

## Advertising Strategy to Attract Tourist Visit Interest

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**Abstract.** The purpose of this study was to determine the advertising strategy carried out by The Tourism Marketing and Analysis Division in attracting tourist visits interest to Pangandaran Regency. Measuring instruments used in this study were: advertising objectives, advertising media used, advertising packaging, and message content. The research method used a qualitative approach with a descriptive method. There were 7 informants determined using the purposive sampling technique. The data collection technique in this research used literature study & field study. The results show that advertising aims to provide information and introduce various tourist destinations in Pangandaran Regency, advertising media were internet media such as Facebook, Instagram, YouTube, Twitter, and Websites. Advertisements were packaged attractively in the form of video advertisements and paid attention to the video editing to highlight the beauty of tourist destinations in the Pangandaran Regency. The message contents in the advertisement were to invites travel by explaining the advantages and beauty of the situation of tourist destinations. The conclusion in this study is that the promotional strategy carried out was running properly and there was an increase in tourist interest in the first half of 2021 compared to 2020. It was recommended that the advertising be done using Google ads, Instagram ads, and Facebook ads to reach a wider public.

### 1. Introduction

Tourism is one of the activities carried out by humans to visit tourist destinations, usually done to find out the uniqueness of nature and culture that is different from the area of origin owned by a tourist.[1] The results of a survey conducted by Femina in 2016 regarding important human needs shows that doing tourism, traveling or vacations was in the second place, a difference of 47.29% from the first position, followed by hobby needs which were in third place, from that statement it was found that tourism has become an important human necessity [2]. Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or learning the uniqueness of tourist attractions for a temporary period. Meanwhile, tourists are people who do tourist visits [3]. The promotional mix is the specific mix of advertising, sales promotion, public relations, personal selling, and direct marketing tools that a company uses to persuasively communicate customer value and build customer relationships, a mix of promotional tools designed to achieve goals and provide information that directed consumers to make a purchase [4]. Thus, advertising as a promotional tool can be used as a strategy to attract tourist visits interest. Advertisement is a strategy done to attract tourist visits interest. Advertising is a form of indirect

communication based on the information for the advantages or benefits of a product that is arranged to creates a sense of fun and be able to change a person's mind to make a purchase [5]. Advertising has 4 functions, namely (a) informative, (b) persuading, (c) reminding, and (d) entertainment [6]. The definition of visits interest was stated by Kotler, who assumed that visits interest was similar to buying interest. According to this statement, interest in visits can be equated with buying interest because of the similarity of behavior. Tourists who are assumed to be consumers have considerations for visiting such as interests, preferences, and information [7].

Research on advertising strategies that has been done is a journal written by Andita Vidya Putri & Irwansyah entitled "Marketing And Advertising Strategy In Achieving The Top Of Mind (Samsung Brand Case Study)", this study aims to determine how advertising strategy plays a role in creating the top of mind in a product [8]. Then, the journal written by Velly Anastasia, Sunitarya, and Vinda Adriana entitled "The Effect Of Advertising Strategies On Consumer Trust: A Case Of Skin Care Products In Taiwan", this study aims to find out how the advertising strategy is carried out to create a consumers' trust [9]. Furthermore, the research related done by Dr. Vincent Cho entitled "The Effectiveness of advertising strategy: the Impact of informative and entertainment value on consumer trust and subsequent engagement" aims to determine the advertising effect on consumer trust and relationships with consumers. Thus, according to research by Dr. Vincent Cho stated that consumers with various personalities, income levels, and expense patterns produce a significant effect [10]. Research on advertising strategies in the tourism sector is slightest and difficult to find. Both studies mentioned above are the research on the most relevant advertising strategies regarding the research conducted. This research examines the advertising strategy carried out in the tourism sector to increase the tourist visits interest to Pangandaran Regency, with several sub-focuses.

Pangandaran Regency is a New Autonomous Region (NAR) which was established on October 25, 2012, that is divided from Ciamis Regency. Pangandaran Regency presents great potential in Tourism, Pangandaran Regency tourism destinations are divided into four types of tourist destinations including nature tourism, cultural tourism, conservation tourism [11]. According to DISPARBUD data recorded in 2019 shows about tourist visits of 3,769,503 people, whereas for foreign tourists it was 5,770 people. In pandemic conditions, the number of tourist visits to Pangandaran Regency has decreased, as can be seen in Table 1. tourist visits to Pangandaran Regency Tourism Objects in every month of 2020:

**Table 1.** The Amount of Visitors to Tourism Objects in Pangandaran Regency in 2020

Month	The Amount of Tourist	
	Overseas	Domestic
January	140	543.386
February	243	212.570
March	77	134.551
April	-	-
May	-	-
June	0	8.817
July	0	214.688
August	0	588.020
September	0	380.068
October	0	205.613
November	0	199.090
December	0	354.759
<b>Total</b>	<b>460</b>	<b>2.841.562</b>

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Source: The Department of Tourism and Culture of Pangandaran Regency Archives 2020

Table 1. shows that the number of tourist visits in 2020 was around 2,000,000, this shows that there has been a decrease in the number of tourist visits compared to 2019 which was around 1,000,000 people. The pandemic conditions have affected the decrease level in tourist visits to Pangandaran Regency. Due to the pandemic, tourist destinations in Pangandaran Regency were temporarily closed in April and May 2021. According to the New Normal Police Tourism Journal: Promotion of Tourism Policies in the Context of Accelerating the Handling of COVID-19, there was a decrease in performance targets in the tourism sector as the impact of the COVID-19 pandemic caused losses to the tourism sector. The international market also weakened, due to the ban on foreign tourists traveling to Indonesia [12]. Furthermore, there are data on the number of visits per tourist destination according to the Tourism and Culture Department of Pangandaran Regency in 2020. The number of tourists visiting Pangandaran Beach is 2,036,980 people, Batu Hiu Beach 109,107 people, Batu Karas Beach 349,041 people, Karapyak Beach 282,360 people their number are higher compared to other tourism such as one example is Cukang Taneuh which is only visits by 64,075 people. These data show that tourists visiting Pangandaran Regency prefer to visit Nature Tourism in the form of beaches. To further introduce and provide information about Pangandaran Regency and the various tourism potentials of Pangandaran Regency as a new autonomous region, government instantiation that carries out their duties as tourism managers must find out a strategy to attract tourist visits interest to Pangandaran Regency. The Department of Tourism and Culture of Pangandaran Regency through the Tourism Analysis and Marketing division must design and implement an appropriate promotional strategy, with the result that many tourists are interested in visiting Pangandaran Regency. As the result, to attract tourist visits to Pangandaran Regency, it is necessary to implement a strategy to achieve these goals. According to Morrisan, the strategy is determining the company's long-term goals and deciding the action direction, and obtaining the necessary resources to achieve the goals [13].

This study focuses on how the advertising strategy is done by the Tourism Analysis and Marketing Division of the Pangandaran Regency Tourism and Culture Department in attract tourist visits interest to Pangandaran Regency, namely with the purpose of advertising, advertising media, advertising packaging, and message content.

## **2.Method**

This research was conducted using a qualitative approach with a descriptive method. Sugiyono explained that qualitative research is a research-based on positivism or interpretive philosophy, used to examine the results of natural objects where the researcher is the key instrument, and the data collection technique is done by triangulation (a combination of observations, interviews, and documentary) [14]. Ardiyanto stated that the descriptive method is a method that focuses on observing the natural setting. Researchers go directly to the field acting as observers and make observations without trying to manipulate variables [15].

Data collection techniques using literature study; books reference, scientific papers, and online data searches. The field studies; interviews and non-participant observations. There are 3 keys informants from the Tourism Analysis and Marketing Division of the Tourism and Culture Department of Pangandaran Regency and 4 supporting informants who are foreign tourists from Pangandaran Regency and tourism businesspeople in Pangandaran Regency, the informants were determined using the purposive sampling technique. In this research, the analytical technique used is data analysis technique according to Milles & Huberman; data collection, data reduction, data presentation, and drawing conclusions and classifications [16].

## **3.Results and Discussion**

In tourism, advertising is a crucial promotional activity to introduce tourism destinations to the public. Advertising plays an important role so that communication between the Tourism and Culture Department of Pangandaran Regency in introduces tourist destinations with consumers, in this case, tourists, can run well. In essence, advertising is a non-personal promotion and ideas presentation paid to the sponsor [17].

Advertising is an important aspect of promotion to introduces and provides information on tourism destinations that are more accessible to the wider community with the result that tourists can travel to Pangandaran Regency. Various tourism destinations in Pangandaran Regency are promoted to the public through advertising.

Due to the COVID-19 pandemic, the Tourism Analytics and Marketing Division's advertising budget is focused on handling COVID-19. Thus, advertising is done independently and done in the media at a lower cost. Therefore, the advertising carried out is as follows:

#### a. Define Advertising Objectives

Kotler and Keller stated that the purpose of advertising is to inform, persuade, remind, and convince consumers [18]. In advertising, determining an advertising objective is a must to ensure what kind of advertisement that be created in the future and how the content itself is going to be so that the advertisement can be accepted more and attract public attention.

The Tourism Analysis and Marketing division determines the advertising's most basic purpose, namely to introduce and provide information about tourist destinations in Pangandaran Regency.

Tourist destinations in Pangandaran Regency are diverse and divided into nature tourism, conservation tourism, cultural tourism, and artificial nature tourism, which are unknown by the public. Therefore, advertising is a proper way to provide information and introduce tourist destinations in Pangandaran Regency.

Providing information about various tourism destinations in Pangandaran Regency and introducing tourist destinations through advertisements to the public foster an interest for those who see the advertisement, so that tourists are interested in visiting Pangandaran Regency.

#### b. Advertising Media

Advertising media, according to Kotler and Keller, consist of newspapers, television, email, radio, magazines, outdoor media, newsletters, brochures, telephone, and the internet [19]. Choosing the right advertising media to help determine the public reach that is achieved with kind of the advertising form that is delivered to the public.

Tourism Analysis and Marketing Division choose the internet as an advertising medium for it is a lower-cost advertising medium. Although in fact that advertising is a communication paid by the sponsor, but the Tourism Analysis and Marketing Division budget is focused on handling COVID-19 and the internet becomes an alternative solution for the advertising medium. Those are internet media or online media used:

##### (a) DISPARBUD Twitter of Pangandaran Regency (@new.pangandaran)



**Figure 1.** DISPARBUD Twitter of Pangandaran Regency

(b) DISPARBUD Instagram of Pangandaran Regency (@pangandaran.tourism)



**Figure 2.** DISPARBUD Instagram of Pangandaran Regency

(c) DISPARBUD YouTube of Pangandaran Regency (Pangandaran Tourism)



**Figure 3.** DISPARBUD YouTube of Kabupaten Pangandaran

(d) DISPARBUD Facebook of Pangandaran Regency (Pangandaran Tourism)



**Figure 4.** DISPARBUD Facebook of Pangandaran Regency

(e) DISPARBUD Website of Pangandaran Regency (tourism.pangandaran.kab.go.id)





**Figure 5.** DISPARBUD Website of Pangandaran Regency

c. Advertising Packaging

Interest is a message that is conveyed to raise curiosity, want to observe, want to hear, and see more carefully [20]. Advertisements must be packaged attractively to attract the public attention who see the ad to create tourist visits.

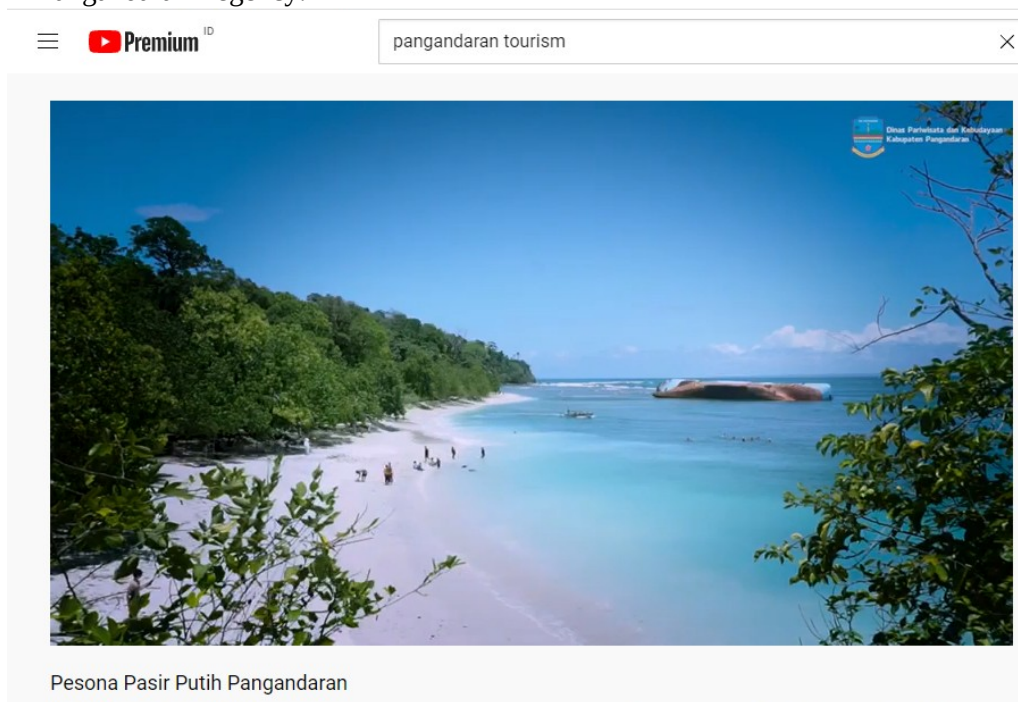
By designing an attractive advertisement, it causes interest to make the public become more observant, want to hear, and want to see more carefully about the advertisement that is made.

The form of advertisements displayed to the public is using video advertisements to highlight the beauty of tourism destinations in Pangandaran Regency in real so that the public can understand and see how the atmosphere of tourism destinations in Pangandaran Regency is.

To make an attractive ad, several things must be considered in making an ad, including paying attention:

(a) Shooting angle

The shooting angle or camera angle potentially influences to highlight or show the natural beauty that exists in Pangandaran Regency, as in Image 6. shows the advertisement using an extreme longshot shooting angle to shows all the natural beauty of the white sand beach of Pangandaran Regency.



**Figure 4.** Shooting Angle in Pangandaran Pesona Pasir Putih Advertisement

(b) Image editing

In addition, the editing or video editing process affects the final result of the advertisements displayed to the public, neat and attractive advertisement editing makes the advertisements into higher quality, look like they were made by professionals to attract more public attention.

The advertisements that have been made should indeed be able to make the public who watch be able to enjoy the advertisements displayed and attract public attention. However, several advertisements that have been created and uploaded by the Tourism Marketing and Analysis Division on advertising media still do not fulfill the public's taste and do not make the public more often observe, see and listen longer.

The reason is that the advertisements that have been made did not reach public attention yet, due to the low quality of the advertisements. Several causes such as taking video angles or images that are shaky and unstable, editing transitions that are still too rough, and look like made by an amateur.

#### d. Message Content

Messages are statements that are present in the form of symbols that have meaning [21]. The message contained in the advertisement must be considered more so that the public who sees the advertisement can be influenced to visit Pangandaran Regency.

The message conveyed in the advertisement made is usually an invitation to visit Pangandaran Regency.

In delivering its message, the tourism analysis and marketing division uses text and audio in the video advertisement as an effort to convey a message of invitation. In image 2. which shows the text that appears on the video ad to shows the invitation. Even though the video does not use the direct word for invitation such as 'visit' and only uses the phrase 'ayo jelajah' it still has the same meaning which to deliver the invitation to visit but implicitly.



**Figure 5.** Screen Capture of Invitation Text

The messages are not only conveyed through text but also conveyed through audio. Such as the advertisement on DISPARBUD YouTube of Pangandaran Regency, in the advertisement for Leuwi Rengkong, the narrator describes the beauty of Leuwi Rengkong, then mentions the phrase "Mau memancing dan rekreasi bersama keluarga ke Pangandaran aja" as an invitation phrase in the advertisement. The message conveyed in the form of an invitation was carried out to influence the public who saw the advertisement to visit Pangandaran Regency. The message conveyed at the beginning of the advertisement usually describes the natural beauty of the tourist destination to attracts the public attention who sees it, then the narrator in the advertisement invites to go on a tour.

#### e. Advertising Strategy in Attracting Tourist Visits Interest

Advertising is a promotional mix tool to communicate messages in the form of ideas or products offered to the public. In tourism, the products offered are tourism destinations. Pangandaran Regency is an autonomous region that has high tourism potential, according to the DISPARBUD of Pangandaran Regency, other tourist destinations have been opened which are now ready to visit, such as Batu Lumpang, Leuwi Rengkong, Ciwayang Body Rafting, and many more besides their superior tourism (Pangandaran Beach, Batu Hiu Beach, Batu Karas Beach, Karapyak Beach, and Cukang Taneuh).

Problems arise when tourists only visit natural coastal destinations compared to other tourist destinations, causing the tourism potential of the Pangandaran Regency to be unknown by the public.

It was supported by the COVID-19 pandemic situation which caused a drastic decrease in the rate of tourist visits. Advertising is a promotional activity that can be done so that information about tourism destinations in Pangandaran Regency can be known by the public. Thus, when the public has received information and saw advertisements that can attract their attention about a tourist destination and can create interest to visit.

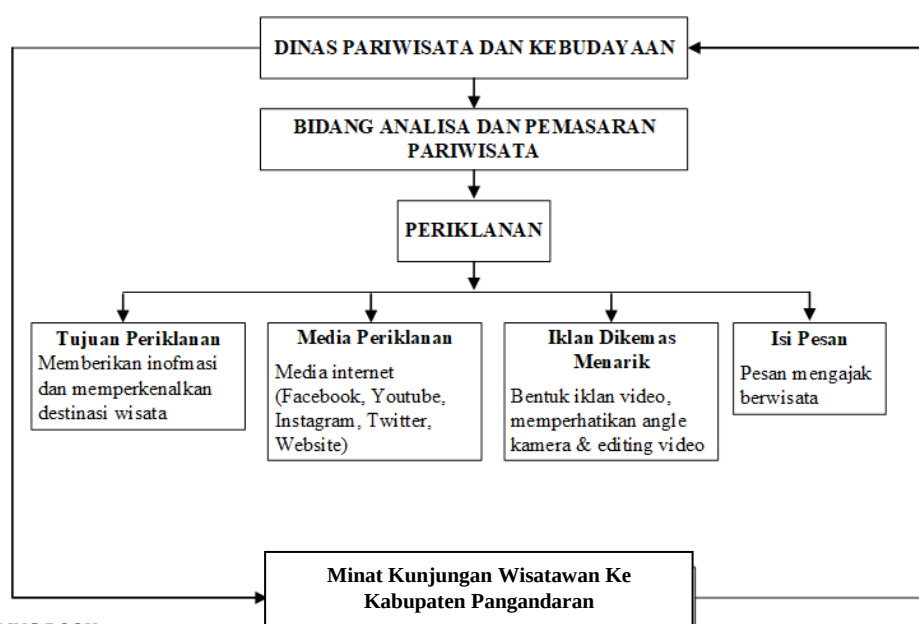
The COVID-19 pandemic has indeed changed the advertising strategy of the Tourism Marketing and Analysis division, it is necessary to have creativity and innovations to attract more tourists such as focusing on advertising using internet media by maximizing online media with the limited budget due to the COVID-19 pandemic so that all tourist destinations in Pangandaran Regency are better known by the public. With these limitations, the advertising strategy is implemented properly to attract tourist visits to Pangandaran Regency. Below is Table 2. comparisons of visit rates in the first half of 2020 and the first half of 2021:

**Table 2.** Comparison of the Number of First Half Tourist Visits in 2020 and 2021

Month	The Number of Tourist Visits in 2020		The Number of Tourist Visits in 2021	
	Overseas	Domestic	Overseas	Domestic
January	140	543.386	0	371.403
February	243	212.570	0	152.650
March	77	134.551	0	231.595
April	-	-	0	229.909
May	-	-	0	426.400
June	0	8.817	0	348.361
<b>Total</b>	899.784		1.660.317	

Source: The Department of Tourism of Pangandaran Regency Archives 2021

Based on the data above, there was an increase in the number of tourist visits by around 700 thousand people compared to 2020. The promotion strategy was done properly and there was an increase in tourist visits interest in the first half of 2021 compared to the first half of 2020. Below is the image 7. Advertising Communication Model by Tourism Marketing and Analysis Division:





**Figure 6.** Advertising Communication Model by Tourism Marketing and Analysis Division

#### 4. Conclusion

Advertising is done by the Tourism Analysis and Marketing Division of the Tourism and Culture Department by setting advertising objectives, namely providing information and introducing tourist destinations, advertising packaging is done by paying attention to the shooting angle of the image and editing videos so that the advertisements displayed become more attractive, and the message content is in the form of invitation by explaining the beauty and advantages of tourist destination using text in advertisements, and with audio.

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