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THE EFFECTIVENESS OF MARKETING STYLE BY SPA THERAPIST IN BOOSTING SALES TO AND LOCAL TOURISTS IN KUTA

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ABSTRACT

Spa industry flourishes and influences the development of hospitality industry in Bali. Various spa facilities in Bali accommodate varied Spa service demands that inspired by local and abroad culture that offers comfort, relaxation, and stress-free with traditional touch of massage technique that of which the purpose of people who want to enjoy the spa in Bali. The presence of domestic and local tourists should be utilized to support local Spa industries. This study aimed to describe the effectiveness of the marketing style by the therapist in order to increase the domestic and local tourists for visiting the local's SPA and therapist's attitude in offering the local products and the local treatments to attract the consumers. This study is using descriptive-quantitative approach. The study conducted in Kuta tourism area with spa therapist's daily activities, how they are offering their product and giving the service to the domestic and local tourists as the subject in accordance to the stages of the study. The instrument that used in this study is the sheets of promotion effectiveness, sheets of therapist marketing style and sheets of attitude, by using scales that is adjusted in the study. The result of this study shows that, 1) effectiveness of promotion that is done with an appropriate marketing style can boost costumers, 2) formal Indonesian language that is used correctly can make domestic and local tourists more interested in taking treatments. Based on the findings it is concluded that the promotion is effective if the marketing style of the therapist improved and used intensively to boost sales and costumer visit in the spa. The suggestions that can be given based on this study are that improving and developing the marketing style and ability of the therapist to communicate directly to domestic and local tourists may boost sales. Spa industry stakeholders and language teachers should be involved to support local spa industry.

Keyword: Effectiveness, Marketing, Therapist, Kuta, Domestic and Local Tourism

I. BACKGROUND OF THE STUDY

For years the tourism industry has become one of the important sectors in many developed and developing countries, including Indonesia. Spa industries flourish and influence the development of hospitality industry in Bali. Spa has been developing continuously almost over the last fifteen year. At the beginning, they were only several SPA, thus well organized and management in hotels for the tourist. Back at that time, many of spa was under recreation department or housekeeping department, not as we known today as spa department itself.

Spa is an example of labor-intensive industry that synergize to hospitality industry. As a service industry that provide employment as Spa helper, therapist, and to Spa's director for the higher level. In the local Spa's that located in the Kuta beach area, the spa therapist is responsible for giving treatment and selling spa product. Therapist also responsible to draw in the guests and market their product and treatment directly to tourists with an effective marketing style using bahasa Indonesia so that domestic and local tourists are more interested in

taking the treatments. Kuta Beach tourism area is one of the domestic and local tourists destinations in Bali

We find easily, what today people find as spa activities such massage, nail polishing, manicure and pedicure, and head massage are doing in famous coastal areas like Kuta and Sanur. We known that mostly the workers are woman, and they were doing those treatments directly to the guests who were enjoying the sunbathing. The massage was performed on towel or sarong as under sheet. The application of massage with oil with several movements or techniques are helping guest to reduce the muscle tension.

Especially in the spa, the competition between spa in the industry are real. As nearly every day's spa, resort spa, hotels spa in Bali are in competition to attract spa fans. Many spas are using available marketing strategy to win the potential customers. Nowadays the growths of commercial SPA businesses along the main street of Kuta, or spas along the coast, are playing serious number. These commercials spas are managed individually by local people or under spa management. To know and

understand SPA culture in Bali or Indonesia is through studying the influences of the two major traditional healing and beauty treatments from Java and Bali. The Java and Bali cultural massage technique known as "pijat" and "urut" are common doing in the families when the members are not in well condition (ham, 2002).

Since the spa is so famous, the standard of manipulating muscle, or known widely as the five Swedish techniques such as effleurage, kneading, tapotement, petrisage, and rubbing by Hendrik Ling. These five techniques are using as the massage movement for each treatment in the spa, in Bali. These movements are using oils to the guest's body for stimulating the blood circulations, relieves stress, reduce tension and muscle pain, and increases the flexibility of muscle as well induces relaxation for body and mind.

In the local Spa's that located around Kuta Beach area we can observe many tourists enjoying the treatment. Bali as one of favorite destination island in Indonesia provides many spa activities. These SPAs offer not only treatment but the product as well. The worker, the spa therapist is not only responsible for giving treatment. The Spa's workers need for targeting and marketing the guests. Selling the products is extended duties, to growth the revenue. During offering the treatments and selling the spa products, they also responsible to draw in the guests and market their product and treatment directly to tourists with correct Indonesian marketing style so that domestic and local tourists is more interested in taking the treatments.

This research is very important, given that the effectiveness of marketing style can help spa therapist to boost the sales into the domestic and local tourists. Thru this study, we clearly know how the market is expected. How to have beneficial the marketing style using bahasa Indonesia and effective strategy for the spa worker or therapist skill for marketing in Kuta. as well as being a reference in the implementation better skills of communication. Kuta Beach tourism area is one of the domestic and local tourists' destinations in Bali. The presence of domestic and local tourists should be utilized to support local Spa industries.

II. LITERATURE REVIEW

Promotion, on the other hand, according to Buchari Alma (2006: 179). Promotion is a kind of communications that gives explanations and convince potential consumers of goods and services in order to gain attention, educate, remind and convince potential customers. The promotion mix according to Kotler Philip listed in the book by Drs. Djaslim Saladin (2004: 172) is as follows: 1. Advertising is all forms of non-personal presentation,

promotional ideas, promotion of goods or services performed by the sponsor who paid. 2. Sales promotion is a variation of short-term incentives to stimulate the purchase or sale of a product or service. 3. Public Relations and Publicity is an attempt (variation) of the draft program to improve, maintain, or protect the company or product image. 4. Personal sales or face to face is the oral presentation in a conversation with one or several potential buyers for the purpose of making a sale.

Effectiveness is always associated with the relationship between the expected results with the results actually achieved. Effectiveness comes from the word effective implies the achievement of success in achieving the goals set. In the opinion of Mahmudi in his book Performance Management Public Sector defines effectiveness as follows: "Effectivity is a relationship between the output with the goal, the greater the contribution (contribution) output to the achievement of the goal, the more effective the organization, program or activity" (Mahmudi, 2005: 92). This statement focuses on outcomes (results), program, or activity that is considered effective if the resulting output can meet the desired objectives or said spending wisely.

Communications are directly used to get direct feedback from consumers is clear. The use of aspects speaking formally in accordance with the rules of Indonesian as above, is one way of sale that need to be developed by therapists SPA in order to be able to train communication is right when promoting the product SPA located in the area of Kuta so it can be accepted by both the listener and a mutual relationship, by local and domestic residents who were spending their vacation in the tourist area of Kuta. Promoting using proper and correct Indonesian language by Spa therapist directly, will be an effective communication. To attract the domestic and local tourists' attention for enjoying SPA activities in Kuta, therapists, who use proper and correct formal Indonesia in communication, are able to have a positive impact on the local population when they offered the product directly.

Massage is therapy that uses manipulative and soft tissue techniques that are generally based concepts of anatomy, physiology and human function (Lee and Lim, 2002). AS As the standard of manipulating muscle, or known widely as the five Swedish techniques such as effleurage, kneading, tapotement, petrisage, and rubbing by Hendrik Ling.

SPA is becoming synonymous with wellness (Johnson & Redman, 2008). Wellness is the main issues why people go for travel, enjoy the holidays and visiting the touristic destinations.

III. THE OVERVIEW OF RESEARCH LOCATION

In Bali, Kuta beach is a well-known as domestic and local tourists destination in Badung Regency, and known worldwide. Just 30 minutes from Denpasar City, as capital city of Bali province. Kuta is located closed to the main center city, and it is about 10 minutes' drive from Ngurah Rai International Airport. Kuta beach is also known as one of famous beach for enjoying the sunrise in Bali. Kuta beach is a known as white sandy beach, is chosen site for surfing and as main place for enjoying sunset. The coastal area of Kuta, is a favorite tourist area for domestic and local people. Almost every day, this area will be overrun by families, young couples, parents, and other communities to come together to enjoy the beach atmosphere, and it will crowded during the weekends.

IV. THE PURPOSE OF THE RESEARCH

This study aimed to describe the effectiveness of the marketing style by the therapist in order to increase the domestic and local tourists for visiting the local's SPA and which SPA therapist's attitude are positively accepted while they offer the products and the treatments for attracting the local consumers.

V. METHODOLOGY

The mixed methods approach uses for this study. The questionnaires distributed, were conducted by distributing structured list of questions sheet to respondents. Observation was done either directly or indirectly, from the researcher to the object of research. In-depth interviews conducted by the researchers by asking questions to the informant directly. The researchers are the primary means for collecting data through questionnaires, field observation and in-depth interviews with selected informants. The data obtained in the field, is the real situation, in a natural setting. The sample in this study comes from a purposive sampling method. The raw data are processed into understandable and informative data. Literature and the results were analyzed using the descriptive qualitative interpretative method. The variables that were analyzed in this research, among others: (1) Spa therapist's marketing style in Kuta. (2). The Effectiveness marketing style for promoting spa's products to the domestic and local tourists. (3) Therapist's are using formal Indonesian language for marketing.

In order to obtain primary data, researchers conducted field research through the distribution of questionnaires, where written questions were presented directly to the respondents. This was followed by interviews and direct observation. This

study is using descriptive-quantitative approach. The marketing style of the therapist in offering products is boosting sales and obtain positive attitude as feedback from domestic and local tourists. The study conducted in Kuta tourism area with spa therapist that is offering their product and service to the domestic and local tourists as the subject in accordance to the stages of the study. The instrument that used in this study is the sheets of promotion effectiveness, sheets of therapist marketing style and sheets of attitude, by using scales that is adjusted in the study.

VI. RESULT

Results data were obtained from 50 local SPA therapists along the coast of Kuta. For marketing the spas treatment and products, the spa therapists are normally giving their customers the brochures, around their spa or spa's name. Most of the workers are women, and, who were able to increase income for the families at home. Their contributions from and to the domestic and local tourists are not maximized, because most of the workers are not active entrepreneurs, or marketer. There are changes to the meaning of formal Indonesia language to help their promotion for targeting domestic and local tourists, internal competition of local spa therapist to attract the potential local consumers. Based on the perception of the domestic and local tourists, they will get clear idea about local spa through correct information in formal language. Local tourism is considered from the aspect of opportunities, the domestic and local tourists in Kuta beach are promising. The domestic and local tourists are choosing Kuta, as one of favorite place to visit, and mostly full during the holidays and weekends. It is a potential markets for society-based business that grows in coastal areas. The spa's price offered is relatively cheaper compared to those offered in the day spas in spa center, spa shop or spa in city center, thus, is able to attract domestic and local tourists, and able to increase the spa visitors and help the local business in Kuta area. The result of this study shows that,

- 1) Effectiveness of promotion that is done with an effectiveness marketing style can boost costumers.
- 2) Formal Indonesian language that is used correctly can make domestic and local tourists more interested in taking treatments.
- 3) The attitude of domestic and local tourists to the spas in Kuta tourism area is positive if the marketing style is positive. Based on the finding it concluded that the promotion is effective if the marketing style of the therapist improved and used intensively to boost sales and costumer visit in the spa.

VII. DISCUSSION

Many local spas' in Kuta area is an example for the community Based Tourism model. The local people are working as spa therapist and some of them manage own local spa. CBT can help local communities to gain / increase revenue, diversify the local economy, preservation of culture and preserve the environment (Hamzah & Zainab, 2009). CBT is a model of tourism development, which assumes that tourism should depart from the awareness of values and the needs of the community, in an effort to build tourism that is more beneficial to the needs, initiatives and opportunities for the local community (Syah 2012). CBT is a community development tool, which strengthen the ability and ensure the participation of local communities to manage their tourism resources.

The success of developing spa fans in Bali has depended on two main factors: SPA as the places for relaxing and reducing the stress. Various spa facilities in Bali accommodate varied Spa service demands that inspired by local and abroad culture that offers comfort, relaxation, tranquility, and stress-free that of which the purpose of people who do travel.

The Packages are offering the spa products and services available at almost all accommodation provider starts from star hotels, budget hotels, resorts and villas. Comparing the revenue from each department in hotel, often spa has been the biggest revenue earner. As for the guest's choice of activities, it can be seen that the visitor number to the spa is increasing. Guests are doing the treatments or buying the products as souvenirs has been the most popular activities during their stay in hotels. The spa tourist can be divided in three main categories: spa's fans, newcomers, and just tried. The numbers of tourists as spa fans have increased rapidly.

They have become an important indicator of the spa's revenue. Spa also accept that newcomers spa's visitors is the fastest-growing number, the spa packages are selling so they can try others treatments in the SPA. The just tried" type of guest are treated by giving special discount or free trial massage once they arrived. The effectiveness Spa therapist's marketing style is needed to attract the domestic and local tourists' attention. The numbers of domestic and local tourists in Kuta should be seen as potential market. The domestic and local tourists will pay more attention if therapist promoting the treatments for relaxing, foot massage and body massage are the favorite treatments for domestic and local tourists. The top selling spa's product is affiliated with beauty. Giving free massage for 5 minutes is one of the effectiveness marketing styles for promoting spa's treatments to the domestic and local tourists. If the therapist's are using proper formal Indonesian

language for marketing the products or treatments, the domestic and local tourists will give more respect and it will be good to continue the communicate. The positive respond from the domestic and local tourists will gain the spa therapist's self confidence, and this is very important aspect to provide better treatment. Spa therapist could give good massage treatment to their guest.

Even more the tourist is coming to enjoy spa treatment in Bali, which make this labor-intensive industry not only popular among foreign tourists but also enthused by local/domestic and local tourists. The domestic and local tourists in Kuta beach are a promising. The local people are choosing Kuta, as one of favorite place to visit, and mostly full in the weekends. It is a potential markets for society-based business that grows in coastal areas. The spa's price offered is relatively same and even cheaper compared to those offered in the day spas in center city. Product variety and local potential market share is still open, especially with the body treatment massage, which attracted domestic and local tourists to try others facilities beside canoeing, playing water, and enjoying the beaches with families. Many of SPA products are available with various types of benefits and variations, as well as affordable and easy to obtain. Spa is an example of labor-intensive industry that synergize to hospitality industry. As an example service industry that provide employment as helper, therapist, receptionist, manager, and up to Spa's director for the higher level, spa could be a potential carrier place that woman chosen for their carrier path in hospitality industry.

VIII. SUGGESTION

The suggestions that can be given based on this study are that improving and developing the marketing style and ability of the therapist to communicate directly to domestic and local tourists may positively boost sales. Meeting the domestic and local tourists' needs about spa treatments would contribute to sustainable the local spa business. Such tourist goal reflects a growing demand for relaxing and stress free thru genuine local massage. The Spa industry stakeholders and language teachers should be involved to support local spa industry that owns a strong populist economics power.

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