

The Effect of the Promotional Mix on the Interest of Village Visitors Kampung Patin Riau

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Abstract

This research was conducted to determine the results of the Effect of Promotional Mix on Visitor Interest in Kampung Patin Riau Tourism Village. This study uses a probability sampling technique, namely simple random sampling. The technique that will be used in this research is simple random sampling, namely the process of taking samples of members of the population at random without regard to the overall level in the population. The exact number of the population in this study cannot be known with certainty because the number varies. So in this study sampling using the formula from Lemesshow, then obtained a sample of 96.4 and rounded up to 100 respondents. In this study, with the results of hypothesis testing with t-test, the results of $T\text{-count} > T\text{-table}$ ($2,936 > 1.985$) and a significance of $0.004 < 0.05$ then H_0 is rejected and H_a is accepted, so it can be stated that there is a significant effect of the promotion mix on interest visitors to the Patin Village Tourism Village. Based on the results of research on "The Influence of Promotional Mix on Visitor Interest in Kampung Patin Tourism Village", the conclusions are as follows: Promotional mix variable (X) is included in the very good category with a percentage of 85%. This shows that the promotional mix used by the Kampung Patin Tourism Village has been effective in attracting visitors. Interest variable (Y) is included in the very good category with a percentage of 84.6%. This shows that the respondents have a high level of interest in the Kampung Patin Tourism Village. The coefficient of determination shown in the R square results is 0.113 or 11.3%, this shows that 11.3% of the contribution of the influence of the promotion mix variable on the variable visitor interest, while the remaining 88.7% is the contribution of the influence of other variables outside this study.

Keywords

promotional mix; visitor interest; marketing



I. Introduction

The tourism industry in Indonesia is growing rapidly and positively in recent years. This is based on the publication of the Travel & Tourism Competitiveness Report from the World Economic Forum which measures a number of factors and policies that enable sustainable development of the travel and tourism sector, which released data that Indonesia rose in rank from position 70 in 2015 to rank 50 in 2018 (Indonesia - investments. com, 2018). One of the factors that contribute to Indonesia's ranking is the rapid growth of foreign tourists visiting Indonesia. It was further explained that the increase in arrivals is the effect of improving quality, especially in terms of supporting facilities such as the cellular network, which is trying to continue to reach remote parts of Indonesia. Not only that, the government in cooperation with various parties continues to increase the availability of air and sea transportation facilities. One of the development

goals is to support tourist accommodation to tourist attractions in Indonesia which are spread across various islands in Indonesia.

One that has a lot of tourism potential in the form of a tourist village is Riau Province. Riau has 24 tourist villages, with unique characteristics, because they are located around 4 major rivers, namely the Siak River, Rokan River, Indragiri River and Kampar River and directly opposite the waters of the Malacca Strait. Riau is also located in the golden triangle area, namely Singapore and Malaysia, which has the opportunity for foreign tourists to visit the tourist village. The tourist village of Koto Mesjid Village, Kampar Regency, which is located about 120 km from the capital city of Pekanbaru.

The tourist village of Koto Mesjid is located in the XIII District of Koto Kampar, Kampar Regency, this village is also called Kampung Patin. This village has its own uniqueness, namely that every house has a catfish pond for cultivation. And this location has become viral and is visited by many tourists because it offers views of a group of small green islands in the middle of the lake, namely the artificial lake landscape from Puncak Kompe in Koto Masjid Village, Kampar, Riau (Tribunpekanbaru.com, 2020).

Kampung Patin or Koto Mesjid Tourism Village is located in the XIII District of Koto Kampar, Kampar Regency. Kampung Patin has various unique features with the potential to attract many tourists to come. Starting from its unique natural landscape. In Kampung Patin, there is an artificial lake from the construction of a Hydroelectric Power Plant (PLTA). The existence of this lake provides a beautiful view of a group of small green islands in the middle of the lake that can be seen from Puncak Kompe. The landscape is widely shared on social media which ultimately makes the location viral and attracts many tourists.

Kampung Patin began to explore the tourism potential that it had a few years back, through an independent community empowerment program through the development of tourist villages. Currently, Kampung Patin is included in the category of developing tourist village. This Kampung Patin tourist village has a superior product in the form of catfish, which almost every house has a catfish pond. The results are quite satisfactory with an average harvest reaching 4 tons per week so that in 1 month as many as 16 tons at a price accepted by the market is also quite tempting. At first, the catfish harvest was only sold raw. Over time and began to develop its tourism potential. The residents of Kampung Patin began to process the harvest into processed food which could later be offered to tourists as a hand or enjoyed at tourist sites. Processed catfish such as smoked fish or known as salad, crackers, meatballs to nuggets are packaged attractively to attract tourists to buy.

Recently, Kampung Patin received an achievement, precisely in 2020 the Kampung Patin Tourism Village won 1st place nationally in the context of mentoring by universities, namely the Riau Tourism College (STP Riau), which provides assistance to the community to improve Human Resources (HR) tourism in the culinary field, homestays and tourism guides (riauonline.com,2020). It is not impossible that Kampung Patin can become one of the destinations for foreign tourists when it comes to Riau Province. Like Kampung Patin which is part of Riau Province, this region also has great tourism potential as well as to attract many foreign tourists like other provinces in Indonesia. Moreover, Riau's location is close to neighboring countries bordering Indonesia such as Malaysia, Singapore, Thailand, and the Philippines.

The achievements achieved by Kampung Patin in 2020 also showed the success of Kampung Patin in surviving the pandemic. Kampung Patin well complies with all directions from the authorities by implementing strict health protocols, although the number of tourists has decreased drastically unlike in the years before the pandemic. To stay afloat and improve performance as a tourist destination, a promotion role is needed.

Tourism promotion plays a role in efforts to develop a tourist destination and informs all things needed so that visitors are interested in coming. Promotion is carried out as an effort to increase the attractiveness of tourist objects and to inform or notify existing tourist objects and attractions. With frequent promotions, it is hoped that it will stimulate tourist visits, starting with persuasive communication to generate attention and ultimately continuing to become an interest in visiting. Promotional materials such as tourism maps, guidebooks, brochures, leaflets, internet are some of the promotional materials and promotional programs including organizing events, exhibitions, and performing arts and cultural attractions that are used to introduce/promote tourism potential.

Based on the description above, it can be concluded that promotion is a very important activity in marketing products or services, so that product purchases can be attractive, promotional activities must be designed as attractive as possible. Kampung Patin village needs a way to socialize and promote community activities. So far, promotional efforts that have been carried out by tourism activists in Kampung Patin include making advertisements on social media on Facebook and Instagram about tourist attractions, culinary delights, homestays in Kampung Patin. As well as the village of Patin, a tourist village that has collaborated with various stakeholders such as universities and industries which indirectly provide information on activities carried out and reported in the mass and electronic media as well as word of mouth promotions or commonly referred to as Word of Mouth. (WOM).

II. Review of Literature

2.1 Marketing Communication

Marketing according to Hasan (2013:4) marketing is a way to create, communicate and identify, relationships that can satisfy consumers for the benefit of the company, according to Melydrum in Sudaryono (2016:41) marketing is a process in which the adjustment of financial and physical human resources of the organization with needs and wants of consumers in the context of competitive strategy. So it can be concluded that marketing is all things related to products that are sold to meet the needs and desires of customers and can also create value exchanges for products and services.

Communication is a social process that occurs between at least two people, where one person sends a number of symbols to another person (Kennedy and Soemanagara, 2006: 4). Meanwhile, according to Kotler (Kotler, 2004: 5), the marketing concept is the process of satisfying consumers and making a profit. From the two definitions above, it can be concluded that the concept of marketing communication is a communication activity that aims to convey information to consumers and customers through the use of various media and various channels. This is expected to be achieved through three stages of change, namely changes in knowledge, changes in attitudes, and changes in expected actions.

2.2 Promotion

Promotion is one of the determinants of the success of a marketing plan. Regardless of the quality of the product, if consumers haven't heard of it, they won't know about it. Promotion is one component of the marketing mix. Promotion is one of the variables in the marketing mix that is very important for companies in carrying out product marketing (Sunyoto, 2014). It can be said that if the company's products can be recognized and accepted by the market share, then the company must market its products through the marketing mix, namely promotion. "Promotion means activities that communicate the

merits of the product and persuade target customers to buy it", meaning that promotion is an activity that communicates product benefits and persuades target consumers to buy products (Kotler & Armstrong, 2008).

2.3 Promotion Mix

Promotional mix is the delivery of information from a company and can be accepted by potential buyers. Ratnasari and Aksa (2011: 84) argue that the concept of marketing communication itself can communicate a value to the target customer which is usually done. The mix or components are advertising, sales promotion, public relations, personal selling and direct marketing according to Nurdin Hidayah (2019: 184). In this chapter, the researcher will discuss the components in the promotion mix which include advertising, sales promotion, public relations, personal selling and direct marketing.

2.4 Travelers

According to (Pitana, 2009:39) said that in terms of behavior, tourists can be seen from three aspects. These aspects are:

1. Traveling far from his place of residence.
2. This trip must be done at least overnight not permanently.
3. Done while not working with the aim of finding an unforgettable experience through interaction with certain characteristics of the places visited.

Various factors are factors for tourists to go to their destination. Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021). This is based on several considerations, namely cost, accessibility, adequate facilities, security, and so on, but the basic factor is one of the main driving factors. The basic factor mentioned is tourists' perceptions of the relationship between destination characteristics and satisfaction of needs, preferences and tastes.

2.5 Visiting Interest

Kotler et al., (2016: 198) assume that buying interest in consumers can be equivalent to visiting interest in tourists. This can be seen in the same behavior. There is no relevant theory about visiting interest and decision making, but according to this theory, visiting interest is equivalent to buying interest as measured by the same indicators.

Umar (2013) explained that interest is something personal and closely related to attitude. Furthermore, interests and attitudes are the basis for prejudice, and interest is also important in making decisions. Referring to this, interest in visiting is a behavior that appears in response to objects that indicate the customer's desire to make a visit.

Consumers or tourists who decide to visit have many considerations, such as before buying. In the selection process, on the one hand, potential customers or tourists can determine the destination of choice in their hearts. A strong positive drive to choose an action is called interest. Cronin & Taylor (2012) in their journal explained that visiting interest is a behavior in which individuals respond positively to the service quality of a product or service. The quality of products and services here has a good appeal so that it creates a positive impression so that interest arises. Indicators of interest in visiting in this study referring to Cronin & Taylor (2012):

- a. Interested, interest to try
- b. Preference, preference in this case is the tendency to choose something with a basic foundation or principles to be fulfilled when traveling.
- c. Information search, behavior looking for information related to the location of interest.

III. Research Method

This research uses quantitative research, quantitative types can produce accurate data after calculating the correct quantitative data. According to Kriyantono (2006) in the book on practical techniques of communication research, communication research describes a quantitative type, which aims to describe or explain a problem, and the results can be generalized. Therefore, they do not pay too much attention to the depth or analysis of the data. Researchers pay more attention to aspects of the data broadly, so that research data are considered to represent the entire population.

This research uses an explanatory research type. Bungin (2010) said that, explanatory research aims to explain the generalization of a sample to the population, or the relationship, difference or influence between explanatory variables and other variables. Therefore, this study uses samples and hypotheses. In explanatory research, researchers not only describe the occurrence of phenomena, but also try to explain why these phenomena occur. Researchers want to explain the relationship between two or more variables. The method used in this study is a survey method, namely a survey research method using a questionnaire as a data collection method. The aim is to obtain information about the many sources believed to represent a particular group of people.

IV. Discussion

The primary data collection in this study used a questionnaire distribution technique. Questionnaires were distributed online via google form to 100 respondents who were visitors to the Kampung Patin Tourism Village. The questionnaire is considered valid if the statements in the questionnaire are answered entirely and in each statement there is only one answer. This research data is the result of respondents' answers in filling out research questionnaires that have been distributed. The data that has been collected will be classified and analyzed using several analytical techniques. Data were collected using a questionnaire measuring instrument using five answer options, namely: Strongly Disagree (SD), Disagree (D), Moderately Agree (MA), Agree (A), and Strongly Agree (SA) which have been tested for validity and its reliability.

Respondents' responses to the promotion mix variable (X) can be described on a continuum line as follows:

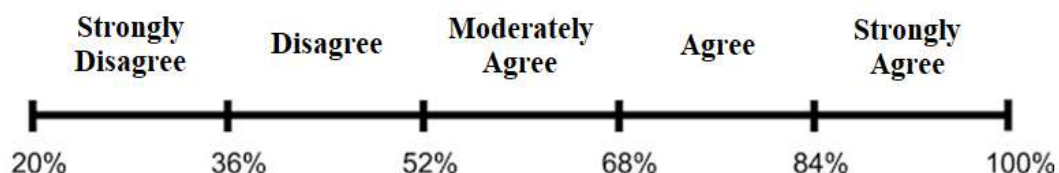


Figure 1. Promotional Mix Variable Continuum Line (X)

Based on Figure 4.4 the continuum line of the promotional mix variable (X) is included in the very good category with a percentage value of 85%. This shows that the

promotion used by the Kampung Patin Tourism Village has been effective in attracting visitors. Of the 18 statements of the promotion mix variable that has the highest value, the statement that Kampung Patin provides various access to ticket purchases with various payment methods that make the service fast and efficient with a score of 89.2% and is included in the Very Good category. While the statement that has the lowest score is the statement that visitor content re-shared through the Kampung Patin Instagram story feature becomes a positive review with a score of 74.6% and is included in the Good category.

Respondents responses to the interest variable (Y) can be described on a continuum as follows:

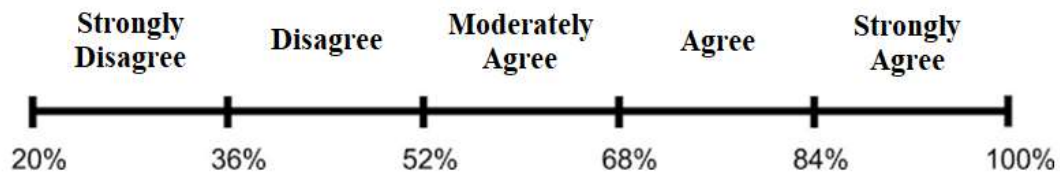


Figure 2. *Continuum Line of Interest Variable (Y)*

Based on Figure 4.5 the continuum line of the interest variable (Y) is included in the very good category with a percentage value of 84.6%. This shows that the respondents have a high level of interest in the Kampung Patin Tourism Village. Of the 5 statements of visitor interest variables, the one with the highest score is the statement that Kampung Patin deserves to be visited when there is a special review on a special platform that focuses on tourism content with a score of 86.6% and is included in the Very Good category. While the statement that has the lowest score is the statement that Kampung Patin is worth a visit because it is being discussed by many people on various social media with a score of 81.2% and is included in the Good category.

Fokus pada penelitian adalah untuk mengetahui pengaruh bauran promosi terhadap minat pengunjung Desa Wisata Kampung Patin. Peneliti menggunakan bauran promosi (X) sebagai variabel bebas, sedangkan minat berkunjung (Y) sebagai variabel terikat dalam penelitian ini.

The focus of the research is to determine the effect of the promotion mix on the interest of visitors to Kampung Patin Tourism Village. The researcher used the promotion mix (X) as the independent variable, while visiting interest (Y) as the dependent variable in this study.

In the promotion mix variable (variable X) there are 18 question items with a total score of 7,647 and an average score percentage of 85% which fall into the very good category. So, based on the results of the descriptive analysis, it can be seen that the responses of respondents who are visitors to the Kampung Patin Tourism Village consider that the promotion used by the Kampung Patin Tourism Village has been effective. Based on the descriptive analysis, the results obtained from 18 promotional mix variable statements that have the highest value are the statements of Kampung Patin providing various access to ticket purchases with various payment methods that make the service fast and efficient with a score of 89.2% which is part of the sub-variable direct marketing. While the statement that has the lowest value is the statement that visitor content redistributed through the Kampung Patin Instagram story feature became a positive review with a score of 74.6% which is part of the word of mouth marketing sub-variable.

Although the overall promotion mix in this study is very good, in this study the value of the word of mouth marketing sub-variable is still small compared to the others. This is

also in line with research conducted by Pradipta (2021) which tries to find out how the influence of sales promotion, price, and word of mouth on Tokopedia consumer purchasing decisions. In this study also shows that the word of mouth indicator has little value compared to other indicators. However, this cannot be left alone. Kampung Patin can increase word of mouth. Thus, the promotion mix can be run optimally and get a significant influence on consumer buying interest.

Meanwhile, the most dominant indicator value in the promotion mix in this study is direct marketing. This is also in line with research conducted by Ningsih & Hati (2017) which tried to examine the effect of the promotion mix on purchasing decisions for Yuasa battery products promoted by distributor PT Riau Indotama Abadi in Batam. The research also shows that direct marketing indicators are the dominant indicators compared to other indicators. Direct marketing itself is a direct promotion carried out by Kampung Patin to potential visitors to attract the attention of visitors. Musdedi (2015) said that direct marketing is part of the promotion mix with target consumers who demand an immediate response. In this study, Kampung Patin has proven that they have succeeded in providing fast and efficient service and interactive communication with potential visitors.

In the variable of interest in visiting (variable Y) there are 5 question items with a total score of 2,116 and an average score percentage of 84.6% which falls into the very good category. So, based on the results of the descriptive analysis, it can be seen that it shows that tourists have an interest in visiting the Kampung Patin Tourism Village.

In this study, with the results of hypothesis testing with t-test, the results of T-count $> T$ -table ($2,936 > 1.985$) and a significance of $0.004 < 0.05$ then H_0 is rejected and H_a is accepted, so it can be stated that there is a significant effect of the promotion mix on interest visitors to the Patin Village Tourism Village. The results of this study are in line with the results of Indriastuty's (2020) research which shows that there is an influence of the promotion mix on visiting interest. The results of this study are also in line with (Cronin and Taylor, 2012) which explains that interest in visiting does not just exist in individuals. Interest in visiting is a positive response to the service quality of a product or service. One of them, which affects the interest in visiting is the promotional mix used.

In the study of Communication Studies, the phenomenon of the influence of the promotion mix on visiting interest can actually be explained in the S-O-R theory. The theory is a theory of Communication Science which states that the reasons or causes of changes in individual behavior can be influenced by the quality of the stimulus or stimulus given to the organism (Effendy, 2017). In this study, the quality of the stimulus or stimulus in question is the promotional mix used by Kampung Patin. Meanwhile, the behavior in question is the interest in visiting tourists. Thus, given the very importance of a stimulus, namely the promotion mix for visiting interest, Kampung Patin should also pay more attention to the promotional mix used. Especially in the word of mouth sub-variable which has the lowest value compared to other promotional mix sub-variables.

V. Conclusion

Based on the results of research on "The Effect of the Promotional Mix on the Interests of Visitors to the Patin Village Tourism Village", the conclusions are as follows:

1. Promotional mix variable (X) is included in the very good category with a percentage of 85%. This shows that the promotional mix used by the Kampung Patin Tourism Village has been effective in attracting visitors.

2. Interest variable (Y) is included in the very good category with a percentage of 84.6%. This shows that the respondents have a high level of interest in the Kampung Patin Tourism Village.
3. The results of the coefficient of determination shown in the R square results are 0.113 or 11.3%, this shows that 11.3% of the contribution of the influence of the promotion mix variable to the visitor interest variable, while the remaining 88.7% is the contribution of the influence of other variables outside of this study.

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