

# IMPLEMENTATION OF SAVE MODEL MARKETING IN DIGITAL MEDIA: A STUDY OF KANDRI TOURISM VILLAGE DURING PANDEMIC COVID-19

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**ABSTRACT.** The purpose of this article is to find out how the marketing communication strategy of Kandri Tourism Village in digital media, which is based on the SAVE (Solutions, Access, Value, and Education) model. The method used in this research is a qualitative method with a descriptive approach. The information was gathered through in-depth interviews with informants and the results of content analysis on Kandri Tourism Village's digital media. Every aspect of SAVE will be identified as a message that will become content in digital media. The results showed that the marketing communication strategy carried out by Kandri Tourism Village was based on the Relationship Marketing model. The use of this model is an adaptation during the COVID-19 pandemic, when an approach through product awareness through storytelling content is more applicable and needed than using the personal selling method. Kandri that offers a variety of activities that support preservation of the local culture, and the government regulation for learning outside the classroom and almost all programs are carried out outside (outdoor learning/outing class), making them safe to carry out during and after the pandemic. Visitors experience of doing, making and learning about arts and culture, how to live in village, and SME's product made in Kandri is the selling point. Solutions, values, and education regarding Kandri Tourism Village are packaged into digital content to describe Kandri's potential and become selling points. This digital content can be found on the official website, YouTube and Instagram of Kandri Tourism Village. Kandri's way of attracting the market is by establishing closeness with customers through the use of social media in the form of visual storytelling content.

**KEYWORDS:** tourism village; Desa Kandri; SAVE Model; marketing communication; visual storytelling

## 1 INTRODUCTION

Kandri Tourism Village is one of the tourist attractions affected by the COVID-19 pandemic in 2020. This community-based tourism is not operating due to government regulations related to the lockdown and the cessation of activities in the tourism sector. This regulation has an impact on the economy of the people in Kandri Village. Since 2014, Kandri Tourism Village has experienced a significant increase in visitors until 2018.

Tabel 1. Number of Visitors to Kandri Tourism Village in 2014 - 2021

No	Year	Local	Foreign	Total	Income (Rp)
1	2014	1.270	25	1.295	84.175.000
2	2015	3.392	36	3.428	257.100.000

3	2016	6.787	72	6.859	857.375.000
4	2017	8.767	96	8.873	1.067.160.000
5	2018	12.289	126	12.415	1.489.800.000
6	2019	10.241	87	10.328	1.239.360.000
7	2020	2.473	-	2.473	296.760.000

In 2019, there was a decrease in visitors from both local and foreign tourists due to the emergence of Covid-19 in Wuhan, China, therefore the tendency of people at the time was to restrict going abroad and activities to avoid crowds. A very significant decline was seen in 2020, where Covid-19 began to enter Indonesia in February. The decrease in total visitors caused the income of the Kandri Tourism Village to also drop drastically.

Kandri Tourism Village is a tourist destination with the concept of edutourism and agritourism. They offer the concept of tourism while learning in rural areas dominated by agricultural. Their target market is visitors, both local and foreign, aged 4 to 30 who want to live in the village and gain experience and expertise in agriculture, arts, and culture (Mardhiyani and Budiastuti, 2021). Their main target is a group of students who will learn outside of the classroom. Personal selling has been their method of marketing communication thus far, with trip packages still being offered door to door (from one school to another).

Tourism in Kandri Village has been in decline for more than a year due to a lack of tourists as a source of revenue. So, what can Kandri Tourism Village do as long as there is no tourism activity?. The sale of tour package products will certainly not be effective because the government regulations regarding the lockdown are also uncertain, thus making visitors unable to plan and determine when they will visit. On the other hand, personal selling marketing communication activities will not be able to be carried out optimally.

Citizens have been forced to isolate themselves in their houses and avoid physical contact in order to avoid disease, therefore businesses have had to focus more on creating and growing online businesses by adopting quick marketing innovations (Wang et al., 2020). The advancement of information technology is required for the community to support a wide range of commercial operations, both large and small. One of them is implementing digital marketing in a company unit's marketing system to enhance sales volume and the number of customers, which affects competition in the Covid -19 epidemic (Nugraha et al., 2021).

The purpose of this article is to find out how the marketing communication strategy of Kandri Tourism Village in digital media during the pandemic uses the SAVE Model Marketing. This model is thought to be capable of defining how Kandri Tourism Village prioritizes marketing communication efforts using digital media in order to create relationships with people.

## 2 LITERATURE REVIEW

Marketing communication is a type of communication that tries to enhance a company's marketing strategy and communication applications to aid in its marketing efforts. Furthermore, marketing communication operations are meant to introduce, develop, and build relationships between organizations with business partners and customers, as well as an attempt to convey the company, goods, or services to outside business partners, suppliers, and consumers (Kotler & Keller, 2012). Digital media consumption increased during the pandemic month as consumers spent more time at home due to coronavirus lockdowns (Kemp, 2020), implying that marketing communication can only be done through digital media. To explain the findings of my research, I employ two concepts; The SAVE Model Marketing Mix and visual storytelling.

## 2.1 SAVE Model Of Marketing Mix

The SAVE Model is a new marketing mix model developed by Tahir Wani in 2013. This concept is a development of the old 4Ps marketing mix model, which consists of Product, Price, Place, and Promotion (Kotler & Armstrong, 2016). This model is considered to be able to replace the old model 4P's marketing mix. The SAVE model places emphasis on Solutions over Products, Access over Places, Value over Price, and Education over Promotion. The SAVE Model is a refinement of the SIVA (Solutions, Information, Value and Access) model (Dev & Schultz, 2005). The difference is in I as Information, and E as Education. Information is considered as a message that is communicated in one direction, while Education is a message that can provide knowledge (cognitive) and feedback (affective), so that the communication formed is two-way communication. The SAVE model no longer emphasizes product descriptions, focuses more on providing solutions to customers (Wani, 2013).

Tabel 1. SAVE Model of Marketing Mix

Aspect	Transformation	Argument	Implementation
Solutions	Instead of Product, focus on Solutions	Define offerings based on the needs they meet, rather than their features, functions, or technical superiority	tourism offer solutions to meet customer needs
Access	Instead of Place, focus on Access	Create an integrated cross-channel presence that considers the full consumer buying experience rather than focusing on specific purchasing locations and channels.	how to get access to information about tourist destinations
Value	Instead of price, focus on Value	a benefit that is raised when someone will buy a product. The emphasis is not on the price, but on the value of the product	value, advantages, benefits offered from tourism
Education	Instead of promotion, focus on Education	provide information relevant to customers specific needs at each point in the purchase cycle	knowledge behind tourism activities, places, products

Solutions, Access, Value, and Education can provide an overview of the product without having to promote the product directly. According to marketing public relations, the goal is to raise awareness, increase sales, promote communication, and establish connections between customers, businesses, and their product brands (Harris & Whalen, 2006). This modern model marketing as Kotler's concept of H2H (Human to Human) Marketing provides an intelligent, systematic method to assist any firm in moving away from traditional marketing and creating value propositions for all key stakeholders. You don't have to be an entrepreneur or a techie to benefit from their ideas; you just have to be prepared to challenge your industry's assumptions, ask new questions, use deep thinking, and accept your own humanity (Kotler et al., 2020). Relationship marketing has evolved as a dominating buzzword in company strategy circles. According to the study, relationship marketing is more effective when connections are more important to customers (e.g., service offerings, channel exchanges, business marketplaces) and when a company want to build relationships with people rather than a selling product (Palmatier et al., 2006).

## **2.2 Visual Storytelling**

Visual storytelling is a means of describing a product by constructing a graphic tale around the product's value and providing using photographs, videos, infographics, presentations, and other visuals on social media platforms. Visual storytelling is a strategy of advertising via social media platforms that employs visualization in the form of still or moving pictures. The photographs shown focus not only on the featured goods but also on the story behind the product. According to research, human acceptance of customer interest in visual material is easier and faster. The proper image may do more than just tell a narrative visually; it can make people experience emotions, recall memories, and even change their perspectives (Walter and Gioglio, 2014).

Visual storytelling makes use of graphics, images, photos, and videos to engage viewers and elicit emotions and participation. It aids in capturing the audience's attention and ensuring that the message is understood. This allows the marketing firm to engage with the market on a deeper level, fostering a sense of community and loyalty among people who are taken in by the tale. Visuals should act like a traditional tale, with a clear beginning, middle, and finish, achieved by having a consistent message and structure across the picture. Marketers have been using these strategies for years, but with the quick expansion of digital marketing, they are now turning to designers to bring their messaging to life (El-Desouky, 2020). The most common of these mediums is video, but visual storytelling may also include riveting photography and instructional infographics, as well as cutting-edge comics, GIFs, and memes.

## **3 METHODS**

The descriptive qualitative approach was employed in this study, with data collected in the form of words and pictures to explain and comprehend what is going on in the community (Moleong, 2017). The purpose of this approach is to examine and describe the existence of a phenomenon that occurs in society. Researchers evaluated data from qualitative research to draw findings by categorizing the data, describing it into units, accumulating patterns, and choosing the most essential ones to discuss (Ruslan, 2017). I used data collection techniques in the form of in-depth interviews with informants who have contributed in designing marketing communication strategies in Kandri Tourism Village. In addition, I also conducted an analysis of the content they publish on their digital media, including the website dewikandri.com, the Instagram account @desawisatakandri, and the Desa Wisata Kandri Youtube channel. Every aspect of SAVE will be identified as a message that will become content in digital media. The results of the analysis from the three digital platforms will be used as additional data that can strengthen the results of interviews from informants.

## **4 RESULT AND DISCUSSIONS**

Kandri Tourism Village's marketing communication strategy is to give messages packaged in the form of digital content. This content uses a visual storytelling model to describe how tourism is in Kandri Tourism Village. In detail, the content created is an implementation of the SAVE Model of Marketing Mix which consists of solutions, access, value and education. The messages conveyed are more about the superiority of tourism products in Kandri, rather than hardselling products. The existence of a marketing model that focuses on solutions, access (a description of tourist attractions), values, and advantages of tourism activities can increase visitor awareness about tourist destinations. We know that during a pandemic people cannot travel and do tourism activities. Visual storytelling content with SAVE Model in marketing is considered more effective than content that focuses on selling tour package products.

Due to the limitations in tourism promotion during the epidemic, Kandri Tourism Village used their official accounts to distribute information. During a pandemic, one of the most successful methods to re-promote tourist sites is through digital branding. Kandri Tourism Village must develop a communication plan to entice local and foreign visitors to visit their location during the pandemic with rigorous health procedures, as well as afterwards after the epidemic. Communication is a two-way

process, and marketers must be as certain of their target audience as they are of the images they are creating in order to reach them. On an emotional and subconscious level, the proper images may convince, relate to, and influence decisions. Images are strong weapons in an increasingly visual world. Empathizing with symbols and imagery requires a common cultural identity—that is, a grasp of who your audience is.

The first step to any sort of storytelling marketing is to figure out the story to convey. To generate a clear objective for the marketing material provided, the messaging must first be confirmed. Make sure the tale is relevant to the audience and customer-centric so that they can relate to it. It is critical to demonstrate how the brand will benefit them. To strengthen this brand narrative, consider what motivates the audience and how it relates to the company's basic values (El-Desouky, 2020). The research results will be identified based on the SAVE Model component consisting of Solutions, Access, Value, and Education.

The message entitled solutions offered by Kandri Tourism Village consists of 3 issues is education, health, and culture. Health issues related to social distancing and tourism activities in open spaces. Educational issue raised is about the learning system outside the classroom. The learning system in which knowledge is not only obtained in the classroom is in line with the tourism activities offered by the Kandri Tourism Village. In government regulation No. 32 of 2013 concerning National Education Standards, it is stated that the learning process which is held interactively, inspiring, fun, challenging, and motivating students to participate actively and provide sufficient space for initiative, creativity and independence in accordance with the talents, interests, and physical and psychological development of each participant educate.

Tabel 2. Identification of solution

Issues	Needs	Offers
Health	Government advices during covid-19 about social distancing and outdoor physical activities are safer than indoor space	Outbound – Live in Village
Education	Government Regulation about learning process which is held interactively, inspiring, fun, challenging, and motivating students to participate actively	Outdoor learning - making SME's Product
Culture	Preservation Of The Local Culture	Art and Culture (gamelan, traditional dance, craft)

In addition, Kandri Tourism Village also has potential in art and culture. To preserve local culture, the solution provided is tourism activities such as playing gamelan and practicing traditional dances. The solutions they offer are activities that can be done in Kandri Tourism Village. Based on these three issues, health will refer to life activities in the village, education related to SME's Products, and cultural preservation will focus on arts and culture.

Access is the development from Price aspect. Access in this study focuses more on people's experiences in finding information about tourist destinations. In the application of marketing, access focuses on one's shopping experience through several platforms. However, the implementation of this research is how one can find information about Kandri Tourism Village. The results showed that Kandri Tourism Village provided 3 digital platforms in uploading their tourism content. The three platforms are the website dewikandri.com, Youtube Kandri Tourism Village, and Instagram @desawisatakandri. Instagram is the most active platform compared to other digital platforms. These three platforms contain visual storytelling content that is packaged based on the characteristics of each platform. Visual content such as images, graphics, and short videos of 15-60 seconds duration are uploaded on the Instagram. Visuals on Instagram are equipped with a caption feature to clarify the meaning of the images presented.

Youtube is more on video content with a duration of more than 1 minute. Kandri Tourism Village Youtube contains about the process, aftermovies, testimonials, and reviews of activities that have been carried out. Visual content on Youtube is not equipped with a caption, because the video can describe the storyline more than just an image. While on the website dewikandri.com. more focus on visual content that contain of photos with articles that tell the story. Websites are more on blogs that focus more on writing than images.

The slogan of Kandri Tourism Village is "Kandri Wae" which means "only in Kandri". This slogan is interpreted the same as "one stop destination". Just travel in Kandri, you will get a complete educational tour experience. The value of this experience is what we want to offer our customers. Based on the three issues in the solution, we can again break down that health issues are offered through the live in village program, education is offered through SME products, and preservation of local culture is offered through arts and culture. Each of these offers has a different experience. The message conveyed from value is that you will get the experience of "doing", "making", "learning" when visiting the Kandri Tourism Village.

Tabel 3. Identification of Value

Offers	Experience (Value)	Activities
Live in village	Doing	Farming – raising cattle – outbound – live in
SME's Product	Making	Batik - Processing cassava - herbal medicine, culinary
Arts and Culture	Learning	Gamelan, traditional dance, Craft

Education does not only contain content about information, but content that is two-way communication. Educational content must be able to provide knowledge (cognitive) and response (affective) from the material presented. I again identified the three things that Kandri Tourism Village has to offer, namely live in village, SME's Product, and Arts and Culture.

Tabel 4. Identification of Education

Offers	Activities	Information
Live in Village	Farming	How to plant, cultivate, and harvest
	Raising Cattle	Basic livestock care
	Live in program (homestay)	History about Kandri
SME's Product	Outbound	Kandri geographic and demographic conditions
	Batik Kandri	Team building activities in a school/ field trip
	Processing cassava - herbal medicine	Kandri Batik philosophy
	Signature Dish – Culinary	Step by Step Process of Making Batik
Arts and Culture	Gamelan	Process of Making Jamu
	traditional dance	Process of Making Cassava Snack
	Craft	Benefit of herbal medicine and cassava
	cultural event	Sego Kethek philosophy
		Learn about gamelan
		Martito Suci Dance philosophy
		Handicrafts from used goods
		History of Nyadran Kali
		History of Sesaji Rewanda

I combined the three offers with the results of interviews about what activities were carried out in Kandri as tourism products. From these activities, there is information that can be extracted and used as educational content. The message conveyed is a story about the process, method, history, philosophy, general knowledge. All of this is used as educational content by Kandri Tourism Village.



Figure 1. Activity in Kandri Ethnic

Implementation of visual storytelling on educational content on Instagram @desawisatakandri is Kandri Ethnic. The picture shows a group of people working to make a product. Products at Kandri Ethnic are handicrafts made from used goods. The caption written in the picture tells about the use of used goods that can be processed and can be used as valuable items, such as handicrafts.

Solutions, values, and education related to Kandri Tourism Village are messages conveyed to customers through visual content. What is visualized in the content can describe tourism activities in the Kandri Tourism Village. Access is very important because it becomes the platform that will be used as a place for the visual content to be uploaded. Visual storytelling content that contains elements of solutions, values, and education can increase awareness during a pandemic. Although visitors will not visit during the pandemic, they will get different satisfaction when they get information related to tourism activities in Kandri Tourism Village. From there, Kandri Tourism Village tries to build relationships with visitors and potential visitors by providing content that can describe the conditions and activities in Kandri Tourism Village. The hope is that those who are targeted, after seeing the content, plan a visit to Kandri Tourism Village after the pandemic ends.

## 5 CONCLUSIONS

Changes in marketing communication activities during the pandemic made Kandri Tourism Village implement communication through digital media. They create messages containing information about solutions, values and education related to their tourism products in the form of digital visual storytelling content. The SAVE Model of Marketing Mix can help explain that marketing communication is not only about the product, but provides information related to the product. Every aspect of SAVE is identified as a message that will become content in digital media. When people are unable to move outside their homes during a pandemic, Kandri through digital media produces visual content like images, photos, videos, testimonials, graphics, to build market relationships with customers. Visual storytelling makes use of graphics, images, photos, and videos to engage viewers and capturing the audience's attention, emotions, participation and ensuring that the message is understood. Visual storytelling content is able to provide an overview of tourism activities in Kandri Tourism Village, so that it can build people's awareness of these tourism products.

## 6 ACKNOWLEDGEMENTS

This research was supported by Vocational College and Kandri Tourism Village. We thank our colleagues from National Research and Innovation Agency (BRIN), who provided insight and expertise

that assisted the research. We thank Mujiyono and Masduki for providing data about tourism in Kandri Village.

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