

MARKETING STRATEGY FOR LAPOILI CIRCULAR BRIDGE TOURISM OBJECTS TO INCREASE THE INCOME OF ECONOMIC ACTORS AROUND TOURISM OBJECTS

Musrini ^{1*}, Kuswinton ² Resfika Aswira ³

^{1,2,3}Politeknik Baubau, Baubau, Indonesia

ARTICLE INFORMATION

Received: 20 September 2024

Revised : 27 September 2024

Accepted: 25 October 2024

DOI:

KEYWORDS

Tourism Marketing Strategy, Types of Tourism Product Sales, Income of Economic Actors.

CORRESPONDING AUTHOR

Nama : Musrini

Address: jln Desa Wawoangi

E-mail : Musrini2803@gmail.com

A B S T R A C T

There are problems regarding how tourism marketing strategies can increase the income of economic actors around tourist attractions and the types of sales of tourism products to increase the income of economic actors around tourist attractions. The aim of this research is to identify various existing tourism marketing methods to increase the income of economic actors around tourist attractions and various types of tourism product sales strategies to increase the income of economic actors around tourist attractions and the marketing of tourism products that are used as tourist attractions on the Lapoili Ring Bridge influence local business income. Quantitative methodology and data collection used in this research are questionnaires, interviews, documentation and observation. These findings show the impact of HI tourist attraction marketing strategies on business owners' income. This is proven by the level of significant value of the t test for variable tourism because with increasing marketing strategies in tourism, more tourists will visit so that it can increase the income of economic actors. Likewise, with the type of tourism product sales, the higher the value of tourism product sales, the higher the income earned.

Keywords: Tourism Marketing Strategy, Types of Tourism Product Sales, Income of Economic Actors.

INTRODUCTION

In Indonesia, tourism strategy is a priority, especially for regions whose potential has not been fully realized. In connection with the statement of the International Union of Official Travel Organization (IUOTO) at the Rome conference in 1963, it was said that tourism is a major source of foreign exchange. This shows how the tourism industry is a very important service sector for the expansion of the local economy. Entrepreneurs always need to have a plan to ensure that their business survives and grows in a highly competitive business world. Due to the increasing level of competition, it is important for every business to develop various original and creative concepts in order to differentiate itself from competitors, especially for businesses in the same industry. Of course, in a highly competitive market with many players, they must be able to adjust to changing market conditions. A strong strategy is needed for business leadership to assist owners in forecasting the impact of these events and preparing for competition.

According to (Aswira, 2024) a marketing strategy is a comprehensive and integrated plan that serves as a guideline for actions to be taken to achieve marketing objectives in the company's domain. A marketing strategy is a comprehensive and worldwide plan that outlines the steps to be taken in an organization's domain to achieve its marketing objectives. A business leader's strategy is a plan focused on long-term goals that improve the quality of the organization's business. He always has an idea of how he wants the company he founded to run. Every business, whether it is in the noodle industry or not, needs a strategy to operate efficiently. There is always a best course of action that supports you in your daily activities. (Yanti and Idayanti in 2022). Strategy is also a collection of important choices for organizing and implementing a number of action plans and resource allocations that are essential for achieving fundamental goals and objectives, while optimally considering the overall direction, scope, and long-term outlook of the individual as well as the ideal sustainable competitive, comparative, and synergistic advantages of the institution (Amelia et al., 2022).

Marketing must be carried out consistently and tirelessly, so that the tourism industry develops and as a result can attract more tourists. Tourism-related activities can encourage the community to take an active role in development in order to achieve the goal of common welfare. The process of

developing new tourist interests and expanding existing tourist interests is known as tourism sector development. Expanding the potential of the tourism industry to include all available resources both human and natural will help the growth of this industry. These resources, when combined and managed properly, can yield both benefits. Recreational activities can be defined as group-based activities in relation to tourism. (Pariyanti et al., 2020)

Travel, travel destinations, industries and other related components come together to form tourism, which consists of travelers and the conduct of various tourism-related activities. Tourism has developed into a large source of income in Indonesia due to the variety of travel options available, including environmental, social, and cultural tourism that stretches from Sabang to Merauke. Indonesia is rich in cultural tourism in addition to its endless natural attractions. This is evident from its many historical relics, diverse artworks, and local customs, all of which attract visitors from both the domestic and international tourism markets. With all its potential, Indonesia has emerged as one of the most popular tourist destinations in the world. The main engine of the tourism industry, marketing tourist sites, requires the collaboration of all parties involved, including the government, the business world, and the private sector. The government acts as a facilitator, whose role and function is to formulate and decide all policies related to the growth of tourist destinations and attractions, in accordance with its responsibilities and authority. Attraction is one of the main capital needed to build and develop attractions and tourism businesses. The existence of tourist objects and attractions is the most important link in a tourism activity, because the potential and attractiveness of an attraction is the main factor that attracts visitors or tourists to visit a tourist area. (. (Devy, 2017). The tourism industry is very important for economic growth. This is because the potential of the tourism industry is able to significantly increase regional GDP. Tourist Destination Areas (DTWs) can benefit from domestic and foreign tourist visits in the neighborhood by generating more income for the neighborhood, creating more jobs, and generating more city revenue from tourism levies. However, it cannot be denied that the tourism industry has the power to contribute to environmental degradation, deterioration of social norms and values, and changes in the behavior of local communities. In this modern development period, one of the fastest growing industries is tourism. Tourism can be used as a catalyst for improving the economy of an area in addition to being a means of traveling for families and other tourists. Tourism currently has the potential to develop into a growing industry and support the community. In every location, a lot of new tourist attractions are starting to emerge. Places that people visit for fun and do tourism activities are called tourist attractions. After getting bored with their daily routines, they seek entertainment to replenish their minds. There is no way to separate tourism marketing from these four endeavors. To please tourists and provide them with an extraordinary experience, the price planning system, promotions, and targeted market products are part of the sustainability value in tourism marketing (Hikmah dan Nurdin, 2018). One of the steps to achieve a goal in a tourism activity within a predetermined period of time is strategic management in the development of tourist attractions. Techniques used in the creation of tourism assets include investment, marketing, promotion, and tourism resources. The purpose of tourism development is to improve tourism standards in order to attract more people who deserve to visit these locations. To compete with tourism in other cities, this tourism development also requires new developments in the field. (Febriyandani & Meirinawati, 2013).

Damanik (2013, 4) identified research gaps between this study and previous research. These findings show the important role of tourism in the economic growth of a country or region, as evidenced by the increase in employment, foreign exchange earnings, and the slowing down of spatial development. Anita Merdika Putri (2022) argues that tourism destination marketing methods have a greater impact on the number of visitors than the income of economic actors. One of the villages in South Buton Regency, Southeast Sulawesi, Wawoangi Village, has a lot of potential to be developed as a tourism destination. The Lapoili Ring Bridge is a popular tourist destination in this village because it offers stunning views for visitors. In 2019, Listriyana and Pahlewi. The Lapoili Ring Bridge is a key component of the local government's and Wawoangi Village community's tourism attraction strategy aimed at improving economic welfare and community income. An efficient marketing plan, supported by the expansion of tourism infrastructure and facilities, is expected to attract more visitors and pave the way for local residents to participate in innovative economic ventures centered around tourist destinations. Sustainable tourism promotion of the Lapoili Ring Bridge is expected to improve the welfare and economic progress of Wawoangi Village residents. researchers are interested in conducting research, namely the Marketing Strategy of the Lapoili Ring Bridge Tourism Object to Increase the Income of Economic Actors Around Tourism with hope. This

action can help us understand the importance of tourism marketing tactics for the Lapoili Ring Bridge in more depth.

METHODOLOGY

This study used a quantitative research approach, meaning that quantifiable data were collected and analyzed through the use of numbers and statistics. The selection of the location of this research is Wawoangi Village, Sampolawa District, South Buton Regency, Southeast Sulawesi. June 2024. In this study, the following classifications and sources of data were used: First-hand Data Through research items, interviews, and a series of questions given to respondents, primary data was collected directly. Then processed using statistical methods to generate data (Sugiono, 2019). Secondary Information Information collected to supplement primary data, such as reading materials and information on the origin and growth of tourism in relation to the issue under study. (Sugiono, 2019). In this study, the methods used to collect data were observation, interviews, questionnaires, and documentation. Validity test, reliability test, and hypothesis testing are examples of data analysis methodology. T and f tests are examples of hypothesis testing. The overall significance of the independent variable X and the dependent variable Y are combined in overall hypothesis testing to determine the level of influence. (Ekasari, 2018)

RESULTS AND DISCUSSION

States that the validity test is used to evaluate the validity of a questionnaire. The technique for assessing data that has been confirmed to be true or truly valid is the validity test. Product moment correlation (Pearson correlation), also known as item-total correlation, is a technique often used to evaluate the validity of a questionnaire. It is the relationship between the score of each question item and the overall score.

Table 1. Validity Test of Variable X

No	Statement	r Count	r Table	Description
1	Social media plays an important role in the lapoili ring bridge tourism sector.	0,558	0,412	Valid
2	Lapoili ring bridge tourism creates an attractive profile in order to increase tourism development.	0,487	0,412	Valid
3	Lapoili ring bridge tourism creates creative and innovative content to attract more visitors.	0,608	0,412	Valid
4	Social media can contribute to the image of the lapoili ring bridge tourist location to be conveyed to the buplik.	0,506	0,412	Valid

Source: data processed by spss version 25

Table 1 above shows that based on the requirement that rcount is more than 0.05, variable X has a valid condition for each question item.

Table.2 Variable validity test X2

No	Statement	r Count	r Table	Description
1	The entrance ticket price for the lapoili ring bridge tour is very affordable	0,592	0,412	Valid
2	The atmosphere on the lapoili ring bridge tour is very strategic and has an interesting view.	0,469	0,412	Valid
3	Lapoili ring bridge tours take great care to keep the environment clean.	0,653	0,412	Valid
4	Lapoili ring bridge tourism has adequate facilities such as prayer rooms, toilets, parking lots, and kazebo for resting places.	0,522	0,412	Valid

Source: data processed by spss version 25

Table 2 above shows that if you consider the criterion rcount greater than 0.05, the X2 variable has a valid condition for each question item.

Table. 3 Validity Test Results

No	Statement	r Count	r Table	Description
1	The number of tourist visitors affects community income	0,627	0,412	Valid
2	Lapoili ring bridge tourism Increased community income from the strategy implemented.	0,494	0,412	Valid
3	Employment opportunities with the lapoili ring bridge tour.	0,464	0,412	Valid
4	Merchants in tourism make more profit on holidays than on weekdays	0,491	0,412	Valid

Source: data processed by spss version 25

Table 3 above shows that based on the requirement that rcount is more than 0.05, variable Y has a valid condition for each question item.

Reliability Test

The reliability of a questionnaire can be measured as an indicator of a variable or construct. If the respondent's response to a questionnaire remains constant over time, then the questionnaire is considered reliable. With SPSS, you can use the Cronbach alpha (α) statistical test to measure reliability. If a construct or variable has a Cronbach alpha value greater than 0.61, it is considered reliable. SPSS version 25 was used to calculate the Cronbach alpha coefficient.

X reliability test

Table 4 Reability Test

Cronbach's Alpha	Value	Alpha Steadiness Measure	Description
0.667	0,61 s.d 0,80	0,667 > 0,610	Reliabel

Source: data processed by spss version 25

Based on Table 4 above, it shows that the Cronbach's alpha value for variable X is 0.667. Thus, it can be concluded that the questions in this questionnaire are reliable, because they have a Cronbach's alpha value greater than 0.61.

X2 Reability Test

Table 5 Reability Test

Cronbach's Alpha	Value	Alpha Steadiness Measure	Description
0.687	0,61 s.d 0,80	0,687 > 0,610	Reliabel

Source: data processed by spss version 25

Table 5 above shows that the Cronbach's alpha value for variable X2 is 0.687. Therefore, because the Cronbach's alpha value of the questionnaire questions is greater than 0.61, it can be stated that the questions are credible.

Y Reability Test

Table 6. Reability Test

Cronbach's Alpha	Value	Alpha Steadiness Measure	Description
0.647	0,61 s.d 0,80	0,647 > 0,610	Reliabel

Source: data processed by spss version 25

Table 6 above shows that the Cronbach's alpha value for variable Y is 0.647. Therefore, since the Cronbach's alpha value of the questionnaire questions is greater than 0.61, the questions can be said to be reliable.

Hypothesis Test

The t test which displays the effect of the independent variable on the dependent variable is used to evaluate the hypothesis. Therefore, the t test is also included in this study in line with the main objective of the investigation, namely to determine whether or not the independent variables (X) and (X2) have a significant effect on the variable (Y).

Table.7 Hypothesis Test (t Test).

Model	Unstandardized Coefficients		Standardized Coefficients		Sig
	B	Std.Error	Beta	T	
(Constant)	.188	3.701		.032	.975
X1	.400	.166	.410	2.415	.03
X2		.157	.622	3.659	.003

Source: data processed by spss version 25

Sig value <0.05 or $t\text{-Count} > t\text{-Table}$, then H_0 is rejected and H_1 is accepted.

X1 $0.03 < 0.05$ or $2.415 > 0.412$, means that Variable X1 has an effect on Variable Y.

X2 $0.003 < 0.05$ or $3.659 > 0.412$, means that Variable X2 has an effect on Variable Y.

Hypothesis Test (F Test).

Table 8 Test f

Model	ANOVA ^a				
	Sum of squares	Dr	Mean Square	F	Si
Regression	10.029	2	5.015	12.270	.001 ^b
Residual	4.904	12	.409		
Total	14.933	14			

Source: data processed by spss version 25

Sig value <0.05 or $F\text{-Count} > F\text{-Table}$. then there is an influence of variable X on Variable Y.

Sig value <0.05 or $F\text{-Count} > F\text{-Table}$. then there is no influence of variable X and on Variable Y.

$0.01 < 0.05$ or $12.270 > 0.412$. Table, then there is an influence of variable X on Variable Y.

Tourism Marketing Strategy on the Income of Economic Actors Based on the results of the study, the hypothesis test shows that H_1 tourist attraction marketing strategy affects the income of economic actors. This is evidenced by the level of significant value of $0.03 < 0.05$. The more income generated the more tourists who visit. So that the Marketing Strategy of tourist attractions is very important in supporting the success of tourism. In the tourist attraction area, it will make a very large contribution if it is developed, it will significantly increase the regional income. The research strategy through social media developed by tourism will affect the increase in income of economic actors. The findings of this study are consistent with other research (Fadilla, 2024). Type of Sales of Tourism Products to the Income of Economic Actors Based on the results of the study, sales of tourism products can affect the increase in income of economic actors. This is evidenced by the level of significant value of $0.003 < 0.05$. This means that the higher the sales value of tourism products, the higher the income earned. The findings of this study are in line with Augustina's research (2017) which found that tourism products have a significant role in the industry. In this case, "tourism products" refer not only to tourist attractions but also to tourism-related businesses and additional services such as toilets, kzebos, and other facilities that increase the income of economic actors. Tourism marketing strategies and types of tourism products sales on economic actors' income Economic actors' income is significantly influenced by tourism marketing techniques and tourism revenue, according to the research findings. Economic actors can significantly increase their income through the effective implementation or development of marketing strategies and types of products related to tourism. The findings of this study are consistent with previous research (Manullang & Barusman, 2024). Tourism marketing tactics are essential to boost the local economy and make destinations more attractive. By integrating various marketing strategies to increase traffic. The findings of the analysis show that

marketing tactics and the types of tourism products sold have a large positive impact on the income of economic actors. This is evidenced by the level of significant value of t test (X) $0.03 < 0.05$ and (X2) $0.003 < 0.05$. This shows that the income of economic actors is significantly influenced by tourism marketing methods and product sales.

CONCLUSION

Based on the formulation of the problem of “Marketing Strategy for Lapoili Circular Bridge Tourism Objects to Increase the Income of Economic Actors Around Tourism Attractions” that tourism marketing strategies and types of tourism product sales have a significant effect on the income of economic actors. Thus, the researchers arrived at the following findings: The income of economic actors increases significantly through tourism marketing tactics. That is, more tourists will come if the marketing plan berhasil, sehingga akan meningkatkan pendapatan pelaku ekonomi. Jenis penjualan produk pariwisata mempunyai dampak besar terhadap seberapa besar penghasilan pelaku ekonomi. This means that their income will increase along with the number of sales. Sales of various tourism products and marketing have a great influence on the amount of money generated by economic agents. This implies that the implementation or development of an effective marketing plan and sales style for tourism-related goods will have a major impact on increasing the income of economic agents.

The researcher will make the following recommendations in relation to the findings, analysis and conclusions of the study: To boost tourism, future village governments should improve marketing tactics and build tourist facilities near the Lapoili ring bridge. To improve and perfect what has not been done so far and provide better research results than previous studies, future researchers are expected to examine more sources or references. The obstacle faced in this study is the difficulty of meeting with respondents.

ACKNOWLEDGMENT

Thank you, ladies and gentlemen of Wawaongi Village for giving permission to the author to conduct research. The author would like to thank the first and second supervisors for their unwavering guidance in helping the author complete the writing of this thesis.

Once again I would like to thank Baubau Polytechnic for all the information and experiences that have been shared so far during the lecture process.

REFERENCES

- Amelia, E. O., Pramono, J., & Suhita, D. (2022). Strategi Dinas Pariwisata dalam pengembangan pariwisata Kota Surakarta di masa pandemi Covid-19. *Publisia: Jurnal Ilmu Administrasi Publik*, 7(1), 66–76. <https://doi.org/10.26905/pjiap.v7i1.7356>
- Agustina, I. M., & Kartika, I. N. (2017). ISSN: Product to Sales Volume, 1(1), 37-51
- Aswira, R. (2024). *Study of Entrepreneurial Orientation with Marketing Performance and Design Marketing Strategy Kajian Orientasi Kewirausahaan Dengan Kinerja Pemasaran Serta Desain Strategi Pemasaran*. VIII(2), 135–145.
- Devy, H. A. (2017). Pengembangan Obyek Dan Daya Tarik Wisata Alam Sebagai Daerah Tujuan Wisata Di Kabupaten Karanganyar. *Jurnal Sosiologi DILEMA*, 32(1), 34–44
- Damanik. (2013). *Tourism Between Opportunities and Challenges*. Yogyakarta: Student Library.
- Ekasari, Y. K. (2018). Pencapaian Siswa Pendidikan dan Kinerja Guru terhadap Pencapaian Siswa (Analisis Deskriptif pada SMA Negeri di Kabupaten Purwakarta). *Jurnal Ekonomi Dan Bisnis*, 2(1), 125–143. https://stieb-perdanamandiri.ac.id/media/Jurnal/2018/10_JURNAL_YULIANA_EKA.pdf
- Febriyandani, A., & Meirinawati. (2013). MANAJEMEN STRATEGI DALAM PENGEMBANGAN OBYEK WISATA BUKIT KAPUR JEDDIH MADURA (Studi pada Dinas Pariwisata dan Kebudayaan Kabupaten Bangkalan. *MANAJEMEN STRATEGI DALAM PENGEMBANGAN OBYEK WISATA BUKIT KAPUR JEDDIH MADURA (Studi Pada Dinas Pariwisata Dan Kebudayaan Kabupaten Bangkalan*, 53(9), 1689–1699. <https://ksmtour.com>

- Fadilla, H. (2024). Tourism Sector Development to Increase Regional Revenue in Indonesia. *Benefit: Journal of Business, Economics, and Finance*, 2(1), 36-43. <https://doi.org/10.37985/benefit.v2i1.375>
- Fyka, S. A. (2018). Analysis of the Impact of Bokori Island Tourism Development on the Socio-Economic Conditions of the Bajo Community (Case Study in Mekar Village, Soropia District). *Habitat*, 106-112.
- Hikmah dan Nurdin. (2018). Strategi Pemasaran Untuk Meningkatkan Jumlah Kunjungan Wisata Di Kota Makassar. *Jurnal Competitiveness*, 7(2), 203–211. <https://doi.org/10.26618/jmbc.v7i2.4434>
- Kuswinton. (2022). Marketing Strategies for MSMEs in Facing the Market in the Covid 19 Pandemic Era. *Journal of Economics and Business*, 1(2), 27-32.
- Listriyana, A and A.D. Pahlewi. 2019. Analysis of Water Quality at Duwet Beach, Panarukan District as a Preliminary Test of the Safety Status of Ulva Algae Cultivation. *Journal of Research*. 3 (1): 1-10
- Manullang, B. N., & Barusman, T. M. (2024). Marketing Strategy Analysis of Bukit Muncak Temiangan, West Lampung Regency. *Journal of EMT KITA*, 8(1), 32-41
- Pariyanti, E., Rinnanik, & Buchori. (2020). *Objek Wisata Dan Pelaku Usaha*.
- Rusli (2014). Chapter III - Research Methods Research Methods. *Research Methods*, 32-41
- Sugiono. (2019). Metode Penelitian Kuantitatif, Kualitatif dan R & Metode Penelitian Kuantitatif, Kualitatif Dan R & D. Bandung: Alfabeta. In *Bandung: Alfabeta*. (Edisi Ke-2). Penerbit Alfabeta Bandung.
- Yanti, I., & Idayanti, D. (2022). Marketing Strategy Analysis to Increase Sales at Mrs. Bagas' Business in Mamuju District. *Forecasting: Scientific Journal of Management Science*, 1(1), 113.