



## MARKETING COMMUNICATION STRATEGY OF PADANG BINDU VILLAGE (DESCRIPTIVE ANALYSIS OF DESTINATION BRANDING TOURISM OBJECTS GOA PUTRI AND GOA HARIMAU)

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**ABSTRACT.** The purpose of this research is to create tourist items in the village of Padang Bindu, Semidang Aji District, Ogan Komering Ulu, to aid in the preservation of national culture and the environment. However, tourist arrivals remain very modest and have not increased. Researchers are attempting to determine how Padang Bindu Village's marketing communication plan is implemented. Researchers employ destination branding theory in order to establish the brand (branding) of this tour. The researchers used a qualitative descriptive methodology in this study. The information was gathered through observations, documentation, and interviews with marketing and tourism destination development experts, youth leaders, village chiefs, and cultural leaders in Padang Bindu Village. The findings revealed that the strategic plan implemented by the Padang Bindu Village Village Head, the local community, and the government in marketing the Padang Bindu Tourism Village was carried out in three (three) stages, namely conducting research and mapping, planning activities, and publishing. The results of Padang Bindu Village's marketing communication strategy research have revealed underutilized outcomes, as seen by an increase in the number of tourist visits to Padang Bindu Village as a result of government and private sector activities. The local community situation is still problematic.

**KEYWORDS:** *strategy, marketing communication, branding*

### 1 INTRODUCTION

Ogan Komering Ulu Regency, abbreviated as OKU, is one of the tourism attractions in South Sumatra Province that has as much potential as other tourist locations in Indonesia. It has a lot of tourism potential and an intriguing history for the general population and tourists alike Princess Cave (Goa Putri), Tiger Cave (Goa Harimau), and the ancient human museum are all located in Padang Bindu Village. Padang Bindu Village's wonderful natural environment, which is encircled by the flow of the Ogan River, makes it particularly appealing for the development of the tourism business.

The tourism sector is expanding fast over the world and is today a source of income and employment for many people. According to Nisa et al. (2019), using community-based tourism as a source and potential for community activities can also help to maintain local culture. Local community-based tourism desperately requires ways to transmit messages and strategies through tourist communication, so that tourism objects in Padang Bindu Village can be developed.

Tourism activities have become an important component of daily life. A tourist activity is carried out by a person or group of people who visit specific sites for the aim of entertainment, personal development, or learning about the uniqueness of the tourist places visited for a short period of time. Tourist destinations are locations of interest that can bring satisfaction, particularly to visitors. Harahap et al., (2018).

A tourist attraction is a location that attracts travelers due to its natural or man-made resources, such as natural beauty or mountains, flora and fauna, beaches, zoos, ancient structures, monuments, temples, dances, tourist attractions, and other differentiators. culture Ananto (2018) The quality of a tourist site can be determined not only by its physical condition, but also by its facilities, services, marketing, and accessibility. Visitors' evaluations of existing tourist attractions can be utilized as a guideline for future tourism item development. Ervina (2017)

Tourism development in the village is one of the most important factors in local community development in terms of sustaining and developing their facilities. The researchers is interested in exploring Padang Bindu Village's marketing communication approach in developing branding for *Goa Putri* and *Goa Harimau* tourism items. It is hoped that by conducting this research, the public will be able to understand the marketing communication strategy for destination branding used to introduce and promote *Goa Putri* and *Goa Harimau* tourism objects in Padang Bindu Village, which will also be useful for the community in developing community-based tourism potential.

## 2 LITERATURE REVIEW

The notion of literature review is used by researchers to identify marketing communication methods and destination branding. The term "marketing strategy" refers to the planned measures performed by the government and community in conveying tourist destinations and marketing tourism to tourists. Middleton (Cangara, 2013) defines communication as a combination process that includes all parts of communication from the communicator.

Messages, channels (media), and effects (message receivers) have been created to maximize communication goals by modifying the environment, settings, and situations. A communication strategy is said to be successful if it effectively conveys the message, employs language signs, has meaning, and becomes an emblem of the message content. It is vital to pay attention to how the communicator acts and how to convey messages so that they are easily accepted by the public. Furthermore, the success of effective communication operations is heavily influenced by the selection of communication techniques. For example, if there is no strong communication strategy, it is not impossible for the communication process (particularly mass media) to have a negative impact (Suryadi, 2018).

Furthermore, the researcher employs the concept of a tourism communication strategy, which describes the actions and plans undertaken by community groups or the government in order to communicate tourist locations and tourism marketing to tourists. Although the communication approach does not directly influence behavior, it is predicted to promote tourist interest in visiting tourist objects since it gives information about the uniqueness of tourist objects and tourists respond favorably. Communication methods play a vital part in the development of tourism elements. *Bungin* (2015) to attain communication strategy goals, communication strategy as a tool for behavior change and preparation are required. This tourism development requires assistance in a variety of methods, including raising awareness among the *Padang Bindu* Village community and tourists, which is a theoretical concept in this research (Soraya 2018).

## 3 RESEARCH METHOD

This study employed a qualitative descriptive strategy. According to Moleong (2010), qualitative method procedures are techniques or processes utilized to produce research results through the use of descriptive words or sentences. Observation, documentation, and direct interviews with informants who became resource persons in this study, notably village heads, youth leaders, community leaders, and visitors who researchers encountered at the Padang tourist attraction, were used to collect data.

Secondary data was acquired from Instagram and Facebook documentation for *Padang Bindu* Village tourism, as well as various relevant internet articles. The purpose of this research is to examine *Padang Bindu* Village's marketing communication strategy toward destination branding of *Goa Puteri* and *Goa Harimau* tourism objects through purposive sampling, or what is commonly referred to as a purposive sample, namely a sample selected based on certain criteria that is considered a credible informant (Nugrahani, 2014).

The source triangulation analysis technique is used to check and re-compare the information received from the outcomes of 9 interviews between one resource person and another (Kriyantono, 2006). According to Miles and Hubermas, data analysis using interactive models involves four components: 1) data collection from interviews, observation findings, and coding documentation; 2) research sorts obtained interview data and then compiles and simplifies it in the form table; 3)

subsequently the interview data, observation, and documentation are reduced. 4) The researcher then examines the data using a theory to be studied based on the data supplied, and the data is finally concluded based on the study objectives.

## 4 RESULTS AND DISCUSSION

### 4.1 History of Padang Bindu Village

The first stage in doing research was to make observations in order to collect data for the research objectives. The author investigates the history of the Padang Bindu Village name with community leaders and the *Padang Bindu* Village Head to learn about the marketing communication strategy of *Padang Bindu* Village. *Padang Bindu* Village is one of 143 villages in *Semidang Aji* District, *Ogan Komering Ulu* Regency, according to the village head. According to the narrative from *Padang Bindu* Village's village head, the history of the commencement of the naming of *Padang Bindu* Village began with the roaming of *Puyang Haji Bakhuri*, a village leader of *Padang Bindu* Village. Then he noticed a weed-infested region. Following that, he named the hamlet *Padang Paku Lindu*. Padang denotes weeds in the Ogan language, while *Paku lindu* or *Bindu* indicates jungle. As a result, the settlement is known as *Padang Bindu*.

The same statement from community leaders indicated that Padang Bindu Village was originally a big wilderness, and that there are multiple caves in Padang Bindu Village that are now known to the public as Putri Cave. Goa Putri is the community's pride in Padang Bindu Village. The following map graphic depicts the location and extent of Padang Bindu Village.



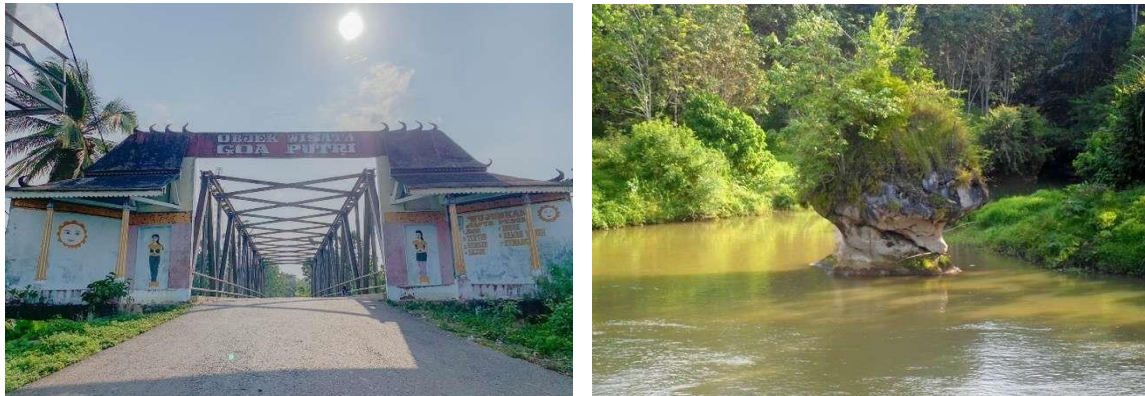
Picture 4.1. Map of Padang Bindu Village

In figure 4.1. The map of *Padang Bindu* Village shows that *Padang Bindu* Village has an area of 11,139.20 Ha. To the north, it is bounded by *Tubohan* Village, *Semidang Aji* District. To the south, it is surrounded by the *Ujanmas* Village, *Pengandonan*. In the east it is surrounded by *Panggal-Panggal* Village, *Semidang Aji* District. And towards the west it is surrounded by *Sukamerindu* Village.

The tourism potential in Padang Bindu Village is backed by stunning natural panoramas, encircled by the Ogan River, so Padang Bindu Village has enormous tourism potential, both nature tourism and historical tourism.

#### 4.1.1. Goa Putri Tourist Object

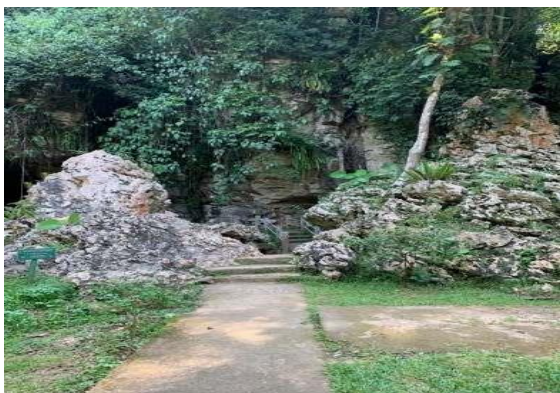
Based on observations and research interviews with community leaders and the *Padang Bindu* village head one of the caves in *Padang Bindu* Village, *Semidang Aji*, *Ogan Komering Ulu* Regency is *Goa Puteri*. This cave is about a kilometer apart from *Baturaja* and *Muara Enim*. This cave is reported to be about 150 meters deep, 20 meters tall, and 20–30 meters wide. The village chief briefed us about *Goa Puteri*'s history. There was an old princess named *Dayang Merindu* who was the concubine of *Prabu Amir Rasyid*, the monarch of the Ogan Kingdom. *Suhuman Dusun* was the name of the island before it was renamed *Goa Puteri* in 1990. The late Regent *Soleh Hasan* adopted the name *Goa Puteri* after building roads and bridges in 1990. As shown in the image below:



Picture 4.1.1. Bridge to *Goa Putri*

In image 4.1.1, the route to Padang Bindu Village, there is a bridge that connects the *Panggal-Panggal* Village, and a massive rock is claimed to represent the head of a princess who was bathing in the river. Princess *Dayang Merindu* was the name given to the princess. According to the account, community leaders recount that time through the eyes of a wanderer who wanted to say hello but didn't get a response. "This princess is so arrogant, silent as a stone," the traveler grumbled. "Suddenly, Princess *Dayang Merindu's* body turned to stone," he claimed. The traveler then entered the settlement. When he observed an empty village since the residents were working in the garden, he repeated again, "He said the village but, quiet like a stone cave," and the hamlet turned into a stone cave, as it had previously. The stranger turned out to be *Si Serunting Sakti*, also known as *Si Pahit Lidah*, who swore that everything he spoke would turn to stone if he swore.

The cave was named *Goa Puteri* after Princess of *Dayang Merindus*, who came from Sunda, West Java, according to folklore. The words of *Si Serunting Sakti*, also known as *Si Pahit Lidah*, are claimed to have turned *Dayang Merindu* Princess and the entire community here to stone. The origin of *Si Pahit Lidah's* oath is when this young man greets the princess but receives no response, he becomes enraged and says, "this princess is so arrogant that she is silent like a stone," then the princess turns to stone and enters the village, which appears to be very quiet because the residents are working, and he says, "he said village but quiet like a stone cave," and instantly the village turns to stone cave.



4.2.1 Picture of the Entrance of *Goa Putri*



4.2.2. Condition in *Goa Putri*

As shown in Figures 4.1.1 and 4.12, is an attractive environment, pleasant, and great service to attract visitors who visit in accordance with local wisdom and community knowledge, optimizing the local wisdom of the people of *Semidang Aji* Village that makes tourists comfortable when visiting.

#### 4.1.2. Gua Harimau Tourism Object



Tiger Cave, one of the caverns found in the settlement of Padang Bindu, 35 kilometers west of *Baturaja*, was discovered in 2008 and began to be researched in 2009. The name *Goa Harimau* comes from the fact that this cave is frequented by tigers. The National Archaeological Research Center began evacuating the *Goa Harimau* in 2010. The findings of this investigation are really intriguing. Over a four-year period (2010–2014), at least 78 human skeletons were discovered buried in various positions, replete with grave materials. In addition to human skeletons, stone tools, animal remains, and fauna were discovered in the cave. Pottery and metal relics show that there was prehistoric life in the area. Before the concrete stairs to *Goa Harimau* were completed, people had to struggle up the hillside with a slope of up to 45 degrees to get to this place.



Picture 4.3.1 Condition in *Goa Harimau*



Picture 4.3.4 Interview in *Goa Harimau*

Picture 4.3.1 the general shape of the tiger cave seen from the top of the stairs. The fossils that have been found are Mongolian and Austral Melanesoid human remains. The fossils in the *Goa Harimau* have been replaced by reproductions, limiting the possibility for damage to the actual fossils. While the original fossils have been transferred into the *Goa Harimau* museum.

Picture 4.3.2 Stairs in *Goa Harimau*

Picture 4.3.3 Fossils of Ancient Humans



Figure 4.3.2 depicts an artificial ladder constructed in 2010 to help researchers and tourists gain access to *Goa Harimau*. Due to the enormous number of ground attacks that are not robust enough to bear the human burden, which would cause damage to the cave. *Goa Harimau* will be prevented from accessing the area or boundary of the guardrail in the future.

Figure 4.3.3 depicts the fossils of prehistoric humans discovered by researchers. The fossil has been replaced with a man-made facsimile because it reduces the likelihood of the original fossil being damaged or harmed by rainfall from outside the cave or the humid air inside the cave. According to the informant, *Goa Putri* and *Goa Harimau* include spectacular stalagmites and stalactites, as well as deep passages, underground rivers, and prehistoric conservation.

## 5 DISCUSSION

*Padang Bindu* Village has been identified as a potential area for development as a natural and historical tourist attraction due to its superiority. The described research findings are then analyzed and discussed using theories related to marketing communication strategies. Several strategic aspects of tourism marketing communication in *Padang Bindu* Village, carried out using communication strategies, are part of communication planning in achieving the goals to be achieved (Cangara, 2013). The communication planning carried out by the *Padang Bindu* Village Head in collaboration with the Culture and Tourism Office of the Ogan Komering Regency for regional tourism development has resulted in a clear goal, and this *Padang Bindu* village still has 11,072.00 hectares of forest land.

*Padang Bindu* Village has a government structure made up of ten hamlets. Each hamlet has a hamlet head, also known as *Kadus*. In addition, a Village Head, or *Kades*, is in charge of carrying out the Village government's organizational structure. The Village government structure also includes a number of important devices. *Padang Bindu* village is bounded on the north by *Tubohan* village, Semidang Aji sub-district; on the south by *Ujanmas* village, *Pengandonan* sub-district; on the east by *Panggal-Panggal* village, Semidang Aji sub-district; and on the west by *Sukamerindu* village, *Semidang Aji* sub-district.

Tourism messages are planned and produced by Semidang Aji's Village Head in partnership with tourism business actors. Promotions and partnerships are used to package other messages. Organize events that will draw the attention of tourists. This is what underpins the creation of an ideal plan, which is based on a participative principle, a continuity principle, a holistic principle, and an open space system (Cangara, 2013).

According to the findings of the study, *Goa Putri* tourist objects have supporting amenities. This is because to the *Goa Putri* Tourism Object's many supporting facilities, which can help tourists feel at ease when traveling. The availability of numerous recreational rides such as rivers, exploring caverns, stalactites and stalagmites, comfortable places to eat, and decent parking are among the supporting facilities, roomy, as well as conducive security to make tourists feel at ease.

This is supported by Burkat and Medlik (Keliwer and Nurcahyo, 2015), who argue that visitors' travel decisions are influenced by two elements: "push" and "pull" influences. The driving factor is a factor that can influence a person's decision to go on a tour. This element manifests as a desire to escape boredom from daily job, self-recognition in order to improve social status, social connection with society, nature, and culture, and a type of self-actualization. Tourists carry out tourism activities in *Padang Bindu* Village for a variety of reasons, including resting with friends and family, reducing daily monotony, the tranquil atmosphere and beauty of *Padang Bindu* Village, and complete facilities, infrastructure, and facilities in the village. *Padang Bindu* Village makes guests feel like home, allowing them to unwind from their everyday routines back home.

## 7. CONCLUSION

Marketing communication is a type of communication that aims to improve the marketing strategy in order to reach a larger segmentation. This article can also be viewed as an attempt to increase customer loyalty to the company's products, namely goods and services. A marketer must understand that the success of a marketing communication strategy can be measured by how many product sales or income from service use are generated by consumers.

Based on the explanation above, it is possible to conclude that without communication, consumers and society as a whole will be unaware of the existence of a product on the market if they do not know how to purchase it. Marketing will be more effective than communication because the producer or company will choose what media to use, how to package messages about the product and the company, who the target is and who will be the resource person when informing the product. Of course, if marketing is on target, expected consumer behavior will be realized. The message characteristics must be strengthened by strengthening the brand image and producer image in order to have a high level of loyalty in the formation of consumer attitudes and behavior. While marketing communication tools such as advertisements, salespeople, signage, shops, displays, product packaging, free product samples, coupons, giveaways, and others can be used.

In terms of growing changes in consumer behavior, the impact of marketing 4.0 also results in viral marketing via social networks such as Facebook, allowing for continuous two-way interactivity from anywhere and at any time. It is currently regarded as a powerful and pervasive

alternative channel for information dissemination. Furthermore, viral marketing can be done through micro-influencers, which are currently widely used by small and medium-sized businesses to increase their products' market share through social media because the majority of the market is currently filled with technologically advanced millennials and Gen-Z. In marketing, the content of a message has a significant impact on how consumers evaluate a product. As a result, communicators must be capable of crafting effective messages. Ideally, the message should pique people's interest, pique their desire, and persuade them to buy the product. The need to understand changes in consumer behavior in the era of disruption is also the main discussion required by a marketer in order to follow the rhythm of consumer change, which is very diverse.

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