



## A Marketing Mix Strategy to Improve the Marketing Performance on Tourist Destination of *Wisata Minggon Jatinan* at *Hutan Rajawali* in Batang

Dewi Yuniar Magetana<sup>1✉</sup>, Joko Widodo<sup>2</sup>, Murwatiningsih<sup>3</sup>

Postgraduate, Universitas Negeri Semarang

### Article Info

Article History :  
Received December 2021  
Accepted March 2022  
Published June 2022

#### Keywords:

*Marketing mix strategy,*  
*Tourist destination,*  
*Marketing Performance,*  
*Product, Price, Place,*  
*Promotion*

### Abstract

The aim of this study is to describe and analyze a marketing strategy. It is a qualitative research study. The data were collected by using observation and interview with descriptive analysis. The data collection method was using observation, interview, and documentation. The data validity technique used in this study was data triangulation techniques, a triangulation of sources and techniques. The analysis method used a descriptive analysis to describe and analyze the strategy marketing in marketing mix strategy on the tourist destination of *Minggon Jatinan*. Results of the study showed that based on the descriptive analysis and 4P mix strategy, the marketing strategy at tourist destination of *Minggon Jatinan* to improve the marketing performance has been maximum. Product of the tourist destination, especially traditional culinary specialties can improve the marketing performance. Price of the *Minggon Jatinan* is a subsidy from the local government of Batang so that this destination is free and equipped with cheap culinary choices which can improve the marketing performance. Place of this destination which is reachable in the center of the city with a leafy atmosphere can improve the marketing performance. The promotion used social media and conducting some events and challenges can improve the marketing performance.



## INTRODUCTION

Marketing of tourist destinations is one of the important factors in increasing the number of visitors in the existence of tourism. Tourism marketing is defined as an effort to facilitate tourism transactions for different groups of people. In this case, marketing is also seen as the management process of a tourism business entity to influence tourists to visit their tourist destinations. The purpose of marketing focuses on the philosophical expressions emphasized by the manager in the tourist destination and of course the results obtained in the tourist destination.

Marketing strategies, especially in the tourism sector, need to be carried out considering the many competitors. One of the marketing strategies that can be done and is considered very effective is promotion. In promotional activities such as advertising and sales promotion, a business entity can increase the attractiveness of its products to tourists. With the marketing strategy, the tourists will know what new tours are emerging and popular. In addition, with the right marketing strategy, the tourist spots that are promoted will develop better and be more crowded. This strategy helps tourists to find out detailed information about a tourist spot. Apart from some of the things above, the marketing strategy in the tourism sector makes tourist destinations have more effective supervision. This is because tourism managers want to continue to develop tourist destinations so that supervision needs to be improved to create comfortable tourist destinations. This marketing strategy makes the target and destination of tourist destinations more targeted.

The development of the Indonesian tourism sector is one of the efforts for economic development because the tourism sector is able to contribute significantly to the country's economy. Based on 2018 data, the tourism sector was able to contribute US\$19.2 billion in foreign exchange. Indonesia's tourism development efforts are supported by Law No. 10 of 2009 which states that the existence of tourist objects in an area will be very beneficial for

the region because it can increase Regional Original Income, improve community welfare and expand employment opportunities and increase love for the environment by preserving nature and culture. Central Java is one of the tourist destinations in Indonesia that offers a variety of tourism spots for instance Borobudur Temple, Prambanan Temple, Karimunjawa, Dieng Plateau, *Nusakambangan*, *Baturaden*, *Rawa Pening*, and *Tawangmangu*. In addition to natural and cultural tourism, Central Java also has superior works of art in the form of Jepara carvings, batik crafts, brass crafts, stone carvings, ceramics and puppets. For the sake of increasing the number of tourist visits to Central Java. The Central Java Culture and Tourism Office carried out the Central Java Visit program in 2013 which carried the slogan *More Than Friendly*, this government program aims to promote Central Java tourism nationally so that it can accelerate the development of tourism potential and increase economic activities, social activities and cultural arts.

The tourism potential of Central Java is spread over 35 regencies/cities including Batang. Having an area that stretches from the highlands to the lowlands makes Batang regency has a variety of natural potentials. From the tourism sector, the number of tourist visits to Batang in 2019 was 665,024 people and recorded an increase compared to the previous year, which was 621,928 people.

Batang tourism consists of nature tourism, recreational tourism, cultural tourism, religious tourism, historical tourism and culinary tourism. Several tourist destinations in Batang including Sigandu beach, Batang Dolphin Center, *Pantai Jodoh*, *Goa Jepang*, *Telaga Sidringo* and many more. Efforts to develop the tourism sector carried out by the Department of Tourism and Culture of Batang Regency are in the form of tourism promotion to attract local and foreign tourists. The success of the promotion can be seen from the number of tourist visits in 2019, which increased by 43,069 people. The data related to the number of visitors and tourist destinations in Batang are presented in Table 1.1 as follows.



**Table 1.** Number of Tourists and Tourist Attractions per month of Batang regency in the year of 2018-2019

No.	Tourist Spots	Number of Visitors		Income	
		2018	2019	2018	2019
1.	Air Panas Sangubanyu	15.510	9.500	17.061.000	10.450.000
2.	Pantai Celong	15.000	13.100	16.500.000	14.410.000
3.	Pagilaran	57.200	87.100	95.095.000	144.803.750
4.	Pantai Sigandu	273.051	258.351	1296.992.500	1227.167.750
5.	Pantai Ujung Negoro	80.669	76.271	383.177.750	362.288.250
6.	Pantai Jodo	22.700	20.000	24.970.000	22.000.000
7.	THR Kramat	16.410	27.391	84.286.780	142.062.250
8.	Kolam Renang Bandar	43.575	60.384	221.281.250	299.998.000
9.	Desa Wisata Mentosari	-	14.900	-	21.605.000
11.	Minggong Jatinan	97.813	81.827	1440.300.000	1320.000.000
12.	Desa Wisata Pandansari	-	16.200	-	19.237.000
Total		621.658	665.024	3.579.664.280	3.584.022.000

Source: *Data Dinas Pariwisata Kab. Batang, 2019*

From the number of visitors to tourist destinations in Batang Regency, there was an increase in 2019 as many as 665,024 compared to the previous year, namely in 2018 the number of visitors was 621,658. As the number of visitors increased, the amount of income also increased by 4,357,720 from 2018 of 3,579,664,280 to 2019 of 3,584,022,000. An increase in the number of visitors and the amount of income for tourist destinations in the district. Batang shows no significant increase, this is because several tourist destinations have decreased in number such as *Air Panas Sangubanyu*, *Pantai Celong*, *Pantai Ujung Negoro*, *Pantai Jodo*, and *Minggong Jatinan*. The factors of several tourist destinations that have increased such as *Pagilaran*, *Kramat THR*, and *Kolam Renang Bandar*, the factor of new tourist destinations in 2019 namely *Desa Wisata Mentosari* and *Desa Wisata Pandansari* also increased the number of visitors and the amount of revenue for tourist destinations in Batang. One of the new and interesting tourist destinations that was only inaugurated in 2018 in Batang Regency is the culinary tour "*Minggong*

*Jatinan*". *Minggong* which means Sunday and *Jatinan* means teak forest, he said, can be a branding of attractive tourism products. The packaging features rare Batang traditional culinary delights and the cool atmosphere of the urban forest. This tour was inaugurated by the Regent of Batang, Mr. Wihaji on April 24, 2018, as the name implies, this tour is held regularly once a week, which is on Sundays it opens from 06.00-12.00 WIB. Located in *Hutan Rajawali* Batang and taking place every Sunday, this culinary tour aims to revive micro, small and medium enterprises (MSMEs), especially Batang traditional food products. This is clearly one of the most potential opportunities in developing the Batang tourism economy and as one of the supports for the 2022 tourism visit year program. *Minggong Jatinan* is also one of the programs to support the Visit to Batang 2022 agenda. The concept of *Minggong Jatinan* itself is organized by displaying four aspects, namely education of *Kampung Dolanan*, traditional culinary, people's entertainment and also as a halal tourism destination (halal tourism).



This activity is an effort by the local government to revitalize the traditional food business which has been almost extinct. In addition, *Mingggon Jatinan* also has a mission to continue to bring out innovation and creativity in serving traditional food using natural ingredients. Seeing an increasingly modern era, cultural preservation, especially traditional food, must also be maintained and continue to be developed.

*Mingggon Jatinan* focuses on traditional culinary tourism which consists of approximately 27 variants of snacks produced by small and medium enterprises, including *pecel-pecelan*, *godog-godogan*, herbs, coffee, *nasi liwet sangit*, *nasi jagung*, *jenang*, *wedang-wedangan* to *serabi Kalibeluk* the food typical of Batang, all of which are served on a bamboo bed or *lincak*. Not only the snack market, the tourist location in the beautiful *Hutan Rajawali* provides various interesting photo spots for visitors. In the object of this tour, there is also an educational aspect of *Kampong Dolanan* which features ancient children's games such as *Bakiak*, *Enggrang*, and *Gasing*. *Mingggon Jatinan* also introduced the folk entertainment of *calung* music, which is a musical instrument made of bamboo that has a distinctive melody.

*Mingggon Jatinan* was originally initiated by the local government of Batang and the *PKK* who kept in touch with the Business *Madrasah* in an effort to foster the *PKK*. The business madrasa then suggested making the concept of an educated and optional traditional market. The Business *Madrasah* collaborated with 12 offices in Batang district to take their respective roles from the service. After it was approved, the budget spent to organize *Mingggon Jatinan* was from the Business *Madrasah* and *PKK*. Currently *Mingggon Jatinan* is managed by the Event Organizer (EO) *Alas Jati* which was formed from a combination of Business *Madrasah* and *PKK*. This activity was carried out in collaboration with the Batang Regency *PKK*. The uniqueness of this *Mingggon Jatinan* tour is where every seller and manager must use traditional clothing that has been uniformed beforehand, the presentation of food must use traditional tools that are not plastic and traditional toys served by the manager. The enthusiasm of the people from inside

and outside the city is very high, it can be seen several times that *Mingggon Jatinan* is always crowded with visitors to *Hutan Rajawali* to travel and buy regional culinary foods. The food sold has also been sold out during operating hours. The uniqueness obtained at *Mingggon Jatinan* with other hawker places, *Mingggon Jatinan* has a fairly unique payment system, namely using traditional round coins made of clay or "Kreweng", where one Kreweng is worth two thousand rupiah. One of the goals of the Batang city government to hold *Mingggon Jatinan* like this in addition to preserving traditional snacks is to boost SMEs (Small and Medium Enterprises). By holding routine activities like this every Sunday, it can boost the economy of the surrounding community, especially the sellers of traditional snacks. It can also be used as a destination for family vacations, both the Batang people themselves and people outside the city of Batang who are curious about *Mingggon Jatinan*.

According to Hidayati Hasina as part of the PR and creative team of *Mingggon Jatinan*, said that at the beginning of the first year, the visitors reached approximately 7000 visitors and the highest turnover from *Mingggon Jatinan* reached around 80 million in one event, namely at the peak of the 2018 holiday. reached the figure of 70 million in 2 events in the same year, 2018, the rest throughout 2018 the average turnover reached 60 million in each event. However, in the second year, 2019 the income did not always experience big profits, sometimes it increased and decreased erratically every week, sometimes only reaching 20 million every week when the rainy season arrived. There is an increase in turnover during national holidays, or Eid holidays. According to Hidayati Hasina, the amount of turnover depends on the number of seller selling at each event. At the beginning of *Mingggon Jatinan*, there were around 60 sellers, but over time the number of sellers decreased to around 40 sellers. With the decrease in the number of sellers in *Mingggon Jatinan*, the turnover in one event automatically decreases.

Hidayati Hasina said that a number of promotions in increasing the turnover of *Mingggon Jatinan* have been carried out by managers to increase the turnover of their tourist destinations.



Such as through brochures that were carried out at the beginning of the branding of the *Mingggon Jatinan* event and invited many media in the first event. In addition, according to him, promotions are currently carried out only through social media and are very intensively carried out by posting and promoting through the Instagram account @minnggonjatinan and Facebook with the *Mingggon Jatinan* account. This was stated by Hidayati Hasina as the PR and creative team of *Mingggon Jatinan* on Sunday, February 2<sup>nd</sup> 2020, "Marketing really only uses social media such as Instagram and Facebook, but our strategy often uses events, because if we only market what *Mingggon Jatinan* is, most people already know and if it's just like that without any events people will be bored and bored. It's just a matter of what segment to look for if at the end of last year we held a coloring competition for the segment for kindergarten children and parents, automatically if there are many events that will visit Jatinan and the turnover will increase, the profits are rotated for the marketing event.

Data obtained from the *Mingggon Jatinan* week if there is an event that doubles or triples, which is around 2000-3000 visitors, this is a unique way of promotion by holding various events to make many visitors want to visit *Mingggon Jatinan*, of course increasing turnover in sales. the culinary. Not infrequently these visitors come from outside the city who deliberately visit in the week of *Mingggon Jatinan* from Pekalongan, Kendal, and Pemalang and Tegal. In terms of these tourist destinations, *Mingggon Jatinan* has become a role model for competitors of tourist destinations whose concepts are almost the same.

In the midst of many similar tourist destinations, *Mingggon Jatinan* can still show its existence in its seriousness in building the tourism, however, *Mingggon Jatinan* tourist destinations experience a decline in visitors. Therefore, a tourism marketing mix strategy is needed that is carefully prepared accompanied by good handling by the manager. The marketing must use a strategy in achieving the desired goals. In simple terms, its functions include strengthening the company's image, increasing the number of customers,

increasing sales, strengthening competitive position.

This is the same as research conducted by Rusdarti, et al (2017), which suggests a strategy that can be applied in the development of tourist destinations is to increase promotion through innovative activities that can attract tourists to visit, improve the quality of facilities and infrastructure as well as supporting infrastructure to create convenience, comfort, and safety of tourists when visiting so as to increase the interest of tourists to visit, take advantage of the potential possessed by tourist destinations to overcome competition from other tourist destinations.

Based on observations with the business *madrasah* director, Nur Rohman Asayid, who always manages the *Mingggon Jatinan* tourist destinations, the *Mingggon Jatinan* tourist destination is conceptualized as a halal tourism destination that utilizes the *Hutan Rajawali* in Batang. This activity is an effort by the local government to stimulate the traditional food business, which has been starting to become extinct. The marketing carried out at the opening of the *Mingggon Jatinan* tourist destination was the local government of Batang who included journalists to cover the *Mingggon Jatinan* tourist destination, so that every week there were many visitors from the city of Batang or outside the city. In line with Masrin's research (2019), it concludes that the results of the study obtained several alternative marketing strategies that can be carried out by *pantai Arta* managers including: (1) Maintaining a position as a tourist spot with affordable prices for all economic groups (2) Establishing cooperation with outside parties in order to improve tourist visits and promoting tourist destinations as ODTW that are attractive and safe to visit (3) maintain its position as a tourist spot that has tourist objects such as pine trees as the advantages of *Pantai Arta* (4) collaborate with the community and other parties in creating clean, beautiful tourist attractions, safe and comfortable (5) the manager tries to promote *Arta beach* throughout *Padang Pariaman* Regency and the manager tries to keep the beach clean so that



visitors feel comfortable and comfortable at *Pantai Arta*.

Based on the results of previous research in the marketing of tourist destinations, it can be seen that the marketing promotion strategy of Minggon Jatinan tourist destinations is taken so that the promotion of tourist destinations runs well.

The purpose of this study is to describe and analyze the 4P marketing mix strategy, including product, price, place, promotion in improving marketing performance at Minggon Jatinan tourist destinations in *Hutan Rajawali*, Batang.

## RESEARCH METHODS

This research method used a descriptive qualitative approach in accordance with the purpose of this study which is to describe and analyze the Marketing Mix Strategy to improve marketing performance at tourist destination of *Minggon Jatinan* in *Hutan Rajawali*, Batang.

The data collection technique used observation, interview, and documentation. Observations in this study are direct observations from close to the *Minggon Jatinan* tourist destination. Interviews were conducted with the manager of the *Minggon Jatinan* tourist destination, sellers, and visitors. Documentation in the form of archives and photos of *Minggon Jatinan* tourist destination.

The data validity technique used in this study used data triangulation techniques, namely source and technique triangulation. Source triangulation means that the researcher compares and checks the degree of trustworthiness of information obtained through different times and tools, namely by comparing the data from observations or observations with data from interviews. Technical triangulation is an attempt to check the validity of the data in research findings. Steps taken by the researchers to reduce deviations in data collection by using the results of interviews that will be examined with observation techniques and documentation.

The analysis technique in this research used descriptive analysis to describe and analyze the marketing strategy in the marketing mix strategy on

*Minggon Jatinan* tourist destination. The data were collected in the form of words, pictures, and not numbers. Data that can provide clarity on reality.

## RESULTS AND DISCUSSION

Marketing contains key terms namely needs, wants and demands: value, satisfaction and quality, exchange, transactions and relationships and markets. Besides, marketing is a concept of how marketing should relate to the market profitably. Therefore, in order for these activities to be efficient and effective, it is necessary to plan, coordinate, implement and control marketing. This requires knowledge related to marketing management and marketing strategies chosen by companies and the tourism industry. The marketing strategy in this research is related to the 4P marketing mix, they are (Product, Price, Promotion, Place).

### Marketing Strategy for the Product Aspect of *Minggon Jatinan* Tourist Destination

The product aspect of the marketing strategy of tourism services marketing is a form of service organization offering aimed at achieving goals through satisfying customer needs and desires. In this context, a product can be a service (whether physical or not) that can be offered to potential customers to meet certain needs and wants. Product is everything that is offered to consumers and used or consumed to fulfill needs and desires in the form of physical, services, people, organizations and ideas. As it is known that the *Minggon Jatinan* is in the form of teak forests or the tourist destination itself, *Hutan Rajawali* is filled with hard plants such as teak trees and 50 other types of hard plants. *Hutan Rajawali* functions as a place to relax and exercise with a jogging track, seats, children's playground and lights shaped like animals that are attractive at night.

Product strategies that are attractive to consumers or visitors to tourist destinations in the marketing of tourism services can in turn improve marketing performance. Marketing performance is something that is used to measure the success of the strategy used by tourist destinations in this case



*Minggong Jatinan* tourist destinations in marketing their products in the market or at the tourist destination. Product strategy Marketing performance is directed to measure the extent to which sales volume increases and sales growth of *Minggong Jatinan* tourist destination.

These results support Elwisam (2019) regarding the Implementation of Marketing Strategies, Creative Product Innovations and Market Orientation to Improve MSME Marketing Performance. The results showed that creative product innovation, market orientation, and marketing strategy had a positive effect on marketing performance.

#### **Marketing Strategy Aspects of Price at *Minggong Jatinan* Tourist Destination**

Pricing strategy is an important part of marketing. Prices correlate with quality products. Price is the monetary value that must be paid by customers to obtain or have products and or services from a company. Price is an important income-generating component for companies including in the service industry, such as tourism is a service industry. Pricing decisions should be taken with care, as this is a double-edged sword. If a service is overvalued, it is likely to give the impression of being of high quality. At the same time, this will limit the services of Rajawali *Minggong Jatinan* forest tourism. The marketer part should know the art of using proper pricing. The expectation of tourism service users is that with the price that has been paid, consumers hope to get a certain level of satisfaction. Price is the expenditure of money, time, and effort that customers sacrifice in buying and consuming the products and services that the company offers or provides. Price mix decisions relate to strategic and tactical policies, such as the price level of the discount structure, payment terms and the degree of price.

The pricing strategy must be in line with the overall goal of the organization, namely the *Minggong Jatinan* tourist destination so that it can blend in smoothly. Pricing at the *Minggong Jatinan* tourist destination is a subsidy price from the local Government (*Pemda*), Batang Regency. This strategy in the service marketing mix is often called

the low cost strategy. With the strategy of setting a low price, it is expected that there will be more visitors to tourist destinations. Visitors who park or park their vehicles must pay a parking fee. With the increasing number of visitors, the vendors who provide culinary and toys will also be enjoyed by the end by making purchase transactions. This condition is appropriate and in accordance with consumer expectations, the consumer is satisfied. If the consumer is satisfied, at least they want to make repeat purchases, thereby increasing sales volume. Increased sales volume is one indicator of increased or successful marketing performance. Improved marketing performance can improve the wheels of the regional economy through the empowerment of MSMEs (MSME members and sellers. With economic development through the *Minggong Jatinan* tourism sector, it will have an impact on the income of the community around tourist destinations and in turn will increase overall and systematic economic development.

These results support Saroch's (2017) opinion on the strategy of developing a minimarket business in student cooperatives, a study on student cooperatives at the *Universitas Sebelas Maret*. The results showed that in terms of marketing, applying promotions, special prices and points, need boards, strategic locations.

#### **Marketing Strategy Aspects of the Place of *Minggong Jatinan* Tourist Destination**

The marketing mix on the aspect of place is a distribution decision regarding the ease of access to services for customers or visitors. *Hutan Rajawali* is developing very well, namely "*Minggong Jatinan*" as a tourist destination in Batang which can bring tourists from outside the District or even outside the Regency. Making public space in Batang District which is the center of Batang which is easily accessible for transportation access. The location or location of this tourist spot is very strategic, namely in the city, precisely located on Jl. Dr. Sutomo, Kauman, Batang District, Batang Regency which is directly adjacent to the Jakarta-Semarang north coast road. Ease of access to services for potential customers. This decision includes a local physical decision of the Rajawali



*Minggong Jatinan* forest itself), a decision on the use of intermediaries to improve service accessibility for customers. As explained by the tourism management team that this tourist attraction is very easy to reach, easy access, transportation is also easy because of its location in the city. In terms of strategic location, it can improve marketing.

These results support the opinion of Rusdarti, et al (2017), who suggest strategies that can be applied in the development of tourist destinations are increasing promotion through innovative activities that can attract tourists to visit, improving the quality of facilities and infrastructure and supporting infrastructure to create convenience, comfort, and safety of tourists when visiting so as to increase the interest of tourists to visit.

#### **Marketing Strategy Aspects of Promotion *Minggong Jatinan* Tourist Destination**

Promotion is one of the most important marketing mix variables that is carried out to open new market shares or expand marketing networks. Promotion is a marketing activity that seeks to disseminate information, influence, persuade or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. In the marketing of tourist suits, such as in *Minggong Jatinan*, it is more about service, service and attraction of tourist objects, so that the promotion strategy is related to visitors in enjoying these attractions. The promotional strategy will thus include various ways that can be used to communicate with the target audience or visitors to tourist destinations. An effective promotion mix ensures good service delivery and marketers should strive to create a conducive environment.

The marketing strategy used by the manager of the *Minggong Jatinan* tourist destination is with social media *Instagram* and *Facebook* and by organizing events for competitions for kindergarten and elementary school children. With a promotional strategy like this, it can increase the turnover of sellers so that it can improve the marketing performance of *Minggong Jatinan* tourist destinations.

These results support the opinion of Mardiyana Yuyun (2015) in the results of his research, which states the Effect of Facilities and Promotion on Visitor Satisfaction through Visiting Decisions as Intervening Variables in tourist destination in Semarang. The conclusion shows that increasing tourism support facilities will make tourists want to make a decision to visit and improve promotional programs can work together with the Department of Culture and Tourism through advertisements, brochures, pamphlets, social media, banners, tourism posters and through events with the theme of tourist destination in Semarang.

#### **CONCLUSION**

Based on the results of the study, it can be concluded that (1) the product aspect marketing strategy can improve marketing performance. Managers of *Minggong Jatinan* tourist destinations market product aspects by means of traditional food products, purchase transactions with *kreweng*, folk entertainment and halal tourism; (2) The marketing strategy for the price aspect of *Minggong Jatinan* tourist destinations is able to improve marketing performance. The manager of the *Minggong Jatinan* tourist destination markets the aspect of the price of entering the tour for free for visitors. Visitors who enjoy tourist destinations by enjoying culinary that have been sold by sellers at low prices and good quality food, thereby increasing the income of Sellers SMEs and the regional economy; (3) The marketing strategy for the place aspect of *Minggong Jatinan* tourist destinations can improve marketing performance. Based on the results of the study, it can be concluded that (1) the product aspect marketing strategy can improve marketing performance. Managers of *Minggong Jatinan* tourist destinations market product aspects by means of traditional food products, purchase transactions with *kreweng*, folk entertainment and halal tourism; (2) The marketing strategy for the price aspect of *Minggong Jatinan* tourist destinations is able to improve marketing performance. The manager of the *Minggong Jatinan* tourist destination markets the



aspect of the price of entering the tour for free for visitors. Visitors who enjoy tourist destinations by enjoying culinary that have been sold by sellers at low prices and good quality food, thereby increasing the income of sellers SMEs and the regional economy; (3) The marketing strategy for the place aspect of *Minggong Jatinan* tourist destinations can improve marketing performance.

## REFERENCES

- Abdullah, A., Basalamah S, Kamase J, Dani I. (2017). "Innovation, Market Orientation and Entrepreneurial Competence Towards Competitive Advantage and Marketing Performance of Miceo, Small and Medium Enterprises (MSMEs) on Seaweed Processing". *Journal of Crop and Weed*. 13(2):33-39.
- Aco, H. (2018). *Minggong Jatinan Jadi Pusat Jajan Tradisional Batang di Hutan Kota Rajawali*. <https://www.tribunnews.com/travel/2018/04/22/minggong-jatinan-jadi-pusat-jajan-tradisional-batang-di-hutan-kota-rajawali> (diunduh pada 27 November 2019).
- Alizadeh, Asgar. (2013). "Market Orientation and Business Performance among SMEs based in Ardabil Industrial City Iran". *Kuwait Chapter of Arabian Journal of Business and Management Review*. 2(7): 38-47.
- Alma, Buchari. (2012) *Manajemen Pemasaran Dan Pemasaran Jasa*. Bandung: Alfabeta.
- Amatulli, C Caputto dan Guido, G. (2010). "Strategic Analysis throught the General Electric/McKinsey Matrix: An Application to the Italian Fashion Industry". *International journal of business and management*. Vol 6 No. 5 May, pp 61-75.
- Anshori, Yusak. (2010). "Pengaruh Orientasi Pasar, Intellectual Capital dan Orientasi Pembelajaran terhadap Inovasi (Studi kasus pada Industri Hotel di Jawa Timur)". *Jurnal Manajemen dan Bisnis*. 3(3): 317-329.
- Aristiyo, Roro. (2017). "Meningkatkan Kinerja Pemasaran melalui Keunggulan Bersaing dengan Orientasi Kewirausahaan, Orientasi Pasar, dan Kemitraan". *Management Analysis Journal*. 6(1): 37-44.
- Arifah, Novia Ichtisari. (2014) "Promotion Strategi Dan Peran Dinas Kebudayaan Dan Pariwisata Dalam Meningkatkan Kunjungan Wisatawan". *Jurnal Ilmu Dan Riset Manajemen*. Vol 3, No 6 2014
- Asadollahi, A. (2011). "Investigation The Relationship Between Low Involvement Products and High Involvement Product With Advertisement Strategies". *Contemporary Marketing Riview*. Vol 1(5) pp. -01-04.
- Assauri, Sofjan. (2010). *Strategic Managemen: Sustainable Competitive Advantage*. Jakarta: Rajawali Press.
- Atiko, Gita, dkk. (2016). "Analisis Strategi Promosi Pariwisata Melalui Media Sosial Oleh Kementerian Pariwisata RI (Studi Deskriptif pada Akun Instagram @Indtravel)". *Jurnal Sosioteknologi*. Vol 15 No. 3 Desember 2016.
- Atmoko, T. Prasetyo Hadi. (2014). "Strategi Pengembangan Potnsi Desa Wisata Brajan Kabupaten Sleman". *Jurnal Media Wisata*. Vol. 12 No.2, November 2014.
- Azkar, Muhammad & Ida Bagus Suryawan. (2018). "Peranan Atraksi Wisata Budaya di Desa Kartalangu". *Jurnal destinasi pariwisata*. [S.1.], P 54-62, june 2013. ISSN 2548-8937.
- Babkin, A.V., Lipatnikov, V.S., & Muraveva, S.V. (2015). "Assessing the Impact of Innovation Strategies and R&D Costs on the Performance of IT Companies". *Procedia – Social and Behavioral Sciences*. 2(7): 749-758.
- Badan Pusat Statistik. (2019). *Jumlah Produksi dan Nilai Produksi Perikanan Laut Kabupaten dan Kota di Jawa Tengah*.
- Bhaumik, S., M Baba, S Estrin, T Mickiewicz. (2012). "Entrepreneurial Orientation in Eastern Emerging markets: The Impact on Profitability of Business Groups Affiliates versus Independent Firms in India". *Entrepreneurship Departement London Business School*. 1(45).
- D'Aveni, R. (2010). "How To Escape The Differentiation Proliferation Trap". *Strategy &*



- Leadership*. Vol 38 No 3 2010, pp 44-49. Emerald Group Publishing Limited, ISSN 1087- 8572.
- Darmanto. (2015). "Keterkaitan antara Dimensi Orientasi Strategi dan Kinerja Pemasaran". *University Research Colloquim*. 2407-9189.
- Dewi, Ni Made Putri., dan Ni Wayan Ekawati. (2017). "Peran Keunggulan Bersaing dalam memediasi Pengaruh Orientasi Pasar terhadap Kinerja Pemasaran". *E-Jurnal Manajemen Unud*. 6(9):4947-4977.
- Dinas Kepemudaan, Olahraga, Dan Pariwisata Provinsi Jawa Tengah. (2018). *Buku Statistik Pariwisata Jawa Tengah Tahun 2017*. Semarang.
- Dinas Kepemudaan, Olahraga, Dan Pariwisata Provinsi Jawa Tengah. (2019). *Buku Statistik Pariwisata Jawa Tengah Tahun 2018*. Semarang.
- Dinas Kepemudaan, Olahraga, Dan Pariwisata Provinsi Jawa Tengah. (2019). *Draft Statistik Pariwisata Jawa Tengah Tahun 2018*. Semarang.
- Dirgantoro, Crown. (2002). *Keunggulan Bersaing Melalui Proses Bisnis*. Jakarta: PT. Grasindo.
- Djodjono. N.V., dan Tawas, H.N. (2014). "Pengaruh Orientasi Kewirausahaan, Inovasi Produk, dan Keunggulan Bersaing terhadap Kinerja Pemasaran Usaha Nasi Kuning". *Jurnal EMBA*. 2(3): 1214-1224.
- Farida, Naili. (2016). "Faktor Penentu Kinerja Pemasaran, Inovasi, Kemampuan Pasar dan Kinerja Pemasaran". *Jurnal Dinamika Manajemen*. 7(1): 56-65.
- Fauni, Arini Mayang. (2017). "Pengaruh Orientasi Kewirausahaan, Orientasi Pasar, Inovasi Usaha dan Keunggulan Bersaing terhadap Kinerja Usaha Mikro Kecil dan Menengah Konveksi Kabupaten Kudus". *Journal of Economic Education*. 6(2): 124-133.
- Ferdinand, Augusty. (2000). *Manajemen Pemasaran sebuah Pendekatan Strategik*. Badan Penerbit Universitas Diponegoro.
- Handrimurtjahyo, A. D., Susilo, Y. S., dan Soeroso, A. (2007). "Faktor-faktor penentu Pertumbuhan Usaha Industri Kecil: pada industri Gerabah dan Keramik Kasongan Bantul Yogyakarta". *Pararell Session III A: Agricultural and Rural Economy*.
- Hartanty, I.T., dan Ratnawati A. (2013). "Peningkatan Kinerja Pemasaran melalui Optimalisasi Keunggulan Bersaing". *Ekonomi dan Bisnis*. 14(2).
- Haryanti, Setyani Sri., dan Linda Nursusila. (2016). "Membangun Kinerja Pemasaran Berbasis Inovasi Produk dan Keunggulan Bersaing (Studi empiris pada Kerajinan Gintar di Kab Sukoharjo)". 2(1): 1-19.
- Hassim, Affendy A., Abdul-Talib, A.N., Abu Bakar, A.R. (2011). "The Effect of Entrepreneurial Orientation on Firm Organisational Innovation and Market Orientation Towards Firm Business Performance". *International Conference on Sociality and Economics Development*. 10 : 280-284.
- Hidayat, Marceilla. (2011). "Strategi Perencanaan dan Pengembangan Obyek Wisata (Studi Kasus Pantai Pangandaran Kabupaten Ciamis Jawa Barat)". *Tourism and Hospitality Essential (THE) Journal*. Vol. 1 No. 1, 2011-33.
- Hidayat, Hanifan Fahmi. (2017). "Strategi Manajemen Marketing Madrasah Aliyah Negeri (MAN) Klaten 2016/2017. *Tesis*. Surakarta: Institut Agama Islam Negeri Surakarta.
- Hoque, Abu S.M.M. (2018). "The Effect of Entrepreneurial Orientation on Bangladeshi SME Performance: Role of organizational culture". *International Journal of Data and Network Science*. 2(6): 1-14.
- Iradat, Muh Isra. (2019). "Perumusan Strategi Pemasaran Untuk Kabupaten Wonosobo Sebagai Destinasi Berbasis Ekowisata". *Tesis*. Yogyakarta: Universitas Sanata Dharma Yogyakarta.
- Jalali, A., Jaafar, M., & Ramayah, T. (2013). "Entrepreneurial Orientation and Performance: The Interaction Effect of Customer Capital". *World Journal of Entrepreneurship, Management and Sustainable Development*. 10(1): 48-68.
- Jatmiko, Rohmat Dwi & Sri Nastiti Andharini. (2012). "Analisis Experiential Marketing dan Loyalitas Pelanggan Jasa Wisata (Studi Pada Taman Rekreasi Sengkaling Malang". *Jurnal Manajemen dan Kewirausahaan*. Vol.14, No 2 hal 128-137. ISSN. 1411-1438. Terakreditasi B.



- Karta, Ni Luh Putu Agustini I Ketut Putra Suarhana, (2014). "Strategi Komunikasi Pemasaran Ekowisata pada Destinasi Wisata Dolphin Hunting Lovina". *Jurnal Manajemen Strategi Bisnis dan Kewirausahaan* Vol.8 No 1, ISSN 1978-2852.
- Kartajaya, Hermawan. (2005). *Attracting Tourist Traders*. Jakarta: Gramedia. Pustaka Utama.
- Khan, Abdul Highe., Ahasanul Haque., dan Muhammad Sabbir Rahman. (2013). "What Makes Tourists Satisfied? An Empirical Study On Malaysian Islamic Tourist Destination". *Middle-east journal of scientific research*.
- Kotler, P. (1992). *Manajemen pemasaran*, edisi kedelapan. Jakarta: salemba empat
- Kotler, P. dan Gary, A. (2014). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P. (2005). *Manajemen Pemasaran Jasa*. Klaten: PT Indeks Kelompok Gramedia.
- Kotler, P dan G Amstrong. (2008). *Manajemen Pemasaran*, Edisi 13, Jilid II. Jakarta: Erlangga.
- Kotler, P dan Keller, K.L. (2009). *Manajemen Pemasaran*. Edisi ke 12. Jakarta : Erlangga.
- Kaswanto. 2015. Land Suitability For Agrotourism Through Agriculture, Tourism, Beautification And Amenity (ATBA) Method. *Procedia Environmental Sciences* 24 ( 2015 ) 35 – 38 1878-0296 © 2015 The Authors. Published by Elsevier B.V.
- Lee, Michael. (2012). "Strategi Pemasaran dan Integrated Marketing Communications dengan Pendekatan dari Interface Marketing- Finance pada produk shampoo Clear di PT. Unilever Indonesia Tbk. *Tesis*. Jakarta: Universitas Indonesia.
- Lovelock dan Wright, (2005). *Manajemen Pemasaran Jasa*. Jilid I. Jakarta: Penerbit PT Indeks Kelompok Gramedia.
- Lupiyoadi, Hamdayani (2006). *Manajemen Pemasaran Jasa*. Edisi kedua. Jakarta: Penerbit Salemba Empat.
- Mardiani, Yuyun dan Murwatiningsih. (2015). "Pengaruh Fasilitas Promosi Terhadap Kepuasan Pengunjung Melalui Keputusan Bekunjung Sebagai Variabel Intervening Pada Objek Wisata Kota Semarang". *Management Analysis Jurnal*. Vol 4 No 1. ISSN 2252-6552.
- Medhika, Nyoman G.A.J., I Gusti Ayu K.G, Ni Nyoman K.Y. (2018). "Peran Keunggulan Bersaing dalam Memediasi Orientasi Pasar dan Orientasi Kewirausahaan dengan Kinerja UKM". *Jurnal Inovasi Bisnis dan Manajemen Indonesia*. 1(2): 183-195.
- Merakati, Indah (2017). "Pengaruh Orientasi Pasar, Inovasi, dan Orientasi Kewirausahaan melalui Keunggulan Bersaing terhadap Kinerja Pemasaran". *Journal of Economic Education*. 6(2):114-123.
- Musrifah. (2017). "Pengaruh Orientasi Pasar dan Orientasi Kewirausahaan terhadap Kinerja Pemasaran melalui Keunggulan Bersaing". *Management Analysis Journal*. 6(4):496-505.
- Minggong *Jatiman Kuliner Tradisional Tempo dulu*. <https://www.mbatang.com/2018/05/minggong-jatiman-kuliner-tradisional.html> (diunduh 28 November 2019).
- Moleong, Lexi, J. (2002). *Metode penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Moleong, Lexy, J. (2014). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Mursid, M. (2016) *Manajemen Pemasaran*. Jakarta: PT Bumi Aksara.
- Ni'mah, Izzatun, & Fafurida, (2016). "Public-Private Partnership Untuk Meningkatkan Pertumbuhan Ekonomi Sektor Pariwisata Wilayah Kedungsepur". *Economics Development Analysis Journal*. Vol 5 No 4 (2016) ISSN 2252-6765.
- Pendit, Nyoman, S. (2006). *Ilmu Pariwisata Sebuah Pengantar Perdana*. Jakarta: Pradnya Paramita.



- Pitana, I.G. dan Putu, G.G. (2005). *Sosiologi Pariwisata*. Yogyakarta : Andi Offset.
- Peraturan Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia No. 5 Tahun 2014 tentang Pedoman Penyelenggaraan Perjalanan Wisata Pengenalan.
- Peraturan Menteri Kebudayaan dan Pariwisata Nomor PM. 37/ UM.001/MKP/07 tentang Kriteria dan Penetapan Destinasi Pariwisata Unggulan.
- Prajanti, Sucihatiningsih Dian Wisika. (2014). "Strategy for controlling agricultural land conversion of paddy by using analytical hierarchy process in Crentral Java". *Management of Environmental Quality: An International Jurnal*. Volume 25, Number 5, 2015, pp 631-647 (17). Emerald Group Publishing United.
- Prasetiani, Catur Ragil Sutrisno. (2018). "Perumusan Strategi Pengembangan Wisata Kuliner "Minggon Jatinan" Menuju "Visit Batang 2022". *Makalah*. Prosiding Seminar Nasional Dies Natalis Universitas Pekalongan ke-37 di Universitas Pekalongan. Pekalongan 14 November 2018.
- Ratnasari, Yusniar Dwi. (2016). "Dinas Pariwisata Dan Kebudayaan Kabupaten Jepara Dalam Meningkatkan Jumlah Pengunjung Pantai Tirta Samudra". *Jurnal Strategi Komunikasi Pemasaran*.
- Ratu Christina & Made Adikampana, M. (2016). "Strategi Pemasaran Desa Wisata Blimbingsari Kabupaten Jembrana". *Jurnal Destinasi Pariwisata*. Vol 4 No. 1, 2016. ISSN 2338811
- Rohmat. (2015). *Manajemen Kepemimpinan Kewirausahaan*. Yogyakarta: Cipta Media Aksara (Anggota IKAPI).
- Rohmat. (2016). *Membangun Bangsa Berwawasan Kewirausahaan*. Yogyakarta: Gerbang Media Aksara.
- Rusdarti. (2010). "Potensi Ekonomi Daerah Dalam Pengembangan UKM Unggulan Di Kabupaten Semarang". *Jurnal Ekonomi dan Kebijakan*. Volume 3, No. 2 Semarang. Universits Negeri Semarang.
- Saarinen, Jarrko. (2010). "The Regional Economics og Tourism in Northern Findland: The sosio-economic Implication of Recent Tourism Development and Future Possibilities for Regional Development". *Original Article*. DOI: 10.1080/15022250310001927.
- Saefudin, A. (2018). *Bernostalgia dengan Kuliner Masa Lalu di Minggon Jatinan Batang*. <https://www.kompasiana.com/sayeva/5aee7f25ab12ae537c49cb32/bernostalgia-dengan-kuliner-masa-lalu-di-minggon-jatinan-batang>( diunduh pada 27 November 2019).
- Safitasari, Cici dan Ida Maftukhah. (2017). "Pengaruh Kualitas Pelayanan, Promosi dan Citra Destinasi Terhadap Kepuasan Melalui Kepuasan Pengunjung". *Management Analysis Journal*. Vol. 6 No. 3 ISSN 2252-6552.
- Salah, Wahab. (1996). *Manajemen Kepariwisataaan*. Jakarta : Pradnya Paramita
- Sanggali, Aulia & I Putu Sudana. 2016. "Strategi Pemasaran Paket Wisata pada PT. Merrys Tour and Travel Service". *Jurnal IPTA*. Vol. 4, No. 2 ISSN 2338-8633. Terakreditasi B.
- Saputra. Rahman, dkk. (2018). "Penerapan Strategi Pemasaran 8P Terhadap Peningkatan Omset Penjualan Pada Warung Marso Malang". *Jurnal Ekskutif Volume 15 No. 1 Juni 2018*.
- Sasongko, A. (2018). *Serunya Minggon Jatinan Pusat Jajan Tradisional Batang*. <https://republika.co.id/berita/p7ljho313/serunya-minggon-jatinan-pusat-jajan-tradisional-batang> (diunduh pada 27 November 2019).
- Soedarso, dkk. (2014). "Potensi dan Kendala Pengembangan Pariwisata Berbasis Kekayaan Alam Dengan Pendekatan Marketing Places (Studi kasus Pengembangan Pariwisata di Kabupaten Bojonegoro)". *JSH: Jurnal Sosial Humaniora*. Vol. 7, No. 2, 136-149. Terakreditasi B.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Sugiyono. (2013a). *Metode Penelitian Kualitatif*. Bandung : Alfabeta



- Sugiyono. (2013b). *Metode Penelitian Manajemen*. Bandung : Alfabeta
- Suharsimi, Arikunto (2006). *Manajemen Penelitian*. Cetakan Ketujuh. Jakarta : Rineka Cipta.
- Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintahan Daerah. Jakarta.
- Undang- Undang Nomor 10 Tahun 2010 tentang Pariwisata. Jakarta.
- Tjiptono, Fandi. (1995). *Strategi Pemasaran*. Yogyakarta: Andi Offset.
- Tjiptono, Fandi. (2008). *Pemasaran Jasa*. Yogyakarta: Bayu Media
- Tjiptono, Fandi. (2008). *Strategi Pemasaran*. Yogyakarta: Andi Offset.
- Tutik., Sucihatiningsih Dian Wisika P., dan Kardoyo. (2018). "Strategi Pengembangan Wisata Goa Kreo Di Kota Semarang. Vol 7 No.2 pages 84-93. ISSN 2301-7341.
- Yoeti, Oka A. (1996). *Pemasaran Pariwisata*. Bandung: Bandung Angkasa.
- Yoeti, Oka A. (2008). *Pemasaran Pariwisata*. Bandung: Bandung Angkasa
- Poudel, K.P., Carter, R., & Lonial, S. (2012). "The Process Aspect of Entrepreneurial Orientation-Performance Relationship Uncovering the mediating Roles of Technological Capabilities, Innovation and Firm Growth". *Frontiers of Entrepreneurship Research*. 32(12): 16.
- Sari, Lila Fitria. (2013). "Pengaruh Orientasi Pasar dan Kreativitas terhadap Kinerja Pemasaran Pedagang Pakaian Jadi di Pasar Kliwon Kabupaten Kudus". *Management Analysis Journal*. 2(1): 110-1116.
- Suendro, G (2010). "Analisis Pengaruh Inovasi Produk Melalui Kinerja Pemasaran Untuk Mencapai Keunggulan Bersaing Berkelanjutan (Studi Kasus Pada Industri Kecil dan Menengah Batik Pekalongan)". *Tesis*. Semarang: Fakultas Magister Manajemen UNDIP.
- Sulistiyawati, Ardiani Ika. (2012). "Pengaruh Kepuasan Karyawan, Training, Turnover, dan Produktivitas Karyawan terhadap Keunggulan Bersaing melalui Kinerja Pemasaran". *Jurnal Dinamika Akuntansi*. 4(2): 83-93.
- Udriyah. (2019). "The Effects of Market Orientation and Innovation on Competitive Advantage and Business Performance of Textile SMEs". *Management Science Letters*. 9(5): 1419-1428.
- Wahyudin, Agus. (2015). *Metodelogi Penelitian Bisnis dan Pendidikan (Edisi 1)*. Semarang: UNNES Press.
- Zaini, Achmad. (2014). "Effect of Competitive Advantage as a mediator variable of Entrepreneurship Orientation to Marketing Performance". *IOSB Journal of Business and Management*. 16(5): 5-10.