

MARINE TOURISM MARKETING STRATEGY THOUSAND ISLANDS

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ABSTRACT

This task of the final work consists of analysis of Indonesia tourism marketing process for the Thousand Islands, started from the planning step up till the actuating step. In this task of final work IS ALSO Described the obstacles in the tourism marketing process has been done and roomates Also describes the right steps of tourism marketing to increase of the number of tourist. This task of the final work is arranged by counting the data analysis. The result of analysis shows that Indonesia tourism marketing for the Thousand Islands has not been done well cause of the lackness of tourism human resources.

Keywords: tourism, promtion, marketing, Thousand Islands

ABSTRAK

Penelitian ini membahas mengenai analisis proses pemasaran pariwisata bahari Kepulauan Seribu, mulai dari perencanaannya hingga pelaksanaannya. Di dalam tugas karya akhir ini juga diuraikan kendala – kendala yang ada dalam proses pemasaran pariwisata yang telah dilakukan serta menjelaskan langkah pemasaran pariwisata yang tepat agar dapat menarik calon wisatawan ke Kepulauan Seribu. Tugas karya akhir ini disusun dengan menggunakan penelitian pengumpulan data. Hasil penelitian menjelaskan bahwa pemasaran pariwisata bahari Kepulauan Seribu belum berjalan dengan baik karena kurangnya sumber daya manusia pariwisata yang terampil.

Kata kunci : pariwisata, promosi, pemasaran, Kepulauan Seribu

INTRODUCTION

Tourism is one sector that has a very important role in the development of national economy and improving people's welfare. Culture and natural beauty is a valuable asset that has been able to attract tourists and foreign tourists to come and visit the natural beauty as well as to learn about the diversity of Indonesian culture. Tourism has now become a necessity for people in various walks not only to certain circles, so that the handling should be done seriously and involve the parties concerned, in addition to achieving all the objectives of tourism development,

Indonesia is a tropical country consisting of 34 provinces with 13 487 islands scattered around the equator. As an archipelagic nation is mostly covered in water has a huge potential in marine tourism or tirta.

Thousand Islands District Administration has a total area of ocean covering: \pm 6997 Km, Land area: \pm 8.71 km, which is divided into two sub-district with 6 Village and 110 islands, which are detailed as follows:

1. Sub-district of North Thousand Islands (consisting of 81 islands)

1. Urban Village Coconut Island (37 islands)
2. Village of Hope Island (30 islands)
3. Island Urban Village Bake (14 islands)
2. Subdistrict South Thousand Islands (consisting of 29 islands) including drowning island
 1. Village of Tidung (6 island)
 2. Village of Pari Island (12 islands)
 3. Village of Untung Jawa Island (11 islands)

Potential marine nature owned by the Thousand Islands tourism industry is an opportunity that must be managed properly and used well as community-based tourism destination in the world that still maintained continuity marine nature one through tourism marketing. In the promotion and marketing, Dept. of Tourism and Culture of the Thousand Islands is more focused in the promotion of nautical tourism in the Thousand Islands. However, travelers see from the data that exist with all the promotional activities which have been carried amount has not increased but even decreased.

Therefore, the authors arrange tasks this thesis entitled Marketing Strategy Marine Tourism Thousand Islands to analyze marketing strategies such as what exactly to attract tourists that traveled to the Thousand Islands and what are the constraints faced by Dept. of the Thousand Islands as a container during the process of promotion and marketing Thousand Islands tourism.

THEORETICAL OVERVIEW

Tourism

Definition of tourism can be viewed from multiple angles and have no definite boundaries. Many tourism experts who expresses his point of view regarding the definition of tourism, but the definition is narrowed to the same meaning. According Suwantoro (2004), tourism is a process of

temporary departure of one or more people heading somewhere else outside their homes.

Traveler

In a closely related tourism activities with tourists. The definition of rating according to the International Union of Office Travel Organization (IUOTO) and the World Tourism Organization (WTO) (Muljadi: 2009) "is any person who travels to a country other than that in the which she / he has his / her usual residence but outside his / her usual environment for a period not exceeding 12 month and Whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited ". The definition above can be interpreted that a person who travels to a country other than the country or outside the residence with the main purpose of the visit other than to carry out activities that produce the wages.

Tourism marketing

Marketing in tourism is very complex because of the product rather than the tourism industry have characteristics compared to the product in the form of goods and tourism products are often associated with several companies, agencies, and institutions in society.

Tourism products

In the general definition of the product according to Suwantoro (2004), is something that is produced through a production process. In this notion that the ultimate goal of a production process namely goods (products) that can be used for various purposes in order to meet human needs.

Tourist attraction

In Pariwisata activities are closely related to tourist attraction. Tourist attraction called the attraction is the potential for the driver of the presence of tourists to a tourist destination (Suwantoro: 2004). The higher the attractiveness owned a tourist attraction, it can

attract more tourists to come visit attendance to the tourist destination.

Natural tourism

According Suwanto (2004), Nature tourism is a form of nature tourism activities that utilize the potential of natural resources and environmental governance. Nature tourism has resources that are derived directly from nature. In addition, the potential nature and helpless attraction for tourists as well as activities intended for fostering a love of nature, both in nature and activities after cultivation.

Enterprises Water Tourism

Utilization is very diverse tourist attraction. This provides an opportunity for entrepreneurs to open up business opportunities tourism business. One is a water tourism facilities, known as marine tourism.

RESEARCH METHODS

Task author in writing this thesis using qualitative methods of research with studies that are used to describe and analyze the phenomena, events, social activities, attitudes, beliefs, perception, and people individually or in groups (Sukmadinata 2009: 53-60). In conducting research in the Dept. of Tourism and Culture of the Thousand Islands, the authors use a variety of research methods including the following: (1) Observation Field, in the task of writing this final work menerapkan participatory observation techniques. During the period of the Job Training authors have been involved in the marketing process Thousand Islands maritime destination. The author observes how marketing strategies in giatkan by Dept. of Tourism and Culture of the Thousand Islands. (2) Interview, Interviewing is a technique of data collection using the direct communication with the interviewee. (3) Study Library To complement the required data in the task of writing this thesis, the author also conducted research with the engineering literature. The research literature is intended to search, read, record, and collect literature from the literature that was used as the theoretical

basis that can help the results of the study (Sugiyono, 2016). In collecting data through library research techniques, the authors seek references from books, the Internet and legislation.

DISCUSSION

Thousand Islands Marine Tourism Object

Thousand Islands around the island lined up from south to north stretches along 45 km. Despite its name, the Thousand Islands, the total number of coral islands in the archipelago is 110 islands. According to recent data, of the total 36 islands are used as tourist island, 13 developed into uninhabited islands, 11 islands became a stopover island protected migratory birds, three island containing the remains, the remains of history. Also there are 23 privately owned island so closed to the public and the rest are uninhabited islands. Thousand Islands cluster has great potential for the development of a wide range of industries, such as mining, fishing, oil and the most important is tourism.

As one of the 10 priority tourism destinations (Years 2015-2019) Thousand Islands region has a lot of tourist destinations, especially nautical tourism. Thousand Islands themselves are divided on the Settlement Island, Island Resort, Pulau History, and the National Park Area. Each island has a character and a different destination.

Island Settlement

Island is an island inhabited settlements inhabited by local residents who initially most of livelihood as a fisherman. The islands settlement was originally a living area fishermen who stop later used as a residence and became the island settlements. Tourist destinations in nine residential island that has a superior tourist destinations in the Thousand Islands region is as follows: (1) **Pramuka**, Scout Island is one of the islands in the Thousand Islands cluster. Scout Island including the National Marine Park with an area of nine hectares. As the central government of tourism facilities is complete. Hospitals, restaurants, a field for exercise, and so on, and

making maritime destination for visitors who want to enjoy the beauty of the underwater world. Here are the destinations that a tourist destination to come to Scout Island: (a) the National Park Scout Island (b) snorking Sot (c) Green Homes (d) Historical Tourism Office Wedana Island Bake (e) History Tomb Habib Bake Island (f) Rear Turkish Karya Island. **(2) Tidung**, Tidung (Tidung Large and Small Tidung Island) is the largest island in the Thousand Islands with a size of approximately 50 hectares and a length of 4 kilometers. Leading tourist destinations in Tidung are as follows: (A) Bridge of Love (b) Sunset Spot (c) Educational Framework Whaling (d) Captive turtles (e) Captive Nemo (f) the Commander of the Black History Tomb and King Tidung. **(3) Untung Jawa Island**, Untung Jawa is one of the inhabited islands with a land area of approximately only 40 hektare. Untung Jawa Island has several destinations that support the development of the island as a tourist island as follows: (a) Coastal Sakura (b) Coastal Sentigi (c) monument and park ARSA (d) Mangrove (e) Tree Bride. **(4) Pulau Kelapa Dua**, the island is densely populated and inhabited mostly by people makasar or Bugis, filled with hardcoral, Seagrass, mangroves, and marine biota. Two Coconut Island is a breeding or breeding turtle island which is managed by the National Park by hiring Thousand Island Sea island society. **(5) Harapan Island**, Harapan Island is one of the islands in the Thousand Islands are a tourist destination when it has a goal to roam the island or island hoping. **(6) Pulau Damar / Edam**, Damar Island or commonly known by tourists to the island of Edam. The island has become a tourist destination for residents of Jakarta and surrounding areas are crowded lately. The island is an island that is not inhabited, here there is only home to the guards and administrators of the island. **(7) Pulau Pari**, Pari Island is one island that became the main destination when tourists visited the Thousand Islands since the islands were clean with a gently sloping beach with no waves and pollution free. Making a good choice as a destination vacation spot. There are three

destinations a tourist destination to come to Pari Island, namely: (a) Coastal Grantham (b) Sand Beach Virgin (c) Sun Hill. **(8) Lancang Island**, To achieve Lancang Island can be reached by ferry or regular or fishing boats is also often called a boat, from Port Swamp Saban. Lancang Island has quite a lot of domestic tourists, most of them are tourists who are interested in fishing, nature tours, and snorkeling, because the Lancang Island still has a very clear sea water for water attractions, as well as the collection of water reserves for fishing hobby. **(9) Sabira Island**, This island is the farthest island of the cluster of islands including the Thousand Islands. The distance of Pier Marina Ancol is approximately 3 hours by ferry. the island also has several destinations that attract tourists is as follows: (a) History Lighthouse (b) Travel Fishing (c) Tourism Education Captive turtles (d) Educational Preparation Salted Fish Selar.

Island Resort

Resort Island in the Thousand Islands offers more exclusive service and also have a more complete facilities. Island Resort is an island which is managed by the private sector. The private sector should have a Land Use Permit appointment. SIPPT this as evidence of the contract the use and development of the island. Island Resort, There is 8 island resort at Thousand Islands Tourism , such as : **(1) The Island Princess**, Princess Island is a resort island islands which share facilities practically complete and very comprehensive. Here there is even an underwater aquarium, sunset cruise and glass bottom boat plus a pool that can be enjoyed throughout the holidays. **(2) Sepa**, For lovers of diving, this Sepa Island is one of the main goals when performing marine tourism in the Thousand Islands. **(3) Bidadari Island**, On this island is a variety of comfortable cottages floats that make you could feel the bed adjacent to the sea while listening to the waves. When the morning comes, to see the sunrise from the cottage feels is the most soothing thing that should not be overlooked exclusive and inclusive. Facilities on the island is very complete and well maintained. **(4) Macan**

Island, Macan Island also offers a variety of beautiful cottages and underwater scenery is very charming. Such restrictions make visitors who came seemed to vacation in a private island with luxury facilities only for himself. The cottages are in the rental on the island is all not air ac, natural and in cipta kana natural atmosphere overlooking the sea or semunya. Jadi beach tourists will find in the open with kemewan that can not be his daptkan on another island. **(5) Pulau Ayer**, The cottages are located in very different zoom Ayer Island with cottage - cottage that exist on the island resort in the Thousand Islands Tourism others. Here the concept of ethnic Papuans was felt as soon as you set foot on the island of Ayer. **(6) Kotok Island**, instead of promoting the resort, Kotok be hunted backpacker who want to experience camping on the beach a beautiful island. Various camping facilities such as water, electricity and showers are available here even, for those of you who want to see an icon namely Eagles Brondol Jakarta city, you can watch directly on Kotok. **(7) Pantara Island**, the beauty of the island Pantara would immediately suck up all the attention when it gets here. Facilities on the island is also very complete, everything there, from watersport, until the food was delicious. **(8) Pelangi Island**, those of you who like fishing, rainbow island is perfect and should be visited because here there are many different kinds of fish, which certainly provides a steady pull. For diving and snorkeling spot also practically not inferior to Sepa because here the seabed ramps so it is very easy to do two of these events. The average - average, visitors to the island rainbow is a group conducting gathering,

Marine Tourism Marketing Strategy Thousand Islands by Dept. of Tourism and Culture of the Thousand Islands

Dept. of Tourism and Culture of the Thousand Islands as a government agency whose role is to develop and oversee the development of tourism and culture in the area of Kepulauan Seribu District Administration. Tribe Thousand

Islands Tourism Department has opened up opportunities for the advancement of the Thousand Islands tourism through the organization of events that support. As in 2019, the Dept. of Tourism and Culture has organized the Thousand Islands Festival Untung Jawa ie activities that are delivered to mark the anniversary of Untung Jawa Island. Activity filled with remembrance and prayers, thanksgiving, feast of culinary, entertainment performances, various competitions and Ornamental Boat Parade. Festival Untung Jawa is also used to promote the marine ecosystem on the island Hair, Sakura Sand beach, tourist attractions water, and the area of mangrove forests in Untung Jawa Island. Promotional Video Making Thousand Islands taken at the beginning of February in some tourist destinations such as the pre-eminent maritime Thousand Islands Tree Bride in Untung Jawa Island, History Island and Island Kelor On Rust, Angel Island Resort in Pulau Macan, until the Scout Island National Park. Then on March 9, 2019 has been held in Pari Island Reggae Festival This event brings reggae masters Indonesia one like Tony Q Rastafara and Ras Mohammed. This event successfully brought more than 3,000 visitors to the Pari Island. In addition, it has been held Abang Abang None None 2019. Thousand Islands Thousand Islands in the select will be a tourism ambassador Thousand Islands. Was formed to represent the culture and as a tourism ambassador was good to be promotion window Thousand Islands. On March 29, 2019 Grand Final Abang None Thousand Islands in 2019 to bring the capital Wizzy famous singer as a guest star in Pramuka Island. In early April 2019 Dept. of Tourism and Culture of the Thousand Islands also participated in the exhibition Deep and Extreme at the Jakarta Convention Center in order to promote the packages sold by resort island and island residents and many other activities as enumerated in the background section introductory chapter duty this final work.

To lead these activities, of course, Dept. of Tourism and Culture Administrative Region Kepulauan Thousand own procedure to be

followed. The procedure which is marketing procedures. Marketing generally includes the transfer of ownership and possession, in which the relationship between the producer and the consumer ends when the transaction is completed. Different again with tourism marketing is a business that is engaged in the service. Tourism marketing includes after sales services. In the process of tourism marketing and konsumen manufacturer relationship does not break at the time of the transaction has been completed. Since the main purpose of tourism marketing is to include consumer satisfaction. Therefore do after sales services. This procedure is intended that the manufacturer will determine whether consumers are satisfied with the services provided.

Obstacles in the Thousand Islands Tourism Marketing Process

There are some constraints experienced during the marketing process progresses. Constraints - the constraints included a lack of human resources (HR) and a lack of skilled tourism role of the media. The third thing that the constraints are an important component in the Thousand Islands tourism marketing process, and therefore should be given more attention to creating well-targeted marketing.

1. Lack of Tourism Human Resources

In the process of tourism marketing has been done, the Indonesian state still relies on human resources Jakarta tourism from mainland regions less direct role of sons and daughters of the Thousand Islands. This is because they still lack the ability of public relations society island with potential tourists. During this time the Thousand Islands tourism marketing more focused on how the viewpoint of people outside the island are attracted to one thousand islands. Without seeing the standpoint of its own citizens Thousand Islands on the characteristics of the local community does tourism marketing area.

2. Lack of Role of Media

Society at large is still very trusting what the news media provide. In this case the mass media as a window to the outside of

the island residents less cooperative in bringing news of the island. As in the period December 2018 - January 2019 after the tsunami that strikes Tanjung Lesung media tout the dangers of playing or be around shoreline. The media appealed to the public not to approach the coast. Many of the mass media were raised that the Sunda Strait tsunami resulted in high waves in the Thousand Islands.

It is impacting the number of potential tourists who are reluctant to even canceled a planned trip to the Thousand Islands region for fear. Whereas in fact in those seasons obak in the Thousand Islands is a reasonable height because it represents the arrival times of the west wind. According to this writer is one of a lack of media's role in shaping the good image of the Thousand Islands.

CONCLUSION

In the Job Training after approximately 4 months in the Dept. of Tourism and Thousand Islands Regional Kebudyaan authors can conclude from the results of the study are:

1. Featured Bahari places Thousand Islands

Thousand Islands has marine tourism potential is very high. Here are the islands and featured destinations are often a tourist destination when visiting the Thousand Islands:

a. Island residents

1. Scout Island to destinations which it is intended that the Scout Island National Park, snorking Spot, Green Home, History Office Bake Wedana Island, History Tomb Bake Habib Island Beach and Island Rear work.
2. Island destinations Tidung with the goal of Bridge of Love, Sunset Spot, Education Framework whale, turtle breeding, breeding Nemo, and the Commander of the Black

- History Tomb and King Tidung.
3. Untung Jawa Island to destinations which it is intended that Sakura Beach, Coastal Sentigi, Monument and Garden ARSA, Mangrove, and the Tree Bride.
4. Two Coconut Island destinations with the goal of a diverse marine biota, Bugisnya culture that is still well preserved and the Thousand Islands Marine National Park with its mangroves and turtle are still maintained.
5. Hope Island destinations with the goal of snorkeling tour for stunning underwater beauty and its strategic location.
6. Damar Island / Edam to destinations which it is intended that is beacon Dutch relic and cultural tourism Tomb of Queen Banten.
7. Pari Island island destinations with the goal of sandy beaches such as Virgin Sand Beach, Coastal crackle, and the Sun Coast.
8. Lancang Island as a destination that is a destination for snorkeling and for the hobby fishing.
9. Sabira Island destinations with the goal of Lighthouse History, Fishing Tourism, Travel Turtle Breeding Education, Education Development Selar Salted Fish and Tree troubled.
- b. Island Resort
In addition to the island residents who become tourist destination for a trip to the Thousand Islands of Pulau Putri, Sepa, Angel Island, Pulau Macan, Pulau Ayer, Pulau Putri, Pulau Pantara and Rainbow Island which offers more exclusive travel packages.

2. Maritime Tourism Marketing Strategy Thousand Islands

Dept. of Tourism and Culture of Thousand Islands region as a container Thousand Islands community to continue to develop and market potential for marine tourism Thousand Islands open up many opportunities for the Thousand Islands, business travel agents, as well as other supporting elements. To lead the marketing, there is a procedure to be followed; namely product instrument, instrument distribution, promotion instrument, public relations, and evaluation. Instrument covers the product stage assessment process and socialization materials production. Assessment is the process by which the assessment team should discuss what material will be appointed for disseminating publications and collecting materials and ingredients are concerned for the purposes of socialization. The assessment was done after the team conducted a study of the characteristics of the market which is the goal to determine the preferred type of tourism. Distribution instruments that do the review team Dept. of Tourism and Culture of Thousand Islands Region discuss in advance what materials will be appointed for disseminating publications and collecting materials and ingredients are concerned for the purposes of socialization and. Promotion instrument performed Tribe Department of Tourism and Culture of the Thousand Islands to stage the promotion through two types of activities that are at Deep & Extreme event at the Jakarta Convention Center. Then there is the special event example is Pari Reggae Festival which fell invite Tony Q and Ras Muhammad to jazz and reggae music lovers invited to be present to enjoy the beautiful Sand Virgin Beach in Pari Island. Then, at the stage of public relations, team berugas to make the entire documentation of the activities taking place during the marketing process and put it into the website and social media

sites Dept. of Tourism and Culture of the Thousand Islands. The result of this interaction will be a matter of discussion in the next stage, namely the evaluation of tourism marketing. Evaluation phase necessary for the tourism marketing process that will be done next. berugas team to make the entire documentation of the activities taking place during the marketing process and put it into the website and social media sites Dept. of Tourism and Culture of the Thousand Islands. The result of this interaction will be a matter of discussion in the next stage, namely the evaluation of tourism marketing. Evaluation phase necessary for the tourism marketing process that will be done next. berugas team to make the entire documentation of the activities taking place during the marketing process and put it into the website and social media sites Dept. of Tourism and Culture of the Thousand Islands. The result of this interaction will be a matter of discussion in the next stage, namely the evaluation of tourism marketing. Evaluation phase necessary for the tourism marketing process that will be done next.

3. Obstacles Maritime Tourism Marketing Strategy Thousand Islands

In tourism marketing process that has lasted this long, there are some constraints experienced marketing team; among others, the lack of human resources and a lack of skilled tourism role of the media to help the Thousand Islands tourism marketing. Thousand Islands tourism resources still have shortcomings in terms of communicating with the target market. There was also still a lack of discipline on duty in each person in charge. Then another obstacle is the lack of cooperation by the media. Often the mass media circulated the news that actually makes tourists afraid to visit the Thousand Islands.

From the analysis of the authors, there is some suggestion that the author wants to convey to the Dept. of Tourism and Culture Region of Thousand Islands, among others: (1) Should Dept. of Tourism and Culture Administrative Region of Thousand Islands can add Human Resources in Tourism for help develop tourism destinations in the Thousand Islands. (2) Then, from the Human Resources support is Abang None Jakarta and the Thousand Islands Thousand Islands Maritime Women Men should Dept. of Tourism and Culture of Thousand Islands area is more stringent in its election. Which become tourism ambassadors should already know exactly what he should represent. Not just good looks. (3) Should Dept. of Tourism and Culture of Thousand Islands region after carrying out technical assistance or training related to tourism is not broken at the time coaching or training is completed. Instead, participants of technical assistance or training related to tourism continues to be accompanied by the knowledge that is given can still helpful and assisted when the participants need help.

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