

Promotion Strategy for Attracting Visitors (Case Study of Pesona Nagari Pariangan Event)

Siska Mandalia

UIN Mahmud Yunus Batusangkar
siskamandalia@uinmybatusangkar.ac.id

Abstract

Promotional strategies are used as a way to attract visitors to organized events. Through the development of an increasingly dynamic digital era, making online promotions is one of the most effective ways. Through social media, the opportunity to interact with visitors becomes closer, So the promotion carried out can be matched with the target. Pesona Nagari Pariangan is an event carried out by the local government of Tanah Datar Regency West Sumatera, Indonesia, with the **satu Nagari satu event program**. The Pesona Nagari Pariangan event used social media Instagram to attract visitors because it is considered more effective and innovative than other media. This study examines the promotion strategy for organizing the Pesona Nagari Pariangan event. The type of research used is descriptive qualitative to answer the phenomenon of the promotion strategy carried out at the Pesona Nagari Pariangan event. The method used is a case study by conducting in-depth interviews. This study allows researchers to discuss the promotional strategies used by the Pesona Nagari Pariangan Event organizers to increase the number of visitors. The results showed the success of the Pesona Nagari Pariangan event in utilizing Instagram social media as a promotional strategy because Instagram is a social media that is currently widely used by many people. In addition, Instagram social media was chosen because of its relatively affordable cost with a large amount of information content.

Keywords: Strategies, Promotional, Pariangan, Event

A. INTRODUCTION

An event is a combination of a series of events, not just performing arts, music, costumes, and dances, but these are all feelings of people gathered in one place celebrating the same thing (Rahma, 2018). Events always have interesting themes and have the potential to bring out various programs and styles from the various types of festivals held. Cultural events are one of them; events with celebration activities for a culture only occur in certain places and people (Nur Maghfirah Aesthetika, 2012). As a tool that can increase the economic development of a region, more and more events are now being held (Levi, 2003). The emergence of events held in various tourist destinations worldwide is a form of the emergence of niche tourism. Janiskee in (Ali-Knight, 2011) in explaining that events and events can be understood as activities with several fun programs, entertainment, or formal events having a lively and open character with the aim of celebrating major holidays related to the culture of a region. Everyone in a certain culture recognizes the need to set aside a certain time and space for creativity, and the celebration of events is also the identity of a country.

The role of events in the tourism sector is to attract tourists to certain places and to overcome seasonal types of tourists, contribute to such types of marketing, including image formation and destination branding, animate attractions, and act as an economic generator for the development of these destinations (Getz, 2010). With the flagship Satu Nagari Satu Event program facilitated by the Tanah Datar local government to revive the tourism sector and rise to the challenges caused by the COVID-19 pandemic, this program will likely become a tourism attraction (Mandalia 2022).

The success of the event must be connected to the promotion strategy. Good management and a proper promotion strategy are needed for the event to run successfully and attract the public and promoters (Desma & Handayani, 2018). In addition, the types of activities held also need to be considered

properly so that these activities are right on target and follow the needs and desires of the public/audience. According to (Kotler, 2010), strategy is "A game plan to achieve the desired goals of a business unit." Based on the initial observations that researchers got from sources in the field, it is known that the strategy used by the organizers is promotion through social media. According to Depi Sanjaya, the promotional strategy carried out by the Pesona Nagari Pariangan Event is divided into two, namely hard campaigns (newspapers, flyers, and billboards) and soft campaigns (Instagram and Facebook, Whatsapp).

One of the social media used by the Pesona Nagari Pariangan Event in promoting the event is Instagram. The digital era's development of communication technology and media has made Instagram an alternative medium for spreading messages to attract visitors to the Pesona Nagari Pariangan event. Instagram was chosen because it was considered quite effective to use. After all, Instagram is a medium that is being enjoyed by social media users and can be directly connected at once. Regional Instagram promotions also support it, so this makes the Instagram Pesona Nagari Pariangan Event more frequently updated about the info via Instagram social media than other social media. (Interview, Depi Sanjaya 25 June 2022).

Based on the background description above, the formulation of the problem in this study aims to provide an overview of promotional strategies to attract visitors to the Pesona Nagari Pariangan Event, and through collected data regarding promotional strategies for organizing this event which has potential as a tourist attraction in Tanah Datar. With this research, it is hoped to provide information about promotion strategies for organizing events to contribute data related to event tourism activities, one of which is the Pesona Nagari Pariangan event held in Tanah Datar Regency - West Sumatra, Indonesia.

B. RESEARCH METHOD

In this study, researchers used a descriptive method with a qualitative approach. Qualitative is exploring and understanding the meaning of individual and group behavior and describing social or humanitarian problems (Sugiyono, 2014). Qualitative research is a process to understand the complexity of human interaction and all its activities which is the main target of qualitative research Marshall (Sugiyono, 2012). In this study, researchers obtained data directly from event organizers. This method aims to describe and illustrate the promotion strategy for organizing the Pesona Nagari Pariangan event.

In this study, researchers used data collection methods with In-depth Interview techniques. According to West and Turner, in-depth interviews, namely the method of interviewing informants to obtain information about the phenomenon to be studied. This interview is a collaboration between the interviewer and the participant because what the participant discusses is as important as what the interviewer wants to discuss. This in-depth interview model focuses more on obtaining in-depth data and descriptions than gathering information from many respondents. The interview was intended to find out how the implementation of the promotion strategy was carried out at the Pesona Nagari Pariangan event. The informants who became resource persons in this interview process were people who knew the information sought, namely (POKDARWIS) the chairman of the Nagari Pariangan Tourism Awareness Group and the Tourism, Youth, and Sports Office of Tanah Datar Regency, West Sumatra, Indonesia. In this study, interviews were conducted using two forms of questions. First, use questions the researcher has made, namely the interview guide. Second, unstructured interviews use questions that arise suddenly or spontaneously, which are also a development of questions that have been made and are informal and do not follow guidelines.

In addition to collecting data through in-depth interviews, researchers collected document data from the Pesona Nagari Pariangan event. The data was taken in the form of accurate data on the number of visitors from the Pesona of the Nagari Pariangan event, data on the concept of the event and the list of activities, and the implementation of the promotional strategy applied at the event. In addition, the data source is also done by searching for data on the internet or online. The search is carried out through

Internet media which provides online facilities, making it possible for researchers to obtain information in the form of data and theoretical information that can be accounted for academically (Burhan, 2007). Several documentation media are used in this research which can support and complement the existing data. The types of documentation referred to in this study include photographs of the Pesona Nagari Pariangan event.

C. RESULTS AND ANALYSIS

Nagari Pariangan, Tanah Datar Regency, West Sumatra, located on Mount Marapi's slopes, has its charm; many tourist objects are hidden in this area. This Nagari is located at an altitude of 500-700 meters above sea level with an area of 17.92 km². Nagari Pariangan is rich in natural tourism, cultural heritage, and historical values. According to Tambo Minangkabau, Nagari Pariangan is the oldest village in Minangkabau. Pariangan was designated the most beautiful village by Travel Budget Magazine USA on February 24th, 2012. There are 16 beautiful cities in the world. However, Pariangan village is so beautiful because of its nature and culture. Travel Budget Magazine USA is an international standard magazine that released survey results designed to get opinions and fees from travelers who have ever been to Nagari Pariangan. They netted around 2000 a questionnaire in the form of a survey filled out by tourists who had never visited some of the most beautiful villages in the world. From the two thousand questionnaires that were collected, a statistical analysis was made to classify five villages that tourists find the most beautiful; one of them is Nagari Pariangan (Mandalia, 2021)

The emergence of events held in various tourist destinations worldwide is a form of the emergence of niche tourism. Janiskee in (Ali-Knight, 2011) in explaining that events and events can be understood as activities with several fun programs, entertainment, or formal events having a lively and open character with the aim of celebrating major holidays related to the culture of a region. Everyone in a given culture recognizes the need to set aside time and space for creativity and celebration. Event is also the identity of a country. The role of events in the tourism sector is to attract tourists (to certain places and to overcome seasonal types of tourists), make contributions such as types of marketing (including image formation and destination branding), animate attractions, and act as an economic generator for the development of these destinations (Getz, 2010). With the flagship Satu Nagari Satu Event program facilitated by the local government to revive the tourism sector and rise to the challenges caused by the COVID-19 pandemic, it is hoped that this program will be able to become a tourism attraction.

Pesona Nagari Pariangan is an event in the Satu Nagari Satu Event program, which the local government of Tanah Datar Regency facilitates. The purpose of the Pesona Nagari Pariangan event is to display the arts and some traditions of the Pariangan, to introduce the culture and traditions of the Pariangan to the general public as well as local and foreign tourists, and to improve the economy of the Pariangan community and society. The Nagari Pariangan has its charm because this Pariangan village is included in the top 100 tourist villages in the 2022 Indonesian Tourism Village Award.

According to (Sulaksana, 2003), an event is held to communicate a certain message to the target audience. Holding an event can bring the audience closer to the organizer so that it can increase the audience every year. The audience's satisfaction will determine a person's decision to watch it again or not. Attitude evaluates one's emotions and tendencies toward favorable or unfavorable and long-lasting actions toward an object (Morrison, 2015).

Determination of promotion strategy A promotion strategy is very important in determining the success of an event; wrong strategy selection can result in losses. For this reason, each region must be careful and precise in determining the promotion strategy for marketing the event to avoid losing money. The research results related to the problem of promotion strategy for the Pesona of the Nagari Pariangan event show that the promotional strategy implemented by the organizers uses almost the entire

promotional mix. The forms of promotional strategies that the organizers have implemented are as illustrated below:



Figure 1. Promotional flyer form on Instagram

Source: Instagram POKDARWIS Pariangan

The picture explains that the promotional strategy carried out at the Pesona Nagari Pariangan event is through Instagram, according to Burbn.Inc CEO Kevin Systrom and Mike Krieger are creators of the Instagram platform; Instagram comes from the words "Insta" or instant and "Gram," which is a way of sending information as quickly as possible to a certain place. Instagram is a social application that is popular among smartphone users. Instagram has its charm for its users because there are applications for photo-sharing and online social networking services that allow users to share photos through various social media services such as Facebook, Twitter, and other media sites (Ghazali, 2016). A pamphlet was created to be promoted on Instagram, and an interesting caption and unique words that are also easy for Instagram followers to understand so that this promotion could increase visitors. It can be seen from the Pokdarwis Pariangan IG account data as follows:

Table 1. IG Pokdarwis Pariangan account data

No	Number of Followers	Post
1	1.311	152

Source: IG Pokdarwis

From the data above, it can be seen that promotion using social media applications shows Instagram followers and posts from Instagram can attract visitors, and photo content uploaded on Ig makes visitors interested in participating in the event. In addition, the form of promotion is carried out by explaining what activities are carried out during the Pesona of the Pariangan Nagari event.

Table 2. Peseona Nagari Pariangan event

No	Program
1	Arak Jamba
2	Pariangan authentic cultural arts performances
3	Culinary markets & UMKM
4	Nagari children's games
5	Special guest star Lord Adi, one of the Indonesian master chef participants from West Sumatra
6	Photo competitions
7	Instagram reels competitions

Source: Pesona Pariangan event report

From the table above, seven programs are implemented in organizing events, so these programs will attract visitors to attend the event. In this promotional element, the organizers use two forms of promotion, namely direct selling and broadcast media through Luak Nan Tuo radio. The results of this study also indicate that there is a form of overall integration between one promotional activity and other promotional activities so that the message to be conveyed to the target visitor is expected to be more effective, such as in event promotion activities (activities carried out at the Pesona Nagari Pariangan event) is launched through direct promotional activities to tourism communities in Tanah Datar Regency through the online media such as social media as Facebook, Twitter, and Instagram as well as through outdoor media such as billboards. Other forms of integration of promotional strategies launched to attract visitors, such as press releases distributed during press conferences, will be distributed by sponsored media in collaboration with Pesona Nagari Pariangan Event through local newspapers, online news portals, and radio.

The Pesona Nagari Pariangan event itself has only been held for one time with a total of 7,350 (seven thousand three hundred and fifty) visitors in volume 1, 35,735 (thirty-five thousand seven hundred and thirty-five) people in volume 2, and 83,412 in volume 3 (eighty-three thousand four hundred and twelve) people.

D. CONCLUSION

The @pokdarwis.pariangan Instagram account carries out a promotional strategy by following the concept of a promotional strategy which states that its promotional activities go through the stages of identifying targets, determining communication goals, designing messages, choosing communication channels, and determining a promotional budget. The Pesona Nagari Pariangan event's success must be connected to one of its promotional strategies, namely, using social media Instagram. The use of social media in promotional activities needs to pay attention to several things to run effectively, as happened in the Pesona Nagari Pariangan Event. The things considered in promotional activities through Instagram include the relatively low cost and large information content.

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