PROMOTION STRATEGY TOWARD PANTAI LAKEY'S DEVELOPMENT AS AN ENGLISH-BASED TOURISM DESTINATION

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ABSTRACT

This study aims to determine the significant effect of promotion strategies on the development of Lakey beach as an English-based tourism destination. Lakey Beach is famous for its beautiful beaches and its waves are hampered by its development due to several factors including promotional activities that are rarely carried out by the relevant government, facilities and accommodations that are still incomplete and English language skills and proficiency at Lakey Beach are still lacking. English language skills for guides or people who are on the beach are very influential on the satisfaction of tourists, especially foreign tourists when visiting. The research method used was associative research where the research location was located on Lakey Beach, Hu'u Dompu. Population in this study were all local and foreign tourists who had visited Lakey Beach with total sample of 96 people. Variable Measurement The research in this study uses a score that refers to the use of the Likert scale with the data analysis technique used, namely simple linear regression analysis using the equation. The results of the study show that the Promotion Strategy has a significant influence on Tourism Development Based on English.

Keywords: promotion strategy, tourism development

JEL Classification: M31

INTRODUCTION

Indonesia is one of the largest archipelago countries in the world with five large islands owned and small islands spread from Sabang to Merauke. The difference in geographical conditions and the typology of society makes Indonesia have many cultures, customs and traditions that are summarized into a diverse ethnic group. Indonesia's diversity is not only attractive to local tourists, but also a strong attraction for foreign tourists. The development of tourism in Indonesia is inseparable from the globalization and development of tourism in the world.

In an effort to attract tourists to come to a tourist attraction in a place region certainly need a good promotion strategy. Promotion consists of all activities that try to stimulate the action of purchasing a product that fast or in a short time (Shimp, 2003: 6). Meanwhile promotion is an important tool in global marketing must be designed to foster development and provide information accurate and timely, especially in crisis situations, (Keegan, 2012: 2). Promotions designed bad news can cause unwanted publicity and loss customer. Tourism development is can support economic growth can be done by paying attention several things, one of which is promotion. He also revealed that promotional activities carried out must be diverse, promotional activities also need done by establishing a reliable information system and building good cooperation with other tourism information centers (Soebagyo,

2012: 156).

Promotion in marketing tourism products play a role as supporting transactions with inform, persuade, remind, and differentiate the product tourism promoted with other tourism products (Suryadana and Octavia, 2015: 157). Promotion in tourism is current one-way information created to direct prospective tourists or tourism business institutions to actions that are able to create exchanges (buying and selling) in marketing tourism products. If both can run well then the development of tourism will be realized and provide good influence for tourism in attracting tourists, increasing visits, and accelerate tourism growth.

Management of a tourist destination based on English in the last period has become a compulsory job for tourism developers in the archipelago to improve services and comfort for visitors, especially foreign tourists because with the mastery of English, tourism developers, business people, tour guides as well as people who are in the tourist location can direct and accompany foreign tourists so that communication is established between the two parties who have different language backgrounds. Lakey beach is one of the famous surfing tourist destinations to foreign countries so that a lot of foreign tourists who come to visit Lakey Beach. It Counted about 300 tourists who visit Lakey Beach from April to May 2018 to enjoy the waves of Lakey Beach. There are four types of waves owned by Lakey Beach, namely Lakey Peak, Cobble Stones, Lakey Pipe and Priscope. But there are some obstacles that hinder the development of Lakey Beach so that it is known by the wider community, especially foreign tourists, namely the lack of promotion by Lakey beach tourism developers (travellersindo.blogspot.com).

One of the factors that hinder the development of tourism in Lakey Beach is the promotion pattern and tourism information management system that is not good so that sometimes the tourism object and supporting service industries become unknown, especially able to attract tourists to travel. Limited information about tourist destinations, interesting tourist attractions, creative economic products such as handicrafts, culinary, local culture and traditions, tourism facilities and infrastructure available, and transportation to reach a tourist area also makes an area of tourism not developing well. Even this happened at Lakey Beach where one of the limitations is the ability of human resources

around the Lakey Beach area to promote Lakey Beach as an English-based tourist destination which is not very supportive for the development of Lakey beach tourism potential in the international arena.

Based on the description above, the problem to be raised in this study is whether the promotion strategy has a positive and significant effect on the development of Lakey Beach as an English-based tourist destination so that tourist developers have alternative solutions to develop tourism potential in the international sphere. The purpose of this study is to investigate and analyze the significant influence of promotion strategies on the development of Lakey beach as an English-based tourist destination and provide thought input to the tourism community, the people of Lakey Beach and the local Government to implement the right promotional strategy.

LITERATURE REVIEW

Promotion Strategy

Promotion is one of the determining factors for the success of a marketing program. However the quality of a product, if consumers have never heard of it and are not sure that the product will be useful for them, then they will never buy it. Promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence / persuade, and 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 (Tjiptono, 2008: 219). "Promotion is one variable in the marketing mix, which is very important for companies to market service products. Promotional activities not only function as a communication tool between companies with consumers, but also as a tool to influence consumers in the activity of buying or using services according to their needs" (Lupiyoadi in Suryadana and Octavia, 2015: 157).

From several definitions according to experts above it can be concluded that promotion is a form of marketing communication carried out by a company to consumers to influence or invite consumers to buy or use a product or service. In order for the promotion to be effective, companies must develop strategies in marketing their products. The term strategy comes from Greek strategia (Stratos: military, and ag: lead)

which means art or science to become a general. Strategy can also be interpreted as a plan for the distribution and use of military and material forces in certain regions to achieve certain goals. The concept of military strategy is often adapted and applied in the business world. In the business context, the strategy describes the direction of the business that follows the chosen environment and is a guideline for allocating resources and efforts of an organization (Tjiptono, 2008: 3).

Promotion strategy is creativity that communicates product excellence and persuades the target market. In the tourism sector this promotion strategy is important because the tourism sector is a competitive industry (Kotler and Armstrong, 2001: 74). In the rapidly developing tourism industry, competition is becoming increasingly high, so that the promotion strategies of tourist destinations are increasingly important (Candra and Menezes, 2001).

There are four promotional techniques commonly used by travel agents to do tourism promotion, namely advertising, sales promotion, personal selling, and public relations (Suryadana and Octavia, 2015: 158). In this study, the indicators of the Promotion Strategy focused on Advertising, Public relations and Personal Selling.

Development of English-Based Travel Destinations
According to Law number 10 of 2009 concerning tourism, what is meant by tourism is various kinds of tourism activities and supported by various facilities and services provided by the community, business people, the Government, and the Regional Government. Tourism can be defined as a whole network and symptoms related to the stay of foreigners in a place, with the condition that they do not live there to do an important work that provides benefits permanent or temporary (Hunzieker and Krapf in Suryadana, 2015: 30). Tourism is a trip from one place to another and is temporary, carried out individually or in groups as an effort to find balance, harmony in the socio-cultural and scientific dimensions (Spillane in Hadiwijoyo, 2012: 42).

The development of tourist destinations which are the main drivers of the tourism sector requires the cooperation of all stakeholders consisting of the public and the government, direct cooperation from the business community and from the private sector.

In accordance with their duties and authorities, the government is a facilitator who has his role and function in making and determining all policies related to the development of a Tourism Destination. Attraction in tourism destinations is one of the main capital that must be had in efforts to improve and develop tourist destinations, especially those based on English, considering the development of English in Indonesia, especially on Lakey Beach is not easy. The existence of a Tourist Destination is the most important link in a tourism activity, this is due to the main factor that makes visitors or tourists to visit the tourist destination is the potential and attractiveness of such tourism objects so that researchers are interested in developing the potential of English-based tourism in Lakey Beach.

Hidayat (2011) in her research strategy planning and tourism development object (case study of pangandaran beach ciamis district, west java) concluded that Pangandaran beach attractions is a very popular tourist attraction at domestic tourists (Nusantara) as a very strong tourist destination, so Pangandaran beach tourist attraction still have a chance to become a leading tourist destinations in West Java. Based on the results of the evaluation of the tourism products condition and actual markets, Pangandaran beach objects experienced quite complex damage infrastructure, Pangandaran beach is reaching a phase of stagnation in the tourist life cycle. This must be fixed so it doesn't fall short in phase decline. Optimizing the preparation of facilities and infrastructure to support development marine tourism, such as the provision of diving equipment, tourist signage, snorkeling equipment, coast guard / police, including information center, provision of toilets, and rubbish bins adequate for visitors who need.
H1: Promotion Strategy has no significant effect on Pantai lakey's development as English-based Tourism Destination

RESEARCH METHODOLOGY

The type of research used in this research is associative research. Sugiyono (2010), suggests that associative research is a study that aims to determine the relationship between two or more variables where the variables in this study are promotion strategies as variable X and the development of tourist destinations as variable Y. Variable Measurement in this research use a score that

refs to the use of the Likert scale namely 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), 1 (strongly disagree). Statistical analysis uses in this research is simple regression with SPSS 22 version.

The populations in this study were all of visitors / tourists who had visited Lakey Beach, Hu'u Dompu, whose numbers could not be measured (Unknown Population). To determine the number and characteristics of the population, sampling is determined (Sugiyono, 2012). The sampling technique is by using incidental sampling, which is a sampling technique based on chance, that is, anyone who incidentally meets the researcher can be used as a sample. The sample determination formula is as follows:

$$n = z^2 / 4\mu^2$$

Explanation:
n = Sample size
z = The level of sample confidence needed in the study. At a = 5% (the degree of confidence is 95%) then Z = 1.96
μ = margin of error, error rate that can be tolerated (determined 10%)

Using the formula above, the following calculations are obtained:

$$n = z^2 / 4\mu^2$$
$$n = 1.96^2 / 4 (0.1)^2$$
$$n = 96.4 \approx 96$$

From the results of these calculations, it is known that the sample size needed is n = 96.4 ≈ 96 respondents. The data analysis technique used is simple linear regression analysis by using equations, namely: Y = a + bx.

Validity Test
Validity is a measure that shows the level of reliability and genuineness of an instrument (Arikunto, 2010). Valid means that the instrument can be used to measure what is being measured. To find out whether a research instrument is not valid, if the correlation value of each instrument item is below 0.30, it can be concluded that the instrument is invalid so it must be repaired or discarded (Sugiyono, 2012).

Table 1
Validity test of Promotion Strategy Variable

No	r- count	r - table	Statement
1	0.683	0.300	Valid
2	0.617	0.300	Valid
3	0.588	0.300	Valid
4	0.368	0.300	Valid
5	0.723	0.300	Valid
6	0.603	0.300	Valid
7	0.534	0.300	Valid
8	0.556	0.300	Valid
9	0.596	0.300	Valid

Source: Primary Data Processed, 2019

Table 2
Validity test Tourism Development

No	r-count	r-table	Statement
1	0.678	0.300	Valid
2	0.691	0.300	Valid
3	0.656	0.300	Valid
4	0.662	0.300	Valid
5	0.656	0.300	Valid
6	0.547	0.300	Valid
7	0.410	0.300	Valid
8	0.507	0.300	Valid
9	0.511	0.300	Valid
10	0.446	0.300	Valid
11	0.492	0.300	Valid
12	0.369	0.300	Valid

Source: Primary Data Processed, 2019

Based on Table 1 and Table 2, validity test of promotion strategy and tourism development variable, it showed that all statement items used to measure variables in this study have a correlation coefficient which is greater than > 0.300. Thus all of the items of the statements in this research are declared Valid.

Reliability Test
Reliable instruments are instruments that when used several times to measure the same object will produce

the same data. To find an instrument declared reliable if the reliability coefficient is at least 0.60 (Sugiyono, 2012). The Reliability Test results showed that the instrument measurement results of Strategy Promotion and Tourism Development Variables have Cronbach's alpha value ≥ 0.60. Thus the statement items are declared reliable so that they can be used for this research.

Table 3
Reliability test of Promotion Strategy Variable

Cronbach's Alpha	N of items
.775	9

Source: Primary Data Processed, 2019

Tabel 4
Reliability test of Tourism Strategy

Cronbach's Alpha	N of items
.783	12

Source: Primary Data Processed, 2019

Simple Regression Analysis

The method used in this study is a simple linear regression statistical analysis method. This method is used to determine the effect of the relationship of the independent variable, the promotion strategy and the dependent variable, namely tourism development.

Based on Table 5 of coefficients result of the regression analysis, it can be seen the simple linear regression equation as follows:

$$Y = 13,871 + 0.948\ x$$

Based on these equations, it can be explained as follows:
A constant value of 13,871 can be interpreted if the Promotion Strategy variable is considered zero, the Tourism Development will be 0.948. Beta coefficient value of the Promotion Strategy variable is 0.948, or each change of the Promotion Strategy variable of one unit will result in a change in Tourism Development of 0.948 units, with other assumptions fixed. The regression coefficient is positive so it can be said that the direction of the effect of variable X on the variable Y is positive.

Correlation Coefficient Test

Correlation coefficient test is performed to determine the degree or strength of the relationship between two variables. Based on the results in the Model Summary table, it obtained that correlation coefficient (R) value is 0.749, this showed that the level of closeness of the re-

Table 5
Simple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.871	3.320		4.178	.000
	Strategi Promosi	.948	.086	.749	10.961	.000

a. Dependent Variable: Pengembangan Wisata

Source: Primary Data Processed, 2019

Table 6
Correlation and Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749[a]	.561	.556	3.205

a. Predictors: (Constant), Strategi Promosi

Source: Primary Data Processed, 2019

lationship between the Promotion Strategy to Tourism Development is at the level of "Strong" in accordance with the guidelines table of the correlation coefficient interval where the value of the correlation coefficient interval between 0.60 - 0.799, then the relationship level is at the "strong" level.

Determination Coefficient Test

Coefficient of determination is a tool to measure the magnitude of the influence of independent variables on the dependent variable. Based on the results in the Model Summary table, it obtained that Determination Coefficient Test (Adjusted R^2) value is 0.561, this showed that Variable Y (Tourism Development) is influenced by Variable X namely Promotion Strategy is as big as 56% while the remaining 44% is influenced by other factors that is not included in this study.

Significance Test (t-test)

T-test is a test to show the significance of the influence of individual independent variables in the model on the dependent variable. this is intended to find out how far the influence of one independent variable explains the variation of the dependent variable. if the significance value is less than 0.05 (sig <0.05), it can be concluded that the independent variable has a significant effect on the dependent variable.

The statistical results of the t test of the Promotion Strategy variable obtained the t-count is as big as 10,961 with t-table is as big as 1,985 (10,961 > 1,985) with a significance value is as big as 0,000 less than 0.05 (0,000 ≤ 0.05), then the hypothesis stating that "Promotion Strategy has a significant effect on Lakey Beach Development as an English-based tourism destination is PROVEN.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of this research and discussion above, it can be concluded that the promotion strategy has a significant effect on Lakey Beach Development as an English-based Tourism Destination. This is evidenced by the score of t-count > t-table score that is 10.961 > 1.985 with a significance score of 0.000 <0.05.

Suggestion

Hopefully, through this research the government is more alert in developing regional tourism potentials by implementing good promotion strategies so as to make tourism in the regions better known both on the national and international level.

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