



## THE OPTIMIZATION OF TIBAN ISLAND TOURISM MARKETING THROUGH MEDIA-BASED MARKETING TRAINING AND ASSISTANCE

<sup>1</sup>Nina Farliana, <sup>2</sup>Raeni, <sup>3</sup>Kemal Budi Mulyono

<sup>1,2,3</sup> Economics Education Department, Faculty of Economic, Universitas Negeri Semarang

### ARTICLE INFO

#### Article History:

Received December, 27, 2018

Accepted May, 22, 2019

Available Juny, 30, 2019

#### Keywords:

Tourism Marketing, Media, Training and Assistance

### ABSTRACT

*Tiban Island is a new tourist attraction in Kendal formed by abrasion in years and began to realize by the community in the past five years. The problem faced by the tourism awareness group (Pokdarwis) of Kartikajaya village was the lack of skills in the use, utilization and optimization of technology especially in the field of marketing. The first aim of this activity was to provide training and assistance on media-based marketing. The second objective was to analyze and describe the contribution arising from their training and media-based marketing assistance to provide more value not only to the environment and the economy, but also to the welfare of the local community. Further, the method of implementation of the activities in the form of training and assistance on media-based tourism marketing was done through the methods of training, lecture, question and answer, discussion, simulations and assistance. The technical of training and media-based marketing assistance for the pokdarwis started from the coordination and identification of Tiban Island tourism potentials, socialization for the optimization of media-based marketing, training and assistance, simulation and the evaluation of service program. Contributions arising from the marketing optimization of Tiban island tourism through media-based training and assistance were to provide knowledge to people, especially Pokdarwis in the management of the online media-based tourism marketing. Second, the establishment of cooperation between practitioner and academics in developing the potential of the existing area.*

Pulau Tiban yang merupakan objek wisata baru di Kabupaten Kendal yang terbentuk akibat abrasi bertahun-tahun dan mulai disadari masyarakat sekitar lima tahun belakangan. Permasalahan yang dihadapi para kelompok sadar wisata (Pokdarwis) desa Kartikajaya adalah kurangnya keterampilan dalam penggunaan, pemanfaatan dan pengoptimalan teknologi khususnya bidang pemasaran. Tujuan kegiatan ini yang pertama adalah memberikan pelatihan dan pendampingan pemasaran berbasis media. Tujuan kedua yaitu menganalisis dan memaparkan kontribusi yang ditimbulkan dari adanya pelatihan dan pendampingan pemasaran berbasis media, sehingga mampu memberikan nilai lebih tidak hanya pada lingkungan dan ekonomi, tetapi juga kesejahteraan masyarakat lokal. Metode pelaksanaan kegiatan berupa pelatihan dan pendampingan pemasaran wisata berbasis media yang dilakukan dengan metode pelatihan yang menghasilkan keterampilan, metode ceramah, tanya jawab, diskusi, simulasi serta pendampingan. Teknis pelatihan dan pendampingan pemasaran berbasis media untuk wisata pulau Tiban pada Pokdarwis dimulai dengan tahap koordinasi dan identifikasi keunggulan wisata pulau Tiban, kegiatan sosialisasi optimalisasi pemasaran berbasis media, pelatihan dan pendampingan, simulasi dan evaluasi program pengabdian. Kontribusi yang ditimbulkan dari adanya optimalisasi pemasaran wisata pulau Tiban melalui pelatihan dan pendampingan pemasaran berbasis media adalah pertama, memberikan pengetahuan kepada masyarakat, terutama Pokdarwis dalam pengelolaan pemasaran wisata berbasis media online. Kedua, terjalinya kerjasama antara praktisi dan akademisi dalam mengembangkan potensi daerah yang ada.

Address: L Building, Campus Sekaran, Gunungpati, Semarang,  
Indonesia, 50229

Alamat korespondensi:  
Universitas Negeri Semarang  
ninafarliana@mail.unnes.ac.id

## INTRODUCTION

Kendal is one of the regency located in the province of Central Java. Kendal directly borders to Java Sea in the north, Semarang City in the east, Semarang Regency and Temanggung regency in the south and Batang Regency in the West. Since it is bordered by the sea, there are some areas of the beach, and some of them serve as a place with huge potential. In addition to be used as a tourism, some beaches in Kendal Regency are also utilized by people to fish.

The strategic location makes Kendal has potentials for tourism purposes. One of the tourism potential is Tiban Island. Tiban Island which is located in Kartikajaya Village area, Patebon Sub-district, Kendal Regency, is a tourism destination that is now starting to be crowded by tourists, especially local tourists. Tiban Island is located 18 kilometers away from the heart of Kendal City. It is named Tiban Island because according to the story from the local residents, in the past there was no land on that location. As time went by, the surface of the land started to appear and looked like an Island. The incident began around the year of 2011, Kartikajaya village located in the seafront suffered abrasion threats. Because of global warming, there happened an increase in seawater, and caused the productive fishpond in the village got damaged. When the west monsoon comes the mound suddenly appears, but when the east monsoon comes the mound suddenly disappears. The villagers planted spruce trees on the mound to strengthen it. In addition to spruce tree, Kartikajaya villagers also planted mangrove. The aim of this effort is to make natural coastal belt to protect Kartikajaya Villager from the threat of tidal waves that can cause abrasion.

Around 2014, Tiban Island has completely revealed itself as a land that extends from west to east nearly 1 kilometer. The land area continues to grow. Accordingly, it was named Tiban Island. In addition to beautiful nature, Kartikajaya Village also has some culinary excellence such as bandeng presto, and some processed products of pisang raja, pisang nangka, and products of mangrove fruits cooking, namely chips and dodol. For more, to reach this island, visitors must use boat from the dock of Ringin river. There are two types of boat to shuttle passengers, namely wooden boat amounted to five, and speedboat amounted one with 15-20 people capacity.

Tiban Island resources are potentials for the economic development in Kendal. It is because, tourism is one of the biggest contributors to Local Own-Source Revenue (PAD), in this case is Kendal Regency. When PAD increases, it would indirectly improve the community welfare. One way to increase revenue from tourism sector is to increase the number of tourist visits, both domestic and foreign. To do so, stakeholder in tourism fields including the government, private sectors, and community must synergize in running tourism management and implementing innovative marketing strategies.

It is inevitable that tourism objects not only increase state or local revenue, but also the community welfare as well as provide job opportunities for local communities. One factor to increase tourism sector is

through the optimization of communication facilities. Tourism promotion can run well when the communication is good as well. In the recent years, technology has been rapidly developing, and made the internet as the most attractive communication medium. In 2015, there has been 88.1 million of internet users in Indonesia (kominfo.go.id). This number is expected to keep growing even then. With its large number, online marketing is very promising, particularly in the field of services.

According to Kotler (2005) marketing is a social process in which individuals and groups obtain what they need and want by creating, offering and freely exchanging valuable products with others. Website as a marketing communications tool is needed to support the communication between the organizers with tourists. The website provides convenience for tourists who want to find information about tourism locations. Moreover, the website also functions well to foster the image building tourist sites. By applying web-based technologies on tourism marketing, the promotion and access of all information about tourism to tourists can be carried out easily, efficiently, effectively, and interactively.

The success of tourism management is strongly influenced by the ability of the tourism operators, and Pokdarwis in marketing their tourism products. In addition, the success and failure of the achievement depends on the ability of the operators and pokdarwis in the field of marketing, production, financial management, and others. Besides, it also depends on the ability of the tourism operators and pokdarwis to combine those functions so that the tourism business can run well. Through this service, the service team tried to optimize Tiban Island tourism marketing by the provision of training and assistance on media-based marketing. The media applied in this service was internet-based media, particularly website.

The concept of training and assistance on Tiban Village media-based marketing was by the use of the internet. Zarella (2010) suggests that new web technologies make it easy for anyone to create and most importantly to disseminate their own contents. Post on blogs, tweets, or videos on YouTube can be reproduced and viewed by millions of people for free. Advertisers do not have to pay a lot of money to a publisher or distributor to put up ads. Now advertisers can create their own content that is interesting and seen by many people. In this service, the tourism promotion did not run properly or in other words, it lacked of optimization in the marketing. For example, Kartikajaya Village lacked of promotion in local culture, existing facilities, and convenience of access to the tourism objects. These are not only supported by policies in tourism promotion, but also communication facilities by the department of tourism marketing to promote the regional tourism asset as the source of local revenue.

A concrete example found was the lack of optimal tasks and functions of the tourism marketing sector to provide policies or communicate the existence of local tourism assets that support tourism in Tiban Island which is currently quite famous because it is a new tourist in Kendal sub-district. As a region surrounded

by sea, Tiban is a beautiful island and has commercial value if it is promoted well through the optimization of media-based marketing.

The general purpose of this community service was to increase the selling value of Tiban Island tourism through a tourism marketing strategy. The specific objectives of the service activities were: (1) Providing media-based marketing training and assistance on Tiban Island tourism to Kartikajaya Pokdarwis, Patebon Kendal. (2) analyzing and presenting the contributions of the training and assistance on media-based marketing on Tiban Island tourism to the Pokdarwis members so that it can give more values not only for environment and economy, but also for local community welfare.

## PROBLEM

The general problem faced by the community was the lack of ability in the use, utilization, and optimization of information and communication technology, especially those which are media-based owned by Kartikajaya Village Pokdarwis. This needs to be concerned given that the natural potentials exist in Kartikajaya Village can be developed and explored by marketing optimization so that it can attract more tourists, and finally increase the community welfare. Based on these problems, there was a need to conduct a community service in form of training and assistance on media-based marketing for the Pokdarwis of Kartikajaya Village, Patebon Sub-district, Kendal.

The targets of this service were the members of Pokdarwis and people of Kartikajaya who will apply the media-based tourism marketing. The partners' participations were realized by following the training regarding the concepts of media-based marketing, and their involvement in the media-based marketing simulation.

The service activity was intended to reinforce the community in the management process of Tiban Village by focusing on online media-based marketing. For more, the mastery of information and communication technology was expected to maximize the tourism potentials in Tiban Island. The maximization could be done by doing online marketing to increase the image building which further will result in the increase in the number of tourists visits.

The objectives of this service activity was to provide solutions for problems in the development of Tiban Island tourism caused by the absence of skills and ability in the use, utilization, and optimization of information and communication technology in marketing. Information and communication technology are inseparable things in human life. Therefore, technology advances affect all aspects of tourism operators, especially the marketing. Thus, online marketing is a solution to increase the image building of the concerned tourism objects.

The outputs achieved in this service was the ability of Pokdarwis members to develop Tiban Island

tourism through online marketing strategies. Basically, the training and assistance provided by the service team should be optimized in order to increase the economic values of the tourism. In details, targets and outputs in this service can be seen in the table showing the condition before and after the service program.

## METHOD

These service activities were addressed to Pokdarwis and the community, especially in Katikajaya Village, Patebon, Kendal. The problem-solving models implemented by the team were training, discussion, socialization, and assistance. Further, Kartikajaya Pokdarwis members were expected to understand and gain knowledge about the concepts of media-based marketing for, and apply it to increase the number of tourists visit, and the welfare of the operators as well as community.

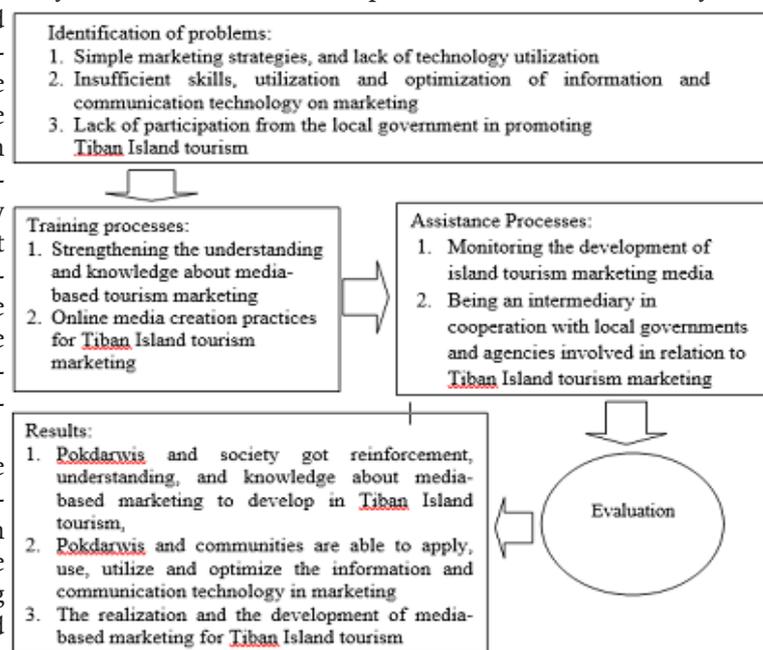


Figure 1. Problem-solving Framework

The service team conducted the activities four times. First, initial coordination done in the beginning of April 2017. In this activity, the team coordinated with the community to know their overview regarding marketing strategies applied in Tiban Island tourism, and how the tourism management run so far. Second, the implementation of training, transfer knowledge, socialization, discussion, and assistance. Third, monitoring, and periodic assistance. These were done after the community was able to use, utilize, and optimize information and communication technology in marketing field, and used it to promote Tiban island tourism. This activity was done to monitor the continuation of the program. Meanwhile, the problem-solving framework of these activities is described in the following figure 1.

The service model was realized by the provision of training and skills in the use, utilization and optimization of information and communication technology in the marketing. This was done due to the general conditions in the location, namely the community and

Pokdarwis lacked of skills in the information and communication technology-based media for tourism marketing. The marketing done in Tiban Island was simple, and lacked of facilities. It caused the marketing not optimum. Through the service, it was expected that Pokdarwis and the community are able to perform better in promoting and developing Tiban Island tourism, which then will increase the number of tourist visits and community welfare. Further, the strategic steps formulated by the team are presented in the figure 2 flowchart.

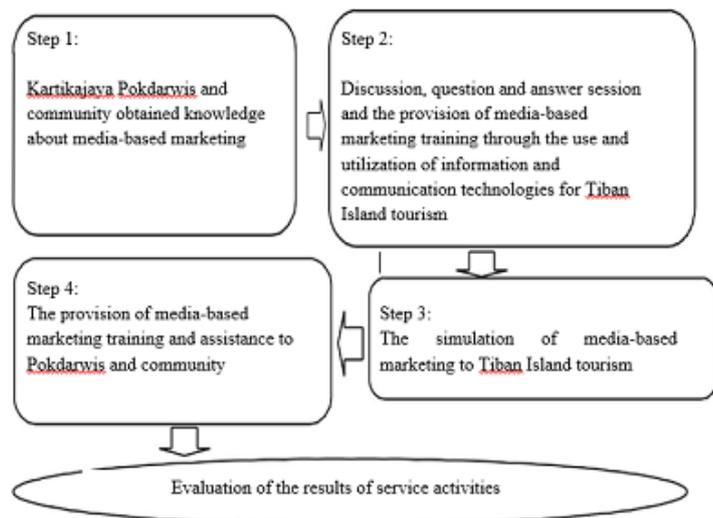


Figure 2. The Strategic Steps for the Marketing Optimization of Tiban Island Tourism through Media-based Marketing Training and Assistance

The service model was realized by the provision of training and skills in the use, utilization and optimization of information and communication technology in the marketing. This was done due to the general conditions in the location, namely the community and Pokdarwis lacked of skills in the information and communication technology-based media for tourism marketing. The marketing done in Tiban Island was simple, and lacked of facilities. It caused the marketing not optimum. Through the service, it was expected that Pokdarwis and the community are able to perform better in promoting and developing Tiban Island tourism, which then will increase the number of tourist visits and community welfare. Further, the strategic steps formulated by the team are presented in the figure 2 flowchart.

No.	Components	Pre service	Post service
1.	Knowledge about media-based marketing	No comprehensive knowledge about media-based marketing	Obtain comprehensive knowledge about media-based marketing for the promotion of Tiban Island tourism
2.	The optimization of skills in using, utilizing, and optimizing media-based marketing for Tiban Island tourism, Kendal	Pokdarwis and the community had no skills and ability to use, utilize, and optimize information technology in marketing	Pokdarwis and the community have no skills and ability to use, utilize, and optimize information technology in marketing so that they are able to develop and empower Tiban Island marketing
3.	Media-based marketing training for tourism objects	The partners did not apply media-based marketing	The partners have skills in managing the marketing of Tiban Island
4.	The implementation of media-based marketing for tourism objects	The inability of the partners in media-based marketing	The realization of media-based marketing for Tiban Island tourism

Table 1. The Expected Changes in conditions Before and After the Service Program

No.	Output types	Achievement indicators
1.	Scientific publications in journals / proceedings	Accepted
2.	Increasing the quality and quantity of the product	Existed
3.	Improving the understanding and skills of the community	Existed
4.	Improving the tranquility / health of the community	Existed

Table 2. The Output Targets of the Service

Based on the expected changes in condition before and after the service program presented in table 1, the team also presents the output targets of the service in table 2.

The type of output resulted from community service activities was in the form of the application of media-based tourism marketing for Tiban island, Kartikajaya village, Patebon Kendal. The details of the expected outputs are explained as follows, namely: (1) improve the knowledge and skills of pokdarwis, and the community in the use and utilization of information and communication technology in marketing. (2) The realization of media-based marketing of Tiban island tourism to increase the number of tourist visits, which in turn can improve the welfare of the community. (3) The concern for the regional government and other agencies related to Tiban island tourism marketing.

This community service covered several parties, namely (1) Universitas Negeri Semarang (UNNES) as the higher education institution which runs three pillars of higher education (tri dharma perguruan tinggi), one of which is community service through media-based marketing training and assistance. University is a reference for the development and progress of education by its scientific works and relevant innovation. (2) Pokdarwis and the community of Kartikajaya village, Patebon Kendal are the spearheads of the marketing of Tiban island tourism sites which are expected to be able to develop and advance Tiban island tourism through media-based marketing training and assistance activities.

**DISCUSSION**

The results of the community service referred to strategic steps in optimizing the marketing of Tiban Island tourism objects through media-based training and assistance. The details are presented in figure 2. For more, the results of the activities are explained as follows.

First, coordination and identification of tourism potentials. These activities were carried out in Tiban Island, particularly in Kartikajaya Village, Patebon Kendal on Saturday May 25 2017. The coordination was done with three operators of Tiban Island tourism with the topic of the current condition of the tourism place covering number

of visitors, the advantages of Tiban Island, unresolved constraints, marketing strategies and the government participation.



Figure 3. The Coordination on Village Potentials Mapping with Pokdarwis

The results of the coordination activities were that Tiban island had a superior advantage to market and still needed to be developed to support regional tourism programs, especially Kendal Regency. The following is the picture of Tiban island that has started to develop and became the target of tourists to spend time off. It can be seen that the welcome board on Tiban Island was simple and built from

Seen in the picture of a welcome board on Tiban Island that is still simple and built from the results of community self-reliance. For more, the management done by Pokdarwis was still traditional.



Figure 4. The Welcome Gate of Tiban Island

Second, Tourism Marketing socialization. The next service program was the socialization of tourism marketing. This activity was carried out on Friday August 4, 2017. This was done based on the agreement and the team schedule with the Tiban Island tourism operators. The socialization was opened by Kartikajaya Village chief and the chief of the team. After that, there was materials delivery by experts in the field. The socialization started at 08:00 to 11:30 pm with two speakers. The first materials were presented by Raeni, S.Pd., M.Sc.. The materials were about Tourism Products Marketing, covering: market research strategies, foresight to see the needs of consumers, right product in the right place and right time, products promotion and best services.

This socialization activity was in collaboration with the government of Kartikajaya Village as the site of the service, and the place the Tiban Island is located. The socialization event was attended by the Pokdarwis of Kartika Beach, Chief of Neighborhood (RT) and Hamlet (RW), BPD, KAUR members, as well as invited guests from academics namely STIESS Kendal lecturers,

as well as KKN student teams from UNDIP, UNIDA Gontor, and STIEPARI. The activity was opened by the village chief of Kartikajaya which was then followed by the presentation of the material from the speakers, discussion, question and answer session, and ended with lunch as a closing.



Figure 5. The Participants of Socialization are Listening to the Material Exposure

The enthusiasm in the socialization activity was showed by the dialog between speakers and the participants, namely questions from Pokdarwis, and suggestions from the invited guests. The question was about how to develop ecotourism, and how to manage tourism funds. Meanwhile, the suggestion was realized in the way the participants thanked for the socialization because they were very concerned about the tourism development in Kendal, especially in Kartikajaya village.

Third, Training and Assistance. The post-socialization assistance program was in form of tourism marketing training. This activity was a follow up to the previous service program. Marketing training was addressed to Pokdarwis. The topic was media-based tourism marketing. This was done because of the rapid technological developments that occur today. It is where everyone can access everything related to daily activities, ranging from basic needs to secondary and tertiary needs, including entertainment and tourism.

The marketing training developed in Tiban Island was manifested by the utilization of social media, namely facebook and Instagram as well web-based marketing. Until now, Tiban Island tourism had no official account of online media. Therefore, the media-based marketing training was given to pokdarwis who had the ability to access technology and computer. It was aimed at the goal of marketing can be achieved although there found a constraint, namely not all pokdarwis members could access technology and computer caused by the limited skills and age. After the training was done, in the future there will be a social media operator for Tiban Island. Every local people's activities, and products which have high selling values can be promoted there. Additionally, this online media will be an intermediary between tourists and Pokdarwis. The prospective visitors can get complete information about Tiban island tours in online media. The purpose of media-based marketing was to attract more tourists so they will be interested in visiting Tiban island tourism.

Fourth, simulation. The next step in the Tiban island tourism marketing service program was the simulation of the operation of online media in the frame-

work of Tiban island tourism marketing, namely web-based, as well as social media instagram and facebook fanpage. The first simulation was web media use. The service team and Pokdarwis registered users to open the web domain. After finishing user registration, then the official website can be created and modified to have an attractive appearance. For more, the participants were explained every step in web operation. The following is the Tiban Island official tourism website.

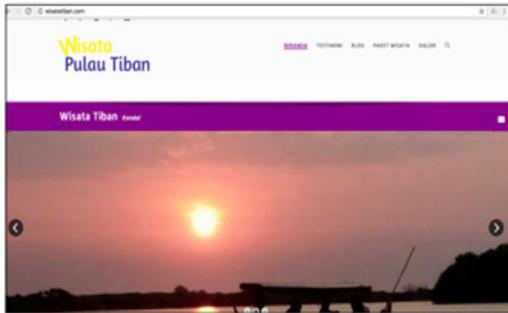


Figure 6. The Official Website of Tiban Island Tourism

The results of tourism marketing training for Pokdarwis was the registration of Tiban Island tourism on Instagram and Facebook. Figure 10 shows the official account of Tiban Island Instagram, and Figure 11 is the official account of Facebook fanpage as Tiban Island tourism promotion.

In addition to social media Instagram, other marketing media was via Facebook. Those two social media were employed because they were widely used and accessed by various groups, and the registration fees are free so that the service team and Pokdarwis can use these facilities as a medium for the promotion of tourism.

Fifth, evaluation. In the evaluation phase, the service team conducted a check-up and follow-up of all stages of the service programs that have been carried out. The evaluation phase included: the initial coordination phase of service, permission arrangements, coordination of socialization, socialization activities, training and assistance, until the simulation. Overall, all strategic steps presented in the media-based training and assistance for the marketing of Tiban Village have been carried out and were in line with the targeted objectives.

The implementation of service activities was welcomed enthusiastically by Kartikajaya Pokdarwis. This was indicated by the positive support of the village government and other agencies. However, there were several things to be addressed to improve the quality of Tiban island tourism marketing that is still considered as a new tourist attraction in Kendal Regency. Some marketing optimization programs in this service covered coordination and identification of Tiban island tourism advantages, media-based marketing optimization through socialization activity, training and assistance, simulation and evaluation of service programs.

Overall, the service program went smoothly and was positively welcomed by Pokdarwis and the local village government. This was indicated by the involvement of several parties, ranging from residents to village officials. From the results of service there were several ob-

stacles that needed to be addressed in the development of Tiban island tourism marketing in relation to human resources who have skills in operating online media marketing (web, Instagram and Facebook). It was known that most of Pokdarwis members were aged 40 years and above. This resulted in limited capacity to follow and access technology, especially in the field of marketing. What was needed was the involvement of youth resources that have the latest capabilities and innovations in developing tourism marketing.

With the training in tourism marketing, it was expected that Tiban island tourism could promote the potentials through social media accounts. Every prospective visitor and tourist will be interested in enjoying Tiban island tourism by looking at the results of reviews from existing social media. In today's era, when everyone competes to offer various facilities through access to social media technology, the tourism sector should participate in the development of technological progress, namely with access to social media. However, some obstacles should be solved by Pokdarwis so that the presence of these service programs must be new information and add new knowledge to Pokdarwis and the community to optimize the online media-based marketing for tourism objects.

The contributions of the service program through the training and assistance were : first, providing knowledge to the society, particularly Tourism Awareness Group (Pokdarwis) in managing online media-based tourism marketing. Moreover, the existing tourism objects can be developed more effectively and potentially if Pokdarwis has the knowledge, insights and skills related to the operation of technology in supporting existing tourism promotions. Second, the establishment of the collaboration between practitioners and academics in developing regional potential. Pokdarwis and related local governments as practitioners and the service team as academics were able to establish effective communication to work together and contribute actively in developing community potential. This was reflected in the collaboration carried out by the service team with the Kartikajaya village government in providing socialization to Pokdarwis and the community.

The process of community service activities run well because of the support and cooperation from universities in implementing the tri dharma perguruan tinggi, the local governments in providing socialization to the community and community participation in developing regional tourism. This service activity was right on target because the Pokdarwis needed reinforcement, knowledge and assistance from practitioners and academics.

## CONCLUSION

The conclusions of the community service activities are: (1) the implementation of the training and assistance of media-based marketing in Tiban Island tourism for Kartikajaya Village Pokdarwis, Patebon Kendal started from the coordination step, and identification of Tiban Island tourism potentials, simulation, and evalua-

tion of the service programs. (2) the contributions arising from optimization of Tiban island tourism marketing through media-based training and marketing assistance are the first, the provision of knowledge to the public, especially tourism awareness groups (Pokdarwis) in managing online media-based tourism marketing. Second, the establishment of the collaboration between practitioners and academics in developing regional potential.

According to the results of this community service programs, the service team suggests that (1) there is a need for awareness and participation from all communities, not only Pokdarwis in managing and developing regional tourism potentials, especially on marketing. (2) parties involvement, including public or private practitioners is required to actively develop regional potentials.

#### **REFERENCES**

- Kotler, Philip. 2005. *Manajemen Pemasaran*. Jakarta: Prenhallindo
- Ramadhani, Fadhilah., dan Arifin Yaenal. 2013. Optimalisasi Pemanfaatan Teknologi Informasi Komunikasi Berbasis E-Commerce Sebagai Media Pemasaran Usaha Kecil Menengah Guna Meningkatkan Daya Saing Dalam Menghadapi Masyarakat Ekonomi Asean 2015. *Economics Development Analysis Journal* 2 (2) (2013).
- Zarrella, Dan, 2010. *The Social Media Marketing Book*. Jakarta: PT. Serambi Ilmu Semesta.