

## MARKETING STRATEGY OF "KAMPUNG BATOK" AS A CRAFT TOURISM DESTINATION IN BLITAR

<sup>1</sup>Bina Andari, <sup>2</sup>Hery Suprayitno

<sup>1</sup> Faculty of Social Science and Politics, Islamic University Balitar, Balitar

<sup>2</sup> Faculty Economics, Management Program Study, Islamic University Balitar, Balitar

\*Corresponding author: [prayimohery99@gmail.com](mailto:prayimohery99@gmail.com)

**Abstract.** *The purpose of this study is to determine marketing strategy of "Kampung Batok" Tanjungsari Village, Sukorejo Sub-District, Blitar. In addition, the purpose of this research is to find out whether in Kampung Batok as craft tourism village, Tanjungsari Village, Sukorejo Sub-District, Blitar, the implementation of marketing mix has been running effectively or not. Research methods conducted using a qualitative approach. This method is carried out after all the data needed has been collected, then arranged systematically and explained using words. The data which processed using qualitative methods are data obtained from the field in the form of information, photographs relating to the condition of Kampung Batok craft Tourism Village and marketing strategy, include describing the results of interviews with the tourism manager of Kampung Batok Tourism Village. After the collection process, the data is analyzed descriptively using the SWOT approach. The results of this study are the strategies that have been implemented are effective, it needs a little updating so that tourism village can continue to develop, by using a SWOT analysis can be found the marketing strategies obtained that can be applied, namely the packaging strategy of tourism products, strategies in terms of promotion, repositioning strategies, and strategies in serving the best service for tourists.*

**Kata Kunci :** *Marketing Strategy; Marketing Mix; Tourism Village*

### 1. INTRODUCTION

Tourism is the most promising sector at this time, along with technological developments and the increasing lifestyle of the people toward the modern. Today's society tends to pay more attention to prestige, they tend to exist more on social media and often visit tourist attractions. They will be very interested in visiting new tours with tourist village furniture. According to Zakaria (2014) Tourism Village is an area or area that is in the countryside and which has a special attraction so that it can become a tourist destination. In the tourist village people generally still hold the tradition and culture that is still original. As well as some supporting activities such as farming, gardening, and traditional food also color the existence of the tourist village itself. In addition to these factors, the environment that is still original and stylish is also an important factor that must exist in a tourist village.

The phenomenon above becomes an advantage for those who are creative in creating new recreational vehicles. However, it should be noted that in building a tourist village, it is necessary to pay attention to the components included in the tourist village, firstly, the accommodation is used as a tourist destination, usually in the tourist village utilizing the residence of the local community and the space developed in the area around the tourist village environment. Second is attractiveness. The attraction of a tourist village can be the daily life of the local people along with the typical conditions of the rural environment that allow tourists to actively participate in local community activities (Zebua, 2016).

One of the educational-themed recreation vehicles in Bitar is "Kampung Batok Tourism Village" located in Tanjungsari Village, Sukorejo Su-District, Blitar City. *Kampung Batok* Tourism Village is a tourism village which is engaged in the utilization of coconut shells

processed into a handicraft that has a sale value. In the beginning *Kampung Batok* Tourism Village was only a household industry located at Jalan Kali Glagah No. 48 Kelurahan Tanjungsari, Sukorejo. This effort was initiated with great patience and hard, starting in 2009 together with *Karang Taruna* "Tanjung Jaya" and year by year continues to experience growth and finally able to improve the economy by empowering the surrounding community.

The success of *Kampung Batok* Tourism Village in attracting tourists to visit and buy cannot be separated from the success of the marketing strategy undertaken by the *Kampung*

*Batok* Tourism Village. According to Kotler (2008) Marketing strategy (marketing mix) is an attempt to increase revenue consisting of products, prices, places, and promotion. Through marketing strategies, product and service can explain the details of their products specifically so that consumers know the difference between these products and others.

Tourism marketing is inseparable from the service function. According to Kotler (2008) services are any actions or activities that can be offered by one party to another party which is basically intangible and also does not result in any transfer of ownership. Whereas according to Zeithaml and Bitner in Hurriyati (2010) services can be interpreted as activities offered by one party to another party and are essentially intangible, quickly disappear, more tangible than owned, the production process may not be associated with physical products, and customers are more can actively participate in the process of consuming services. Tourism marketing strategy is not far from the marketing strategy of products or other field services.

Marketing strategy through technology is felt to be very or even more profitable, given the development of technology, especially online media, it is very influential to distribute information quickly. Online marketing via social media also has a positive impact on attracting tourists from within and outside the Blitar area. In addition, word of mouth marketing is no less influential. Word of mouth marketing is very closely related to the satisfaction of tourists who have visited the *Kampung Batok* Tourism Village and buy the handicraft from *Kampung Batok*. For this reason, an effective marketing mix implementation is needed to broadcast *Kampung Batok* as a very interesting tourist destination to visit.

This explanation shows that how the importance of marketing in the success of Tourism Village in bringing tourists and reaching the targeted market. Therefore, this study was conducted to determine the implementation of marketing mix in the Tourism Village of *Kampung Batok*, Tanjungsari Village, Sukorejo Sub-District, Blitar. In addition, the purpose of this research is to find out whether in *Kampung Batok*, Tanjungsari Village, Sukorejo Sub-District, Blitar, the implementation of marketing mix has been running effectively or not. So the results obtained can contribute to the management of tourism in marketing products in *Kampung Batok* Tourism Village.

## **2. LITERATURE REVIEW**

### **2.1 The Implementation of Marketing Mix**

#### **1. Product**

The products offered by the *Kampung Batok* Tourism Village are educational tours on the manufacture of handicrafts from coconut shells. *Kampung Batok* Tourism Village is the only tourism that produces handicrafts from coconut shells in Blitar and the surrounding area. In addition to present educational tours in the form of making handicrafts from coconut shells, in the *Batok* Village tour there are also other educational tours. So even though the name is *Kampung Batok* Tourism Village but inside the tourist environment there are also educational tourism products such as knowing many kinds of plants, guiding how to make drums, and others.

#### **2. Price**

The price offered by *Kampung Batok* Tourism Village for tourism products is no difference for domestic and foreign tourists. For the price of handicraft products ranging from Rp. 5000 depending on the complexity. For accommodation costs usually per package. For groups of 50-100 people in a group per 1 child 5000 contributions to enter the *Batok* Village Tourism.

#### **3. Place**

To enjoy the tourism products offered in the *Kampung Batok* Tourism Village which can be connected for tourists to buy shell handicraft products using the internet, because the handicraft products from the *Kampung Batok* Tourism Village have been sold at online shops like Bukalapak, Shopee, Tokopedia and others. In addition, the handicraft products of the *Kampung Batok* Tourism Village have been sold in shops around the Bung Karno Tombs area and also in *Kampung Coklat*. But to enjoy the

environment of the *Kampung Batok* Tourism Village, tourists must come directly to the location. Tourists will know and can see first hand how the process of making handicrafts from shells and also enjoy other educational tours available in *Kampung Batok* Tourism Village.

#### 4. *Promotion*

Promotion is an important thing that must be done to improve the brand image of a Tourism Village and attract tourists to visit the tourism sites. Actually *Kampung Batok* is different from other tourism which is labelled *Kampung* in area Blitar. In promoting *Kampung Batok* Tourism Village to tourists, the promotional media used is the website. For its own website, *Kampung Batok* has been active since 2011 to introduce crafts from coconut shells. For the promotion of *Kampung Batok* Tourism Village itself, it will only be active in 2019.

## 2.2 SWOT Analysis of Tourism Marketing in the *Kampung Batok* Tourism Village

### 1. *Strengths*

The strength owned by the *Kampung Batok* Tourism Village to survive and compete with other Tourism Villages is the uniqueness of the environment. *Kampung Batok* is different from other tourism destination which is labeled *Kampung* in Blitar area, where the *Kampung Batok* Tourism Village is not an individual-owned tourism like other tourism village in Blitar, but it is really a real village founded by a group of coconut entrepreneurs in that environment.

### 2. *Weaknesses*

The weakness which becomes an obstacle for marketing and visits to the *Kampung Batok* Tourism Village is the lack of interesting information on the website about the details of tourism products found in the *Kampung Batok* Tourism Village. In addition, the lack of professional staff related to tourism field because it has been managed by residents of the environment itself, and still lacks cooperation with the government and agencies.

### 3. *Opportunities*

The opportunity to increase the tourist visitors to *Kampung Batok* Tourism Village is still the only one Tourism Village in Indonesia that carries the theme of using coconut shells to become handicrafts so that they are worth selling, even though in fact there is not only education about the use of shells. There is support from the community who are actively managing and maintaining the sustainability of *Kampung Batok* Tourism Village, technological advancements that make it easier in terms of the promotion and marketing process, there is an invitation to a seminar outside the region and even the island so that it can be used as an opportunity to promote the *Kampung Batok* Tourism Village, and the existence of media tourism that can be used as a promotional tool such as TV, radio, newspapers and social media.

### 4. *Threats*

The threat that can cause harm to *Kampung Batok* Tourism Village is an increase in economic value resulting in decreased tourist interest to visit.

## 2.3 Strategies and Marketing Programs for the *Kampung Batok* Tourism Village

Based on the strengths, weaknesses, opportunities and threats faced by the *Kampung Batok* Tourism Village, strategies can be formulated that can be applied in the promotion of the Tourism Village, along with programs to support it. The strategies and programs are as follows:

### 1. Product Packaging Strategy

In terms of packaging tourism products, the management team of *Kampung*

*Batok* cooperates with a person who is expert in the field of tourism, it is also necessary to package the history of the *Kampung Batok* in a visual form, and also involve local residents in the framework of designing tourism product packaging.

2. Promotion Strategy

For the promotion strategy, the manager of *Kampung Batok* Tourism Village is more active participating in tourism-themed events, creating a special account for *Kampung Batok* Tourism Village which is then actively managed by the manager of *Kampung Batok* Tourism Village, installing billboards of *Kampung Batok* Tourism Village on the streets. The main road, and collaborate with local media for promotion.

3. Strategi Repositioning

More accentuating the other side of this Tourism Village, establishing cooperation with nearby tourist destinations, and budgeting special funds for marketing the *Kampung Batok* Tourism Village.

4. Strategy of Providing the Best Service for Tourists

The strategy that can be used to make tourists feel enjoy visiting *Kampung Batok* Tourism Village is by giving more attention to every tourist who visits. It can provide its own memories for tourists. So, they can come back to visit *Kampung Batok* Tourism Village.

### 3. METHODS

This research uses qualitative research; the data collected were analyzed using qualitative descriptive methods. This method is carried out after all the required data has been collected, then arranged systematically and explained using words so as to provide a clear picture to the reader. Data processed using qualitative methods are data obtained from the field in the form of information, photographs relating to the condition of *Kampung Batok* Tourism Village and the marketing strategy, including describing the results of interviews with the tourism manager of *Kampung Batok* Tourism Village. After the collection process, the data is analyzed descriptively using the SWOT approach.

### 4. RESULT AND DISCUSSION

This section is the most important in a study because it illustrates how to do research, how to test hypotheses, or explain the relevance of theory to the research problems. Therefore, this section is the most dominant part or the longer page.

It is recommended that the sections of this chapter are separated into several sub-chapters, each of which has different problems. The main goal is that readers easily understand it. Likewise, the explanation of each material or object is done using paragraphs. In addition, if necessary, images, schemes or matrices may be included as supporting research explanations.

Address the research questions and objectives, explain whether/ how the results of the analysis answer the problem statement. Discuss the relationship of the results of the analysis with previous studies or/and the relationship between the results of the analysis with the theories used in the study.

Present arguments that you can convey based on the results of the analysis/ findings and discussion. Explain the implications of the results of the analysis/ findings on existing theory and/ or practice. Explain the importance of the results of the analysis/ research findings, how the results of the analysis/ findings contribute to the relevant research area.

### CONCLUSION

*Kampung Batok* Tourism Village is located in Tanjungsari Village, Sukorejo Sub-District, Blitar City. *Kampung Batok* Tourism Village is a tourism village which is engaged in the utilization of coconut shells to be processed into a handicraft that has a sale value. The beginning of *Kampung Batok* Tourism Village was only a household industry located at Kali Glagah street No. 48 Tanjungsari village, Sukorejo Sub-District. The business was initiated in

2009 with various aspects of consideration. One aspect of consideration is ease to find coconut shell as materials and it is expected that the use of coconut shells to reduce coconut shell waste. In addition there is no business in the field of selling shell crafts in Blitar.

This effort was initiated with a great patience starting in 2009 together with *Karang Taruna* "Tanjung Jaya" and year by year continues to experience growth and finally it can improve the economy by empowering the surrounding community. Almost all residents in the neighborhood work as craftsmans of coconut crafts. In 2012 this business became a business with legality under the name "UD Batok Kambil ", by employing the surrounding community, which eventually developed into the " Batok Village ". Not only that, finally the shell entrepreneurs in Tanjungsari Village, Sukorejo Subdistrict opened *Kampung Batok* Tourism Village.

*Kampung Batok* Tourism Village is an educational tour for students or the public. Using "Kampung Batok" as the name is through various considerations. In addition because it is indeed in the environment the majority of handicraft entrepreneurs but they are also looking for names that are unique and different from others. *Kampung Batok* maybe is the only one in Indonesia. At these locations they can learn how to make a creativity from shell material. Although carrying the name "Kampung Batok" but in the tourist attractions the tourists not only see everything about shells, but can also enjoy other educational tours such as making drums, education about the types of flowers and others. Because in *Kampung Batok* include a complete educational tour. Over time the production has increased due to the number of requests to outside the region from Sumatra to Papua.

For managing *Kampung Batok* Tourism Village there are selected people and join in the Community Group (Pokmas) whose duty is to guide tourists visiting *Kampung Batok* Tourism Village. In the pokmas there are chairmen, secretary and treasure. The member of pokmas will gather and invite tourists to get around to the intended educational area. After accompanying the tourists around area, the income or fee will be divided into cash for the village, the guava, and if there is any left over, it will be divided directly to the community groups who are on duty at that time.

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