or services produced by the company.

Factors that influence the implementation of the promotion itself according to

Stanton Angipora (2002) is a fund and the nature of the market. Because with sufficient funds, then making advertising programs more efficient than promotions with sources of funds which is inadequate. For the nature of the market itself, the nature greatly influences because covers the geographical area of the market, the type of customer and the concentration of the market, and the nature of product. Fundamentally Basu Swastha (2003) argues that the purpose of the market exists 3 are:

a. Behavior Modification The seller always tries to make a good impression regarding the product or his services or encourage buyers of company services or goods. Existing companies always try to change behavior and opinions and strengthen existing behavior.

b. Notifying promotional activities can be intended to notify the intended market for corporate bidding. Promotions that are informative in nature are usually more suitable carried out at stages in the product life cycle. Some people reluctant to buy goods and services

before they know that the product is and has benefits for them. Promotions of an informative nature are indispensable consumers because it can help them in making choices before buy/use.

c. Persuading Promotions that are coaxing/persuasive in general are not so liked by some circles of society but, in fact, persuasive promotion is even more often used today.

Such promotions are mainly to encourage purchases. Frequent companies not wanting to get a response as soon as possible but rather prioritizing to create a positive impression. This is intended to be able to influence in long time to consumer behavior. This persuasive promotion will become dominant when the product in question begins to enter the stage growth in the life cycle. Promotions of this type are carried out for reminding and maintaining the product brand in the hearts of the people and necessary performed during the maturity stage in the product blackness cycle. Deep achieving existing goals and objectives, the company as well as possible carries out promotions by determining the right combination of variables – promotion variables. Combination variables – promotion variables are also called promotion mixes.

3. Visiting Interest

Fundamentally, the interest in visiting is the feeling of wanting to visit a place or region that gives the impression to visit. In this case the theory the interest in visiting is taken from the theory of buying interest in a product, so that in some categories of visiting interest can be applied from the buying interest model. Next is an explanation of the theory of visiting interests. Interest is the impetus to motivate other individuals to perform actions. Schiffman and Kanuk (2007) in his research explained that buying interest is a psychic activity that arises because of feelings and thoughts about a good or service that desired.

From the opinions above, it can be concurred that interest visiting is a statement of a person's desire to buy a product or service. According to 16 Kotler and Keller (2009) there are two aspects that influence buying interest

somebody. First, the attitudes of others, in this case the attitudes of others have a negative effect and positive relates to his buying interest. Negative influences because consumers are reluctant to make a purchase of a product, while a positive influence will be motivate consumers to make purchases. Secondly, a situation that is not inspired, that is, situations that suddenly arise and can change buying interest user.

RESEARCH METHODS

1. Object of Study

The approach used in this study is the Qualitative. Qualitative research is research that uses a background natural, with the intention of interpreting the phenomena that occur and are carried out by way of waging the various methods that exist. In research qualitative methods that are usually utilized are interviews, observation, and utilization of documents (Lexy, 2015).

According to Samiaji (2012) that said Qualitative research is research that tries to explore phenomena in the setting and its natural context in which the researcher does not make an effort to manipulate the observed phenomena. Qualitative research seeks explore and understand the meaning of different existences by different people.

2. Research Subjects

The subject of the Study is the visitors of Jungleland Adventure Theme Park Sentul.

3. Data and Data Sources

Data is a unit of information recorded by media that can distinguished from other data, can be analyzed and relevant to the certain problem. Data must be a link between information in the sense that the data must reveal the link between the source of the information and the form original symbolic on one side. As for the data source used in this research is as follows:

1. Primary Data Sources

Primary data is data directly collected by persons interested in or who use the data or data from the first source in the field.

What the primary data includes is:

a. Person, that is, an individual or individual. The data source can provide data, namely individuals or individuals.

Data sources that can provide data in the form of an answer oral through interviews or in this study can be called with informants. Researchers here will conduct an interview with the field of promotion and marketing department from Jungland Adventure Theme Park Sentul.

b. Place, that is, data obtained from the picture of the situation ongoing conditions relating to the problem that discussed in the study.

2. Secondary Data Sources

Secondary data is data obtained from the second source after the primary data. Although it is said that the source is beyond the word and action is the second source, obviously it cannot Ignored. In terms of data sources, additional materials that derived from written sources can be divided over book sources and scientific magazines, sources from archives, personal documents, and documents official.

3. Data Collection Techniques

Data collection is a systematic and standard procedure for obtaining the necessary data. Data collection instruments are tools auxiliaries selected and used by the researcher in his activities collect data so that such activities become systematic and easier.

Techniques used to collect complete data in this study are:

1. Observation

Observation techniques, namely observation and recording systematic to the symptoms that appear on the object of study. Observation is the activity of loading attention to an object with using the entire sensory apparatus. Observation is a method data collection using observations of objects research that can be carried out directly or indirectly immediately.

This observation is carried out by observing marketing and promotional activities in Jungland Adventure Theme Park Sentul.

2. Interview

Interviews in the study were conducted by interview techniques Deep. The researcher

can ask the informant about the fact of an events in addition to their opinions about the events at hand. This interview repetitively performed on the same informant as the question increasingly focused on a problem as information the collected more and more in-depth detail. Conduct of this interview among others, tourism promotion strategies, supporting factors, obstacles promoting tourist attractions and step-by-step handling those barriers.

4. Data Analysis Techniques

According to Sugiyono in his book entitled *Understanding Qualitative Research*, Data analysis is the process of finding and compiling systematically data by organizing data into categories, describe into patterns, choosing which ones are important and which will be study and make conclusions.

The implementation of data analysis according to Miles and Huberman, as quoted by Sugiyono, stated that: Activities in data analysis qualitative is carried out interactively and takes place continuously until it's complete. Activities in data analysis are data reduction, data display, and conclusion drawing/ verification.

a. Data Reduction

The data reduction process in this study is a record written in the field obtained by researchers from participatory observations and in-depth interviews at Jungland Adventure Theme Park Sentul.

b. Data presentation

Data presentation is the collection of data or information from the results of participatory observations and in-depth interviews already reduced researchers. The presentation of this data is directed so that the data the results of the reduction are organized, systematically arranged, complex, and simple, so that it is easier to understand. By presenting data will make it easier for researchers to understand what is happening and planning further research work.

c. Verification

The next step is to draw conclusions based on findings and conducting data verification. Preliminary conclusions that it is stated that it is

still temporary and will change when found strong evidence supporting the next stage of data collection. This process for obtaining evidence is referred to as data verification.

RESULTS AND DISCUSSION

1. Overview of Research Objects

Jungleland Adventure Theme Park Sentul is a tourist attraction that has many game facilities that are quite thrilling but also entertaining, there are also many festivals that are often held in jungleland Adventure Theme park besides that this tour also displays the beauty of the valleys around Sentul.

2. Interview Result

According to Mrs. Maria Yosepha Pedor as the head of marketing and Promotion department field information

"We use the media as one of the tourism promotion strategies. The hope is that with these various media, it can reach all people both domestic and foreign tourists in Bogor City".

"We use Tourism promotion by using the website that has been created by it also uses brochures"

She said that Efforts we make to overcome obstacles to promotional activities tourism is by collaborating with various parties / agencies and institutions both public and private

3. Constraints in promotion and marketing

Mrs. Maria said that the obstacle experienced in re-promoting Jungleland is the lack of tourist trust in Jungleland with negative issues but we always try to prevent those negative things from affecting our promotion and marketing so that tourists remain interested in visiting and until finally in June 2022 we managed to achieve the target.

CONCLUSION AND SUGGESTION

The conclusion of this study is that jungleland has succeeded in doing good promotions and marketing so that tourists want to visit again after closing for almost a year, although it is not easy, but the jungleland party is trying their best so that they can still provide

good service so that customers feel satisfied and interested in coming back.

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HALAMAN INI SENGAJA DIKOSONGKAN