

## POSE STRATEGY AS A MEDIA FOR TOURISM DESTINATION PROMOTION IN BATU CITY, EAST JAVA

Rahmi Setiawati<sup>1\*)</sup>, Ananda Safira Jasmin<sup>2</sup>

<sup>1,2</sup> Program Pendidikan Vokasi Pariwisata, Universitas Indonesia

Email: [rahmisetyawati@yahoo.com](mailto:rahmisetyawati@yahoo.com)

Corresponding Author: [rahmisetyawati@yahoo.com](mailto:rahmisetyawati@yahoo.com)

### ABSTRACT

Batu City is one of the tourist cities in Indonesia that has many tourist destinations, so a POSE strategy is needed to promote Batu City tourist destinations. The management of promotional activities is carried out by stakeholders and the Batu City Tourism Office as direct actors who develop and promote tourist destinations. The concepts used are tourism, strategy, marketing, and promotional media. The method used in this research is qualitative, supported by data sources from observations, interviews and literature study. The results of this study indicate that the POSE strategy is carried out through P (paid media), namely, Agropolitan TV (Local TV), Magazines and billboards, O (own media) through the Official Website ([www.batukota.go.id](http://www.batukota.go.id)), among applications city, calendar of events, while S (social media) via TikTok, YouTube, blog and Instagram. and E (Endoser), namely Tourism Ambassador. The name of the Tourism Ambassador used is Kangmas Nimas Batu City. POSE is carried out in order to promote tourist destinations in Batu City, each party always collaborates and integrates to achieve the same goals, namely to make Batu City a tourism city that can bring in domestic tourists and also foreign tourists. Suggestions for the future always use a new promotional media strategy in order to achieve the goal of developing Batu City tourism in a sustainable manner.

**Keywords : Implementation, Strategy, Marketing, Media Promotion, POSE**

### ABSTRAK

Kota Batu merupakan salah satu kota wisata di Indonesia yang memiliki banyak sekali destinasi wisata, sehingga diperlukan strategi POSE untuk mempromosikan destinasi wisata Kota Batu. Pengelolaan kegiatan promosi dilakukan oleh pihak stakeholder dan Dinas Pariwisata Kota Batu selaku aktor langsung yang mengembangkan dan mempromosikan destinasi wisatanya. Konsep yang digunakan pariwisata, strategi, pemasaran, dan media promosi. Metode yang digunakan dalam penelitian ini adalah kualitatif yang didukung dengan sumber data hasil observasi, wawancara dan studi kepustakaan. Hasil penelitian ini menunjukkan bahwa strategi POSE ini yang dilakukan melalui P (paid media), yaitu, Agropolitan TV (TV Lokal), Majalah dan billboard, O (own media) melalui Official Website ([www.batukota.go.id](http://www.batukota.go.id)), aplikasi among kota, *calender of event*, sedangkan S (social media) melalui tiktok, youtube, blog dan Instagram. dan E (Endoser), yaitu Duta Wisata. Nama Duta Wisata yang dipakai adalah Kangmas Nimas Kota Batu. POSE dijalankan demi mempromosikan destinasi wisata yang ada di Kota Batu, setiap pihak selalu bekerjasama dan berintegrasi demi mencapai goals yang sama yaitu menjadikan Kota Batu sebagai kota kepariwisataan yang dapat mendatangkan wisatawan nusantara dan juga wisatawan mancanegara. Saran kedepan selalu menggunakan strategi media promosi baru (*new media*) agar tercapai tujuan pengembangan pariwisata Kota Batu secara berkelanjutan.

**Kata Kunci : Implementasi, Strategi, Pemasaran, Media Promosi, POSE**

## INTRODUCTION

The tourism sector as a service industry has contributed to all aspects of life in the State of Indonesia, such as providing a strategic role in national economic development, regional development and improving the welfare of the community through contributing to the contribution of foreign exchange, contribution to Gross Domestic Product (GDP), job creation and many other.

According to Salah Wahab in his book, Tourism is a new type of industry capable of producing rapid economic growth in providing employment, living standards and stimulating other productivity sectors (Salah, 1997). Based on the statement of the President of the Republic of Indonesia, Mr. Joko Widodo in a Limited Meeting with his staff: "I define tourism as the leading sector. Tourism is made the leading sector, this is good news and all other ministries are obliged to support and I decide that". With the President's statement, it can be taken that Indonesian tourism must be continuously strengthened and developed into a leading sector and core business for national development.

The statement of the President is very much in line with Law No.10 Article 4 of 2009 which states about tourism that "Tourism aims to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, conserve nature and resources, promote culture, promote tourism. image of the nation, fostering love for the country, strengthening national identity and unity and strengthening friendship between nations. It can be seen from the table of targets and achievement indicators for the tourism sector below Table 1.

Based on these achievements, it would be very appropriate if the tourism sector was designated as one of the leading sectors for national development. The tourism sector can be determined to be the leading sector because of the superiority of Indonesia's tourism product portfolio, namely natural, cultural and artificial as well as the development of travel / tourism trends at the global level which tends to increase every year.

The portfolio of Indonesian tourism products, especially in Tourist Destinations, starting from natural, cultural and artificial tourist destinations, has been very neatly packaged by each managing stakeholder. However, it will certainly be incomplete if it is only managed properly but cannot be promoted and marketed with the right approach method. Basically, tourism marketing is an activity of efforts by interested parties, both private and

government, in the tourism sector to attract more tourists (foreign & domestic) to come, stay for a long time, and spend more dollars or money on visited tourist destinations. (Yoeti, 2005).

Table 1: National Tourism Sector Targets and Achievements

indicator	2015	2016	2017	2018*	2019*
contribution to GDP	4,25%	4,13%	5%	5,25%	5,50%
foreign exchange (IDR trillion)	175,71	176,23	202,13	223	280
number of workers (million people)	10,36	12,28	12,6	12,6	13
sanitary power index (WEF)	#50	na	#42	na	#30
foreign tourists (million visits)	10,41	12,02	14,04	17	20
domestic tourists (million trips)	256,42	264,33	270,82	270	275

source: Ministry of Tourism Strategic Plan 2018-2019

Kota Wisata Batu, East Java is one of the cities that has a lot of tourism potential which has become a tourist destination. With the condition of the area which is located in a mountainous area and with cold weather, Batu City is one of the leading tourist destinations. With the enactment of regional autonomy, the government issued Law No.32 of 2004 which was revised into Law No.12 of 2008 concerning Regional Government which states that regional autonomy is the right, obligation and authority of an autonomous region to regulate and manage government affairs by itself and interests of the local community in accordance with laws and regulations. It can be taken that the local government and other stakeholders are given full freedom to develop and manage the potentials that exist in their respective areas, including tourism potential and tourist destinations in Batu City.

The choice of tourist destinations in Batu City is very diverse, including mountain tourism, recreational parks, rural tourism, and others. In an

effort to develop tourist destinations in Batu City, the relevant government, namely the Batu City Tourism and Culture Office, has a vision. The vision is "The realization of Batu City as an International Tourism City". To realize the above vision, it is necessary to have a mission, one of which is to carry out continuous marketing and promotion of tourism, especially tourist destinations in Batu City. Purpose which is DISPARTA wants to achieve this Batu City is the availability of tourist destinations that suit the needs and desires of tourists, the realization of intensive marketing in all tourist destinations as well as to increase the arrival of national and foreign tourists to Batu City. It can be seen from the image below which shows the recapitulation of tourist arrivals visiting Batu City from 2017-2019.

Table 2. Recapitulation of arrivals of tourist visits to Batu City in 2017-2019

year	Domestic Tourist	International Tourist
2017	4.769.616	20.653
2018	6.506.189	18.111
2019	7.227.846	24.141

Source: Batu City Tourism Office

To achieve this goal, the writer wants to describe the marketing strategy that has been planned by the Ministry of Tourism, namely in a promotional media strategy that uses the POSE (Paid Media, Own Media, Social Media, Endorser) approach.

The POSE marketing strategy approach itself is a promotional media strategy in terms of advertising or advertising, publishing a tourist destination. This approach has covered the promotional media that are currently being used, this POSE approach can also be a comparison of whether the old promotional media, namely Paid Media and Own Media, are still effectively used in small cities such as Kota Wisata Batu compared to other promotional media currently the trend is Social Media and Endorser. Based on these conditions, the researcher examines: "Implementation of the Indonesian Tourism Marketing Strategy through the POSE Strategy (Paid Media, Own Media, Social Media, Endorser) as a Media for Promoting Tourist Destinations in Batu City, East Java".

## Study Literature

### Tourism Concept

In the current era, the tourism sector is in full swing in the world. Not only in the world, for several years, the tourism sector has continued to be one of the fastest growing industrial sectors in Indonesia. Socio-political development of the tourism sector fosters pride in the nation's natural and cultural wealth through the growth of tourism travel. According to Koen Meyers (2009), tourism is a travel activity that is carried out temporarily from the original place of residence to the destination area with the reason not to settle down or earn a living, but only to fulfill curiosity, spend free time or holidays and other purposes.

Meanwhile, according to Sinaga (2010), tourism is a planned trip, which is carried out individually or in groups from one place to another with the aim of obtaining a form of satisfaction and pleasure alone. Based on the terms according to the experts above, in socio-cultural terms, especially tourist trips to Indonesia, it can foster world recognition of the wealth of tourism that Indonesia has. Apart from that, tourism is also an effective cultural diplomacy tool to strengthen Indonesia's image in the international arena. Not only that, tourism also has a strategic position in national economic development policies. The current trend of economic growth will be supported by tourism or what can be called the "leisure economy". (Anas, 2019) According to the Law of the Republic of Indonesia Number 10 Years 2009 regarding tourism explained that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is the whole activity of government, business and society to regulate, manage and serve the needs of tourists. Because tourism is an entire activity, all activities related to tourism have a multiplier effect that has an extraordinary impact that can drive activities in various other sectors. Therefore, tourism can be said that tourism is a sector which in turn can create equal distribution of prosperity.

Definition of a Tourism Destination  
Tourism actually has many aspects that cannot be separated, one of which is a tourist destination. According to Law No. 10 of 2009 concerning tourism

in article 1 states that a tourism destination or what is also called a tourism destination is a geographical area that is in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, as well as communities that are interrelated and complement the realization of tourism.

But apart from that, the meaning of tourism destinations according to IGI-GLOBAL is "Tourism Destinations are places or areas that have a collection of tourist products and attractions that offer tourist experiences for individuals and groups who are traveling far from their homes or places". Referring to the terms above, the definition of a tourism destination actually covers a broad aspect. Tourism destinations are not only seen as a place, but also a place that has cultural and natural values. Not only that, tourism destinations are also a place for various attractions and related products including infrastructure therein and various other infrastructure facilities.

**National Tourism Development**  
After the formulation of the National Tourism Development Master Plan (RIPPARNAS) as outlined in the government regulation of the Republic of Indonesia Number 50 of 2011, this tourism development is carried out to realize the implementation of tourism development that takes into account the diversity, uniqueness and uniqueness of culture and nature, as well as human needs for travel. National Tourism Development according to Law No.10 of 2009 article 7 includes: Tourism Industry, Tourism Destinations, Marketing and Tourism Institutions. The purpose of holding this national tourism development is for :

1. Improve the quality and quantity of tourism destinations.
2. Communicating Indonesian tourism destinations by using effective, efficient and responsible marketing media.
3. Creating a tourism industry capable of driving the national economy.
4. Developing tourism institutions and tourism governance capable of synergizing the development of tourism destinations, tourism marketing and the tourism industry in a professional, effective and efficient manner.

**Marketing Strategy Concept**  
Strategy is important for the sustainability of an industry. This strategy is used to achieve the goals or objectives that have been planned. In pengembangannya the concept of this strategy must have developments to keep up with the times. Strategy in an industry is needed to achieve goals or objectives both short and long term. The term strategy is a shared means of long-term goals to be achieved. Strategy is an act of action or activity carried out by seseprang or company to achieve the goals or objectives that have been set. (David, 2011) (Assauri, 2007) (Kotler, Philip, & Keller, 2012) Meanwhile, according to Stoner, Freeman and Gilbert. Jr (2005), the concept of strategy can be defined based on two different perspectives, namely: one, from the perspective of what the organization wants to do (intend to do) and second, from the perspective of what the organization eventually does (eventually does). Suryana defines strategy by explaining the 5Ps, namely:

1. Strategy is planning (Plan)
2. Strategy is a pattern
3. Strategy is a position (Position)
4. Strategy is a perspective (Perspective)
5. Strategy is a game (play)

From several definitions according to the experts, the writer takes a statement that strategies are things such as ideas and actions that are important in achieving a pre-planned goal. Promotion media concept Promotion in the tourism industry is included in marketing strategy activities. It is undeniable that this promotional activity really helps the development of a tourism product. Promotion is an activity that offers a product in the form of services, ideas and a place to the market to get attention, buy, use or consume that satisfies our needs (Pujiriyanyo, 2005) (Terry, George, & Leslie, 2010) and market desires.

According to (Kotler and Keller, 2012) "promotion means activities that communicate the merits of the product and persuade target customers to buy it" which means that promotion is an activity that communicates the quality of a product and invites potential buyers to buy / try it. Meanwhile, according to Anton Tejakusuma (2010) promotion is an action that aims to increase sales as well as a strategy to invite prospects through transactions.

From this the authors conclude that promotion is not only an activity that persuades or offers, but promotion is an activity that serves as a means of communication between industry and the market. According to Terence A. Shimp (2002) the promotion function is divided into four (4) points, namely:

1. Informing (providing information)
2. Persuading (persuading)
3. Reminding (reminding)
4. Promotion
5. Adding Value (add value)

**Definition of promotional media**  
The definition of media according to Pujiriyanto (2005) is a means of conveying messages or information to the public by using various graphic communication elements such as pictures or photos. Media or Medium is also referred to as a communication channel that is impersonal (through mass media) or interpersonal (face-to-face to online). In essence, each type of promotional media has its own characteristics and characteristics depending on the purpose of using each media. This promotional media is the scope of the promotional mix which is included in advertising or advertising. The following is how to carry out promotional activities according to Stanton, 1984

1. Above The Line (ATL) is a promotion that publishes and there is a price to be paid to the manager of the ATL promotion to publish it. The media used in the promotion of ATL are:

- a. Television
- b. Radio
- c. Newspaper (newspaper)
- d. Magazine (magazine)
- e. Billboards, neonboxes, signage
- f. Vertical Banner, Horizontal Banner

2. Below The Line (BTL) is a promotion that publishes with a minimum fee, even almost no costs are spent in promotional activities. The media used in promoting BTL are:

- a. Brochures, leaflets, flyers
- b. Catalog, Calendar, Agenda
- c. Company Website
- d. Company profile
- e. Event activities

3. Through the Line (TTL) promotion via TTL appears when there is a difference between promotions via ATL and BTL. Through this TTL, new technology-based media emerged. These media are the internet or social media such as Instagram, Facebook, Twitter and others.

**Indonesian Tourism Marketing Strategy**  
Tourism marketing strategy activities are activities carried out to achieve planned goals in the tourism sector. The tourism marketing strategy aims to make a tourism destination or product known and sold to consumers or tourists. According to Yoeti (2005) tourism marketing is an effort made by tourism stakeholders, both the government to attract more tourists (mancanegara and archipelago), stay longer and spend more dollars or rupiah on visited tourism destinations.

In this case, the tourism marketing strategy should be something that needs to be carefully thought through. Why so? because tourism marketing is included in the national tourism development plan. Tourism marketing strategies can apply techniques that are in accordance with the development of a more modern era.

From the above theories, the Ministry of Tourism of the Republic of Indonesia adopted this concept to become a marketing strategy framework for marketing Indonesian tourism products. The marketing strategy framework is shown in the following image:

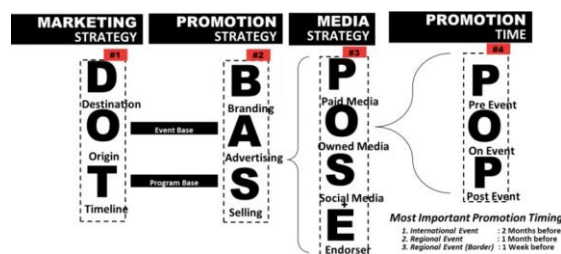


Figure 1. Indonesian Tourism Marketing Strategy Framework. Source: Ministry of Tourism LAKIP 2018

The marketing strategy with the POSE (Paid, Owned, Social and Endorser) approach was chosen to be the right media strategy to advertise Indonesian tourism products. The term POSE is a concept developed by the Ministry of Tourism of the Republic of Indonesia, namely Media Convergence or Media Convergence,



or it can also be called the amalgamation of media. The POSE media strategy is an amalgamation of media to advertise Indonesian tourism products. In this POSE strategy media, there are four (4) media components that is :

1. Paid Media (paid media)  
As the name implies, this media is a paid media to promote products / services. Examples of paid media are Billboard, Television, Newspapers, Magazines and others
2. Owned Media (own media)  
Owned media is a promotional media facility that is owned by the business owner himself. Examples of owned media can be such as websites, company profiles, applications and anything that is part of the promotional media facilities owned by the business or agency itself.

#### Social Media

According to M. Terry (2009), social media is simply defined as users of shared content using internet-based technology and is different from traditional print and broadcast media. Examples of social media are Facebook, Instagram, Youtube, Blogs and others.

#### Endorser

Endorsers in this context can be celebrities, ambassadors, influencers or influential figures. The function of this media endorser is to persuade the market to try a product / service. According to Terence A. Shimp (2013) there are important indicators in promotion through endorsers, namely:

- Truthworthiness (can be trusted)  
The message or content promoted by endorsers must be honest and can be trusted by the market
- Expertise (expertise)  
An endorser must have expertise, experience, knowledge in promoting a product / service. Expertise here can serve as a persuasive persuasion to attract the market.
- Attractiveness (physical attraction)  
Here an endorser must have something interesting or unique in him for the market to see
- Respect (quality is valued)  
Respect is the quality of an endorser's own personal achievement  
Similarity (similarity)

Referring to this indicator, endorsers and markets or audiences who see this promotion have similarities in terms of ethnicity, age, gender and social status.

#### Research methodology

The research methodology in this paper uses a qualitative approach. This qualitative research is to describe and describe the implementation of the POSE marketing strategy as an appropriate promotional media approach for tourist destinations in Batu City.

The research method used in this study is supported by the views according to experts, namely, qualitative research is the process of capturing information and actual conditions in the life of an object that is connected with solving a problem from both a theoretical and tactical point of view. (Nawawi, 2012). And also according to the opinion of the latest experts who say that "Research method qualitative is often called the naturalistic research method because the research is carried out in natural conditions (natural setting); it is also called a qualitative method because the data collected and the analysis are qualitative "(Sugiyono, 2017)

#### Data collection technique

Because the author uses qualitative research methods, the data sources collected must also be data that describe real situations, events, interactions and detailed observations. (Ahmadi, 2014) Therefore the data collection techniques used in this study are:

##### 1. Interview

According to (Sugiyono, 2017): Interviews are used as a data collection technique if researchers want to know more in-depth things from respondents. The interview was chosen as one of the collection techniques that the author uses to get complete information from the source. The type of interview the writer chooses is an unstructured interview because here the writer does not use an interview guide. The author conducted an interview with Ms. Made as the Head of the Promotion and Cooperation Section in the field of Tourism Promotion and Marketing at the Batu City Tourism Office.

##### 2. Documentation

The data collection technique that the writer chose was documentation. This technique can be used as valid evidence of how to implement a promotional media marketing strategy with the POSE approach in tourist destinations in Batu City. The author documents several sample photos of Paid Media (Billboards, Newspapers, Magazines, etc.) as a medium for promoting tourist destinations in Batu City. Documents in the form of images, such as live photos, sketches and others.

### 3. Observation

The author observes and comes directly to several tourist destinations in Batu City and the author sees what promotional media have been carried out by the Batu City Tourism Office and also the managing stakeholders. Here the writer uses the unstructured observation type because the writer makes observations without using an observation guide. From the results of these observations the writer can hone and develop his observational power in observing an object. According to (Sugiyono, 2017)

### 4. Literature study / literature study

The author reads and studies books, journals, articles, websites and also reports belonging to the government, especially the Batu City Tourism Office.

## Research Results and Discussion

The Batu City Tourism Office is included in the Batu City government which oversees the tourism industry sector in Batu City. In its work plan, the Batu City Tourism Office has a vision, namely the realization of Batu City as an International Tourism City. In order to achieve this vision, the Batu City Tourism Office continues to be committed to carrying out its duties, both in building, marketing and promoting its tourism products including tourist destinations in Batu City.

Marketing carried out by the Batu City Tourism Office has so far implemented the Indonesian tourism marketing strategy, especially in implementing promotional media using the POSE approach. Based on the research, the authors see that the media owned by the Batu City Government has been used as a promotional media for tourist destinations in Batu City. The following is :Promotion through Own Media.

**Official Website (www.bat kota.go.id)**  
The Bat kota.go.id website is the official portal owned by the Batu City Government. The official site provides various features, one of which is the news feature and also the Kota Batu profile. The site is managed by the Batu City Communication and Information Office, although it is not managed by the Batu City Tourism Office, in that site they also promote the leading destinations owned by Batu City.

The following shows the appearance of the Batkota.go.id website



Figure 2: Display of the Batu city government website Source: www.bat kota.go.id (Accessed April 13, 2020)

If we access it, we can immediately see the branding logo. The City of Stone is Shining Batu, which is placed in the large center. In this case, the promotion function as reminding has been well applied. The features and content on this official website are still dominated by the use of Indonesian. The explanation regarding the description of the tourist destinations is still lacking and incomplete. In the use of promotion through this official website, the promotion function according to Terence A. Shimp (2002) at the point of informing is still not being realized.

**The Among Kota Mobile Application**  
According to the Perwali Kota Batu No.78 of 2017 concerning the Smart City Master Plan, the idea of a smart city is an innovative smart city using sustainable digital technology. From this master plan, a mobile application called Among Kota was born. Among Kota is an application that is useful as a source of information about Kota Wisata Batu. in this application, there is information about the latest Batu City news, events, tourist destinations, public transport routes, emergency contacts and others that are useful for tourists. This application can be downloaded at Google Play Store on every gadget of the tourists.

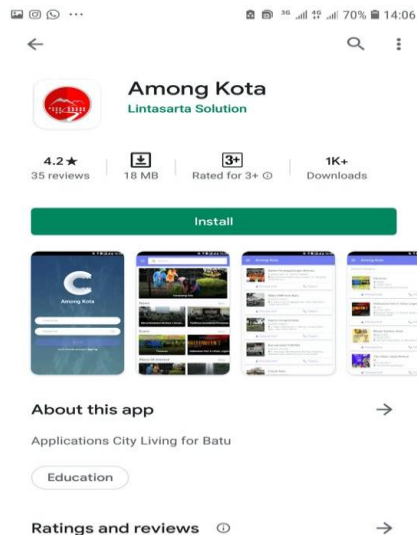


Figure 3 The Among Cities Mobile Application. Source: Among Cities Mobile Application Media (Accessed April 13, 2020)

If the traveler has installed it, the first page that will appear is some content from the application. Namely, there is Event content that can inform what events are currently and will be taking place in Batu City. There is also Place of Interest content, this is where the promotion of Batu City tourist destinations is carried out. In this Place of Interest content, tourists can access all destinations in Batu City, not only that this application also contains information from these tourist destinations from addresses to accommodation close to tourist destinations

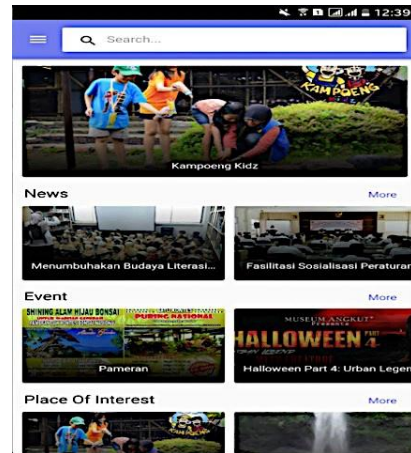


Figure 4. Display of Mobile Application Among Cities and Display of Destination Promotion  
Source: Among Tani Application (Accessed 13 April 2020)

In this application, some of the information on tourist destinations that are loaded already uses a bilingual language. Some are in Indonesian and some speak English, so not only domestic tourists can absorb information well, but also foreign tourists who use the application. From the promotional media using this application, it can be seen that the promotion function in the aspect of informing, adding value has been implemented well.



Figure 5. Calendar of Events Batu Year 2020  
Source: Batu City Tourism Office

This calendar of events is a form of promotional program for a tourist destination. This event calendar is a form of Below The Line promotional media (Stanton, 1984) used by the Batu City Tourism Office. Each year the Batu City Tourism



Office will issue a calendar of this event. In fact, this calendar of events contains a full year schedule of events from January to December. There is also information about each event in accordance with the promotional picture and accompanied by a description of the time and place of the event. This is where the event calendar plays a role in promoting tourist destinations. By making an event, it is certain that a place or tourist destination that is used as a venue for the event will be recognized by tourists.

The majority of the event venues included in the Batu City event calendar are tourism villages. The tourist village is also a leading tourist destination in Batu City. One example of an event that is included in the Batu City event calendar is the Sumberbrantas Festival, in this festival event the skyline tourist destination in Sumberbrantas village is the main venue. From this it can be taken that the promotional media through the Calendar of Events functions as adding value or adding value to the skyline tourist destinations because, with the holding of this festival, both the skyline and the Sumberbrantas village are seen as more exclusive tourist destinations. The following is a poster for the Sumberbrantas Festival event



Figure 6. Poster of the Sumberbrantas Festival Event  
Source: Instagram @disparta\_batu (Accessed April 14, 2020)



Figure 7. City Hall ATV Office Source: Author, 2020

Agropolitan TV or ATV is a television station local in Indonesia who held broadcasts in Batu City. Currently ATV itself is owned by the Batu City Government under the auspices of the Batu City Information and Communication Office. ATV is the only television owned by a government agency that stands in Batu City. ATV was founded as an electronic medium that serves to convey information about Batu City and Malang Raya. Broadcast coverage of ATV starting from September 2006 has reached Malang Raya, namely Malang City and Malang Regency. Media Promotion through TV is included in the promotional media form Above The Line (Stanton, 1984).

One program that aims to promote tourist destinations in Batu City on ATVs is the Let's Walk the Way Program. In the Let's Walk the Way Program, there is information about tourist destinations in Batu City. An example is the Ayo Jalan Jalan segment which was broadcast on December 13, 2019, the host and his team invited the audience to have a look at the Selecta Recreational Park tourist destinations. The following is a video snippet that the author took on the official YouTube Agropolitan TV.



Figure 8. Footage of the Let's Walk Jalan Taman Selecta Program. Source: Official Youtube Agropolitan TV (Accessed April 13, 2020)

In this case, Agropolitan TV has been promoting the Selecta Recreational Park tourist destination through the Let's Walk the Way program. Although not covered by the Batu City Tourism Office, the entire Batu City Government has integrated in an effort to promote tourist destinations. Not only Selecta Recreational Park, there are also

several tourist destinations that are being promoted in the Let's Walk ATV program, namely Megastar Horse Farm Tourism.



Figure 9 Footage of the Ayo Jalan Jalan Megastar Program. Source: Official Youtube Agropolitan TV (Accessed April 13, 2020)

From this the authors can take, one aspect of the promotion function according to Terence A. Shrimp, 2002 through this TV promotion media is a function of persuading or an invitation to the audience who saw it. This is where this persuading function influences the audience's decision making so that they can visit a tourist destination.

**Promotion through Endorser**  
After the explanation of the implementation of Own Media as a promotional media for tourist destinations in Batu City, the authors also analyzed the existence of other promotional media used by the Batu City Government, especially the Batu City Tourism Office. The promotional media is a promotional media in the form of an Endorser. Endorsers according to Terence A. Shimp (2010) are advertising supporters, people who advertise a product. Endorsers referred to here can be like celebrities, influencers or ambassadors or influential figures.

The endorser used in the promotion of tourist destinations in Batu City is the Tourism Ambassador. The name of the Tourism Ambassador used is Kangmas Nimas Batu City. This Batu City Tourism Ambassador has an association that covers it, namely the KANGNI association. All KangNi Tourism Ambassadors are directly responsible to the Batu City Tourism Office. In the AD ART KANGNI, Article 6 states that the KangNi Tourism Ambassador has the aim of accommodating the creativity of tourism ambassadors in the tourism and culture of Batu City, especially in terms of development and promotion.

From here, the author relates the theory put forward by Terence A. Shimp (2013) with the actuality of the KangNi Tourism Ambassador that there are important indicators in promotion through this Endorser promotional media, namely:

1. Truthworthiness (can be trusted)  
The message or content promoted by the KangNi Tourism Ambassador must be valid and trustworthy. Why? Because this Kangni Tourism Ambassador is a representation of Batu City. The following is the promotional content of the KangNi Tourism Ambassador



Figure 10 Kangni Promotion Billboard Source: Author, 2020

It can be seen from the billboard image above with the sentence "Enjoy the coolness & natural freshness of the natural charm of Batu Tourism City". This sentence is the content of the promotion carried out by Duta Wisata Kangni, the sentence is true because Batu City has a beautiful natural charm with its cool air. Therefore, the KangNi Tourism Ambassador has met the Truthworthiness indicator.

## 2. Expertise (expertise)

In terms of expertise or expertise, of course this KangNi Tourism Ambassador there is no need to doubt because before becoming Batu City Tourism Ambassadors there must be a selection they must go through. This selection requires that they have expertise, experience and knowledge. The author takes the example of a promotional video for typical food of Batu City, where there is a KangNi Tourism Ambassador who is making a vlog or video blog. The contents of the video contain persuasive sentences. This is where the expertise of KangNi Tourism Ambassadors can be seen, they have expertise in promoting a product or place including tourist destinations.

### 3. Attractiveness (physical attractiveness) and Respect (quality valued)

The KangNi Kota Batu Tourism Ambassador certainly has its own physical appeal and uniqueness for each individual. The indicators of attractiveness for the KangNi Tourism Ambassador must have been fulfilled. The majority of KangNi Tourism Ambassadors have good appearances so that the audience or people who see them will always be interested.

In terms of Respect or achievement indicators and personal qualities, KangNi Tourism Ambassador is not something to be worried about. Because each KangNi Tourism Ambassador has different qualities and achievements — different from educational, career and other achievements. This respect indicator can be seen from the participation of the KangNi Tourism Ambassador in representing Batu City in the East Java Raka Raki election event in 2019 and 2020. It was from the East Java Raka Raki election event that the role of KangNi Tourism Ambassador in promoting tourist destinations in Batu City was demonstrated. One example is Nimas Fitrianda Wieke or who is usually called Nimas Keke, who is the winner who became the Deputy Raki 1 of East Java in 2019. In this Raka Raki East Java event, every representative of the Tourism Ambassador always promotes tourist destinations in his hometown including Nimas Keke who promoting Kota Wisata Batu to the judges and the audience. The following is the documentation of the 2019 East Java Raka Raki election



Figure 11 Kangmas Nimas Batu City Source: Batu City Tourism Office, 2020



Figure 12. Nimas Keke. Source: Batu City Tourism Office, 2019

### 4. Similarity (similarity)

This KangNi Tourism Ambassador was formed so that this promotion process covers all aspects of the market. Based on the AD ART of the KANGNI Association, it is hoped that the KangNi Tourism Ambassador will provide an example of tourism and culture that is good for local, domestic and international communities. Although it is undeniable that the majority of the target market from the results of promotional media through the KangNi Tourism Ambassador endorsers are tourists aged 17 to 30 years.

In addition to the promotional media for Endorser through the KangNi Tourism Ambassador, the author also conducted an interview with Ms. Made as the Head of the Promotion and Cooperation Section in the field of tourism promotion and marketing at the Batu City Tourism Office. The author conducted an unstructured interview because it did not use interview guidelines. Mrs. Made stated: "We never use artists, yes. For promotions, we just invite them to do any events, we don't get paid. Those we invite are happy with Batu, so they promote themselves on social media " Based on the interview, the Batu City Tourism Office apparently never formally paid or endorsed artists or influencers. They are only invited guests for an event held by the Batu City Tourism Office, the artist or influencer volunteering to promote Batu City and its tourist destinations because they feel amazed by the beauty of Batu City.

From here the author can see that the role of the endorser promotional media using Batu Tourism



Ambassador is very helpful in promoting Batu City, besides that the author also conducts analysis on social media there are several influencers who make vlogs about tourist destinations in Batu City even though not formally, these influencers promoting and showing tourist destinations in Batu City to its subscribers.

In the 14-minute video blog, the influencers and their friends visited and showed several famous tourist destinations in Batu City, one of which is the icon of Batu Tourism City, Batu City Square.



Figure 13 Snapshot of Ibrahimirsyd's Vlog in Batu. Source: Official Youtube Ibrahimrsyd (Accessed 13 April 2020)

Evaluation of the Implementation of POSE Promotion Media Conducted by the City of Batu Tourism Office and Management (Jawa Timur Park Group). The POSE promotional media marketing strategy issued by the Ministry of Tourism has been implemented several times by the Batu City Tourism Office as an element that has an obligation as a regulator and facilitator in promoting tourist destinations and of course the same as the manager as an actor who is directly involved in the development and promotion of destinations the tour. From the results of the analysis that the author has described above, the author divides the two media as a comparison between the Batu City Tourism Office and also the manager. The author divides Own Media and Endorser as a promotional media frame carried out by the Batu City Tourism Office. Likewise with the manager, namely JTP Group with Paid Media and Social Media frames. The writer takes this division in order to be a comparison of which parties are more

effective in implementing this POSE promotional media marketing strategy.

1. Batu City Tourism Office (Own Media & Endorser). The evaluation results show that the Own Media owned by the Batu City Tourism Office has been used as well as possible as a promotional media for tourist destinations in Batu City, but this step must also be accompanied by more informative content or content. In using the own media website [batkota.go.id](http://batkota.go.id), the author uses the results of the analysis in [similarweb.com](http://similarweb.com) that it turns out that visitors to the [batkota.go.id](http://batkota.go.id) website in March 2020 are still dominated by domestic with a percentage of 96.35%.

Followed by a percentage of 1.20%, namely from the United States, Ecuador, France and finally India. Therefore, it is seen from the results of this analysis that the use of own media on the [batkota.go.id](http://batkota.go.id) website must also use English as a universal language so that the promotion process using this media can not only reach the target of domestic tourists but also the target of foreign tourists. Not only for the website, the Among Tani mobile application must also use English and be accompanied by more interesting and informative content updates.

For the use of the own media calendar of events and ATVs have been used well to promote tourist destinations. Moreover, for tourist villages, the use of the calendar of event promotional media can increase tourist visits so that they are not only aware of and visiting artificial tourist destinations but also can find out and visit natural tourist destinations. The use of endorsers as a promotional medium has been done very well and effectively by the Batu City Tourism Office. Although not an endorser from celebrities or influencers, KangNi Tourism Ambassador can also be an endorser promotional media with the same target market. The suggestions that the author can give so that the use of promotional media for the endorser of the KangNi Tourism Ambassador can be more developed, the Batu City Tourism Office and also the KANGNI Association can participate in national and international tourism events.



This KangNi Tourism Ambassador can participate in events abroad that represent Batu Tourism City in order to attract foreign tourists to visit tourist destinations in Batu City. With this, the implementation of the marketing strategy for the promotional media Own Media and Endorser carried out by the Batu City Tourism Office has been implemented and implemented properly and effectively.

## **CONCLUSION**

National tourism development is one of the marketing of tourism destinations, so a tourism marketing design strategy is needed which includes DOT (Destinations, Origin, Timeline), BAS (Branding, Advertising, Selling), POSE (Paid Media, Own Media, Social Media, Endorser) strategies. , and POP (Pre-Event, On-Event, Post-Event). The POSE strategic approach itself is a strategy in terms of advertising, promoting and publishing a tourism product, especially a tourist destination.

Batu City is a city that has many tourist destinations. Starting from natural tourist destinations, artificial tourist destinations, to cultural tourism destinations. From this study, the authors describe the implementation of this POSE marketing strategy as a promotional medium for tourist destinations in Batu City.

The author divides this POSE strategy into two media carried out by the Batu City Tourism Office as a Regulator and Facilitator and also tourist destination management stakeholders who are direct actors in the development and promotion of tourist destinations.

The Batu City Tourism Office has implemented this strategy in terms of Own Media and Endorser as best as possible, starting from the use of the batkota.go.id website, the Among Tani mobile application, Calendar Of Events to the use of local TV stations owned by the Batu City Government itself. Do not forget to also use an endorser, namely KangNi Tourism Ambassador, which represents the City of Batu Tourism. From the media, some of these media have covered the function of the promotion itself. But there are also those that have not been maximally implemented, namely the batkota.go.id website has not yet covered the promotion function as an informing aspect.

In addition, the Batu City Tourism Office also does not yet have endorsers from celebrities and influencers who should have endorsers from these circles, tourist destinations in Batu City will be better known. From this it can be concluded that the targets that cover the implementation that has been carried out by the Batu City Tourism Office are still aimed at domestic tourists.

This POSE Marketing Strategy as a medium for promoting tourist destinations in Batu City is very good. The use of this promotional media, still using traditional promotional media such as the use of Paid Media and Own Media, is still used in small cities such as Batu City. The development of the times also makes each stakeholder explore using promotions with Social Media and Endorsers. All of them work together and integrate to build and develop promotional activities for tourist destinations in Batu City so that they can become a choice of tourist destinations for domestic and foreign tourists.

## **SUGGESTION**

Based on the results of research through direct observation and documentation, the authors provide some suggestions that might be taken into consideration for future decision making. The suggestions are as follows:

The use of Own Media in the form of a website, a mobile application should the Batu City Tourism Office directly manage content creation, so that the informing promotion function can be achieved. In addition, the use of a bilingual language or two languages, namely English and Indonesian, is also needed so that the published information can be understood by all website visitors and mobile application users who are potential tourists for tourist destinations in Batu City. The Calendar of Events in Batu City should also be directly accessible to potential tourists, especially foreign tourists, in collaboration with the city government and the central government, namely the Ministry of Tourism.

We recommend that the Batu City Tourism Office can try to use endorsers from celebrities or influencers. So that tourist destinations in Batu City can also be known by their followers or followers. In addition, the use of the KangNi Tourism

Ambassador as a representative for Batu City is suggested to be able to participate in national and international tourism events. This is also important in order to attract foreign tourists to visit tourist destinations in Batu City

Using Inflight Magazine promotional media issued by international airlines. Such as Malaysia Airlines, Royal Brunei Airlines, and also Thai Airways. By trying inflight magazine promotion media from international airlines, at least tourists from our neighboring countries can find out about tourist destinations in Batu City.

## References

- Ahmadi, R. (2014). *Metodologi Penelitian Kualitatif*. Yogyakarta: Ar-Ruzz. Anas, A. A. (2019). *Anti Mainstream Marketing*. Jakarta: PT. Gramedia Pustaka Utama.
- Assauri, S. (2007). *Manajemen Pemasaran Dasar, Konsep dan Strategi*. Jakarta: PT Raja Grafindo Persada.
- David, R. F. (2011). *Manajemen Strategis*. Jakarta: Salemba Empat.
- Hery. (2019). *Manajemen Pemasaran*. Jakarta: PT. Grasindo
- Kotler, Philip, & Keller. (2012). *Manajemen Pemasaran Edisi 13 Jilid I*. Jakarta: Penerbit Erlangga.
- Meyers, K., & Zalukhu, S. (2009). *Panduan Dasar Pelaksanaan Ekowisata*. Jakarta: Unesco Office.
- Nawawi, I. (2012). *Metoda Penelitian Kualitatif*. Jakarta: CV Dwiputra Pustaka Jaya.
- Pujiriyanyo. (2005). *Design Grafis Komputer*. Yogyakarta: Penerbit Andi. Salah, W. (1997). *Pemasaran Pariwisata*. Jakarta: Pradnya Paramita.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Sinaga, S. (2010). *Potensi dan Pengembangan Objek Wisata di Kabupted Tapanuli Tengah. Kertas Karya Program DIII Pariwisata*.
- Stoner, Freeman, & Gilbert, J. (2012). *Management*. New Jersey: Pretince Hall inc. Stanton, W. J. (2012). *Prinsip Pemasaran Alih Bahasa : Yohanes Lamarto*. Jakarta: Penerbit Erlangga.
- Terence, A. S. (2003). *Periklanan Promosi Aspek Tambahan Komunikasi Terpadu*. Jakarta: Erlangga
- Terry, George, & Leslie, W. (2010). *Dasar-Dasar Manajemen Cetakan Kesebelas*. Jakarta: PT Bumi Aksara.
- Yoeti, O. (2005). *Perencanaan Strategi Pemasaran Daerah Tujuan Wisata*. Jakarta: PT Pradnya Paramita.
- Blesstwinka, P. F. (2019). *Aplikasi Strategi Branding – Advertising - Selling oleh Kementerian Pariwisata Indonesia pada tahun 2017 dalam Mengatasi Penurunan Wisatawan Mancanegara*.
- Dharmawan, P. (2015). *Kelekatan Kelembagaan : Perkembangan Pariwisata Buatan Menuju Pariwisata Berkelanjutan (Studi Kasus : Pariwisata Buatan di Kota Batu, Jawa Timur)*.
- Divinagracia, L. A., Divinagracia, M. R. G., & Divinagracia, D. G. (2012). Digital Media-Induced Tourism: The Case of Nature-based Tourism (NBT) at East Java, Indonesia. *Procedia - Social and Behavioral Sciences*, 57, 85–94. <https://doi.org/10.1016/j.sbspro.2012.09.1161>
- Firstiarin, Y. S. (2016). *EVALUASI “SHINING BATU” SEBAGAI BRAND PARIWISATA KOTA BATU PROVINSI JAWA TIMUR*.
- Jalis, M. H. (2018). *Marketing and Branding Initiatives for Local Food and Tourism Identity of Terengganu, Malaysia*. 1–22. <https://doi.org/10.4018/978-1-5225-7253-4.ch001>
- Kasim, K. T., Paiman, & Nawangsih. (2019). *Implementasi Strategi Pemasaran Pariwisata*

- Untuk Meningkatkan Kepuasan Wisatawan Berkunjung Ke Desa Gucialit Kecamatan Gucialit Kabupaten Lumajang Studi Kasus Pada Komunitas Gowa ( Guciailit Organisasi Wisata Alam ). Progress Conference Volume, 2(July), 501–510.*
- Masyhari Makhasi, G. Y., & Lupita Sari, S. D. (2018). Strategi Branding Pariwisata Indonesia Untuk Pemasaran Mancanegara. *ETTISAL Journal of Communication*, 2(2), 31. <https://doi.org/10.21111/ettisal.v2i2.1265>
- Wulandari, S. H., Chotijah, S., & Suadnya, I. W. (2019). Strategi Komunikasi Pemasaran Kawasan Ekonomi Khusus (KEK) Mandalika sebagai Destinasi Pariwisata Prioritas Pasca Gempa Lombok 2018. *Journal of Media and Communication Science*, 2(3), 158–167.