

Woong Rame Beach Marketing Communication Strategy In Increasing Tourist Intensity

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ABSTRACT

This study aims to determine the marketing communication strategy of Woong Rame Beach in increasing the intensity of tourists. In this digitalization era, marketing communication has changed its strategy. This causes the management of Woong Rame Beach to revise the strategy so that tourists can afford it. This study uses a qualitative method with a descriptive approach. The data collection techniques used are interviews, observation and documentation. This study shows that Woong Rame Beach uses a sales call technique, namely direct visits to the government's target market, several companies, schools, communities, and communities. Then, sales blitz (direct door to door visits) digital marketing, exhibitions, and brand collaboration. This technique is considered quite effective because of the increase in the intensity of tourists.

ABSTRACT

Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran Pantai Woong Rame dalam meningkatkan intensitas wisatawan. Pada era digitalisasi ini komunikasi pemasaran mengalami perubahan strategi. Hal ini menyebabkan pihak pengelola Pantai Woong Rame harus merevisi strategi agar mampu mendatangkan wisatawan. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Adapun teknik pengumpulan data yang digunakan adalah wawancara, observasi dan dokumentasi. Penelitian ini menunjukkan bahwa Pantai Woong Rame menggunakan teknik sales call yaitu kunjungan langsung ke target pasar Pemerintahan, beberapa perusahaan, sekolah, komunitas, dan masyarakat. Kemudian, sales blitz (kunjungan langsung door to door) digital marketing, pameran, dan kerjasama brand. Teknik ini dinilai cukup efektif karena adanya peningkatan intensitas wisatawan.

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I. INTRODUCTION

Marketing communication strategy is one of the beginnings in order to introduce products to consumers and get a lot of benefits from the business being run. In general, the marketing communications mix includes advertising, sales promotion, special events and experiences, public relations and news, direct marketing and personal selling. Each marketing communication strategy has its own advantages and disadvantages respectively. It's just that whether all must be implemented or not because it is necessary to study which strategy is the most effective and adjust the budget availability (Doni Mardiyanto & Giarti, 2019).

The relationship between strategy and marketing is one of the most important things in the business world because in essence this relationship consists of a series of continuous creative steps taken by the company to achieve the best marketing targets in order to provide the highest results. customer satisfaction level.

There needs to be a marketing plan so that there is no decrease in the number of customers and the increasing level of competition faced by the goods offered by business actors. Strategy is the power of creativity and inventiveness (innovation), and is a way to achieve the goals set by the company's top management, while the marketing manager is in charge of carrying out the marketing focus. Strategy is the power of creativity and creativity (innovation). A maximally optimized set of marketing procedures forms a cohesive marketing strategy.

It is certain that marketing will decline without a proven marketing strategy, especially in terms of the introduction of various competing goods produced by commercial competitors. One important marketing strategy is to create new methods for consumers to consistently find something unique about the product. This approach allows a robust marketing process to be maintained, which is one reason it is needed.

However, today's marketing communication strategy has undergone significant changes. Ideally, in the current digitalization era, marketing is more technical and accommodated with the help of social media. However, with the help of social media, the communication strategy that must be carried out must be different from usual in order to influence heterogeneous consumers/customers on social media. Through the explanation above, the author wants to analyze how the marketing communication strategy of Woong Rame Beach in increasing the intensity of tourists?

Communication strategy review, Strategy is basically planning (planning) and management (management) of an effort to achieve a goal. A strategy does not function as a roadmap that only shows directions; rather, it should describe how the tactics are operational.(Effendy, 2004, p. 29). Communication is understood as the act of transmitting a message from one person to another with the intention of informing or influencing the recipient's attitude, idea, or behavior. This can be done verbally directly or indirectly through the use of various forms of media. Communication strategy is a road map that can be derived from communication planning and management communication to achieve certain goals. Both macro and micro communication strategies aim to systematically convey informative, interesting and instructional communication messages to the target audience to achieve the best results.(Ibid, p. 28).

According to the nature of the channels involved, there are two forms of communication. Communication Through Direct Interaction (face-to-face communication) When we want the communicant to change his behavior and we anticipate face-to-face communication to have that impact, we use face-to-face communication. Media communication (mediated communication) Communication is used for the purpose of informing people because it is not very successful in influencing people to behave differently.(Ibid, p. 31).

Elements used as a communication strategy: Defines who the message is intended for. The purpose of communication, whether it is simply for the communicant to know something or for the communicant to behave in a certain way, is important to keep in mind when trying to identify the target of the message. Choice of Different Forms of Communication The communicator must decide which communication medium to use from a number of options based on the objectives to be achieved, the messages to be conveyed, and the methods to be used. Analysis of the function presented by the communication message This will determine the strategy to be implemented, which may include informative, persuasive, or instructional strategies.(Onong Uchjana, 2006, p. 35). Marketing communications review Definition of marketing communication Promotion can be considered as the core function of marketing communication. Marketing communication is a type of marketing activity that seeks to disseminate information, influence or convince, or remind the target market about the business and its goods so that they are willing to accept, buy, and be loyal to the products supplied by the company concerned. .(Fandy, 2008, p. 219).

The main purpose of promotion is to educate, persuade and convince target clients, and refresh their memory about the company and the marketing mix it uses. Purpose of marketing activities

The following is a list of the objectives of various marketing activities: Potential customers are aware of the items that are made in great detail, and the company is able to meet all customer needs related to the resulting product. This business is able to discuss all aspects of activities related to marketing. The term "marketing activity" covers a wide variety of tasks, some of which include product description, product promotion, product advertising, communication with customers, and prompt delivery of goods to customers. (Sudaryono, 2015, p. 59).

Marketing mix Product, price, place, distribution, promotion and people all make up what is known as the marketing mix (people). Product The term "marketing mix" refers to the combination of many elements, including product, price, location, distribution, promotion, and people. Price, There is a wide range of unit prices for goods, and overall product prices are competitive and reasonable for customers from all socioeconomic backgrounds. Place, In carrying out activities related to product distribution, one must be careful in choosing a strategic location that provides good prospects for product promotion. Promotion, Considering the fact that customers attach great importance to a positive and high-quality product image, promotional efforts are an absolute necessity. Person, If marketing efforts are not supported by competent and professional implementing officers, these activities will not succeed in achieving their objectives. Therefore, business owners must be able to recruit implementing officers who are truly experts in their respective fields in line with the increasing level of market competition. (Ibid, p. 193).

Communication purpose, Examination of marketing communications has a number of objectives, some of which are as follows: Spread the word about something (informative communication), Persuasion to make a purchase or interest a prospect (persuasive communication). Reminding customers to make further purchases Marketing communication strategy is a type of marketing strategy launched through communication excellence as a determining factor for the company's objectives in targeting and utilizing the market. Excellence in communication is a determining factor for the success of a marketing communication strategy. Good communication is required, especially interesting communication, to ensure that the advertised goods will be received positively. (Tasrudin, 2011, p. 3).

Marketing Communication Objectives, a marketing communication plan aims to increase awareness of a product, service or value. After building awareness of a product, service, or value and focusing on development, the most important goal is to make consumers loyal and buy the product or value. Thus, marketing communication aims to change attitudes to increase product sales. Marketing communication strategies aim to persuade people to buy goods, services, or values. Once awareness has been created, the next step is to determine how to turn that awareness into concern for a particular product, service, or value. Once attention has been raised, the next most important step is to determine how to make people loyal to that product, service, or value. Therefore,



Table 1 Marketing communication strategy

Overview of tourist objects, In Law Number 10 of 2009 concerning Tourism, tourist attraction/tourism goods are everything that has originality, attractiveness, and value in the form of natural, cultural, and artificial wealth.(Rano Rasid, Repository.umrah.ac.id, 2018). Resources for tourism activities by(Seymour, 1980, p. 322)is a particular territorial entity that attracts individuals who have an incentive to travel and serves as a destination for those who participate in tourism. The quantity and quality of available resources, as well as the extent to which they can be used at any given moment, are indicators of the availability of resources for tourism. Identification and inventory are two methods that can be used to compile a list of available resources; after that, one should examine both the potential and limitations of the situation. The following are examples of tourist resources, namely everything that can be found in a tourist location and becomes an attraction for tourists: Included in this category are natural facilities, which in the context of tourism refer to such things as climate, landscapes and landscapes, forests, flora and fauna, and health facilities. These are all things that can be accessed and contained within the universe. Products of human ingenuity include artifacts that are significant from a cultural, religious, or historical perspective. The culture and customs of the people living in the area. The process of organizing and using tourism resources in order to support tourism activities that will be created by minimizing the losses caused by tourism is referred to as "tourism area planning".(Sachmud, 2008, p. 126). According to the definition just put forward, a tourist attraction is a place that people visit to take advantage of the available facilities and admire the natural scenery around it for a long time in order to feel the satisfaction and comfort of the tourists.

II. RESEARCH METHOD

The author takes a qualitative approach to the problems encountered by using a research methodology. Because it is possible to use this strategy to find and gain an understanding of what is hidden behind events that are sometimes difficult to understand in a satisfying way.(Herdiansyah, 2010, p. 9). In descriptive research, the researcher will try to gain a visual understanding of the aspects of the topic that are most important to him. And then the current status is displayed. In connection with that, Nana Sudjana and Ibrahim revealed that descriptive research is research that aims to explain something, an event, or events in such a way; Therefore, descriptive research in strategy works more to answer the difficulties.(Nana Sudjana, 2003, p. 64). This research was conducted in two places, namely: First, the marketing office of Woong Rame Beach is located on Jalan Asia, Sei Rengas I Village, Medan Kota District, Medan City, North Sumatra. Second, Woong Rame Beach is located on Jalan Gudang Garam Beach, Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency, North Sumatra. The informants in this study are as follows:

Table 2
Research Informants

No	Information	Informant
1	Sales and marketing of PT. Woong Ram	3 people
2	Employees of PT. Woong Ram	4 people
3	Community/Tourist Visitors	5 people
Amount		12 eople

In processing the data, the author will separate the data sources, namely primary and secondary. The primary data is as described in the informant table above. While secondary data are books, journals, articles and other information as supporting data to obtain data. Then the information in obtaining the data used several techniques, namely:

a. Documentation

Document analysis is one way of collecting data that can help to assess the documents produced by researchers regarding their research topic. The photos taken by the authors of this study with resource persons and participants at the Woong Rame Beach location were used as research documentation. In this case, the author in his original form is the person who actually conducts the research at the research site.

b. Observation

Researchers can make findings using this method when they examine sources, events, events, or processes systematically. This allows the researcher to draw conclusions from the point of view of sources, events, or processes. In this context, it is also referred to as a stage that researchers can use to encourage interaction between themselves and the subject of their research. Information obtained from observation will make it easier for researchers to obtain comprehensive, precise, and unambiguous information.

c. Interview

Interview is a data collection method consisting of face-to-face meetings with informants and obtaining information through a series of questions and answers to achieve research objectives. Researchers who will conduct investigations will focus their questions on the recommendations that have been developed by previous scholars. When conducting interviews, the sales and marketing department of PT. Woong Rame, employee of PT. Woong Rame, local residents and visitors are all sources of information.

III. RESULTS AND DISCUSSION

1. Results

Woong Rame Beach is synonymous with lodging, but Woong Rame Beach is more than just a hotel or inn. Woong Rame Beach provides a hall for rent as a meeting room. In addition, Woong Rame Beach provides a relatively large outdoor restaurant to be used for casual meetings, birthdays and various other intermezzo events. Woong Rame Beach and the Sergai tourism office are closely related because Woong Rame is one of the tourism destinations in Serdang Bedagai Regency. In addition to helping to increase regional income, Woongrame is also one of the tourist attractions that are still visited by several foreign and local citizens for vacation. The visit can be a channel for broad promotions to introduce Serdang Bedagai Regency outside the region and even outside the country.

The form of promotion carried out by Woong Rame Beach:

- a. sales call (direct visit to target market)
Government, some companies, schools, communities, and society.
- b. sales blitz (direct door to door visits)
digital marketing, exhibitions, and brand collaboration,

Woong Rame Beach certainly adds to the list of beaches in Serdang Bedagai Regency. As is known, Serdang Bedagai Regency has been known for a long time as a marine tourism destination in North Sumatra. Some of the first famous beaches such as Mangrove Beach, Muara Serdang

Beach, Srimersing Beach, Bali Lestari Beach and still many other beaches. Woong Rame Beach was founded in 2015 and is engaged in Resort Hotel and Restaurant. Besides having a beautiful beach, PT Woong Rame also provides facilities such as :

- a. Restaurant that serves fresh seafood.
- b. A comfortable inn to fill a holiday with family.
- c. providing musollah facilities, a large parking area, public toilets, fun games, outbound, meeting rooms, and a playground for young children.
- d. Has an artificial lake made for water tourism.
- e. There are also small huts to relax with the family.
- f. And there are also interesting photo spots to capture the moment on vacation at Woong Rame Beach.

With the management of Woong Rame Beach which is very well planned, tourism inside and outside the city is now very interested in this tour. Therefore, Woong Rame Beach has several opportunities to market and present itself to the wider community, including social media, networking, and other promotional techniques. Every year, Woong Rame Beach is able to improve its tourism reputation in this way. Through the results of interviews and the results of data processing, the authors want to share the results obtained through interviews by separating the strategies applied. The statement is as follows:

No	Episode	Theme
1.	Marketing on certain days	<ol style="list-style-type: none"> a. What are the marketing strategies for the big day? b. How effective is the marketing communication strategy on the big day?
2.	Strategies to increase tourist intensity	<ol style="list-style-type: none"> a. Apart from marketing communications on the big day, what are some improvements to increase tourists?

In increasing the number of tourists, Woong Rame Beach launched several marketing strategies on the big day with attractive promos. For example, in the month of Ramadan in 2022. In the month of Ramadan this year, Woong Rame provides a voucher called “Kampung Ramadhan” with a nominal value of Rp. 25,000.00. In addition, there is a big promo for room rates worth Rp. 120,000.00. In the splendor of independence there is a promo of 77 according to the birthday of the Indonesian nation. In addition, in welcoming the independence of the Indonesian nation, Woong Rame Beach held a fun game as a celebration of the anniversary and marketing strategy.

There are many more promos outside of Independence Day such as PPKM discounts by reducing room prices, buy1 get 1, social gathering promos, school children promos, election promos, prewedding promos, birthdays and so on. This promotion was launched through social media and online invitations to customers who have used the services of woong rame.

b. Discussion

Advertising, direct marketing, personal selling, sales promotion, and public relations are some of the elements of marketing communication that a business can use to achieve its goals in carrying out activities in the world of marketing. Another element of marketing communications.(Wiranto, 2008).A public relations firm can assist a business through its advertising efforts (Advertising) by disseminating information to the target public through the mass media, which includes print and electronic media, to communicate with large numbers of people. Direct marketing efforts allow a PR person to convey information directly to target customers or potential customers. Examples of direct marketing activities are direct mail and catalogs. A PR firm can assist a business by personally contacting the target customers it deems a potential to visit if they engage in personal selling activity and carry it out.

Organizing sales promotion activities is another aspect of marketing communications that a PR firm can do to help with marketing operations. In this sales promotion activity a PR can not only help provide ideas about the right sales promotion, but they can also freely convey ideas or ideas to

the company, such as by participating in organizing an event or for the purpose of providing information about sales and promotions. others are being done. This in addition to assisting in providing advice for the right sales presentation. A public relations professional is able to handle several aspects of marketing communications, but the most important thing and should not be forgotten by a business engaged in the tourism industry is publicity or public relations activities. This is because these are the things that will bring in the most customers.

To be successful in this public relations activity, a public relations professional must be able to maintain strong relationships and provide a good picture of the organization to the general public. Public relations can achieve this goal through funding good activities, participating in CSR initiatives, and actively taking part in events organized by local communities. PR has the potential to foster good public opinion and opinion about the company in this way; hence, PR operations not only have a propensity to assist sales efforts, but also have the potential to continue to maintain a good image.(pressy, binus.ac.id, 2017).

Woong Rame Beach Since its inception, Woong Rame Pantai Cermin restaurant and Resort has formed a performance culture that not only produces quality and sustainable service, but is carried out with optimal services tailored to the needs of every tourist. The development of Woong Rame tourism has a positive impact on the community to fill the holidays and to gather with family. PT Woong Rame's company is located on Jalan Gudang Garam, North Sumatra Province, Serdang Bedagai Regency.

Woong Rame Beach is also included in the Serdang Bedagai tourism office because Woong Rame is one of the tourism destinations in Serdang Bedagai Regency. Apart from helping to increase regional income, Woongrame is also one of the tourist attractions that are still visited by some foreign nationals for vacation, the visit can be a distributor of the breadth of promotions to introduce Serdang Bedagai Regency outside the region and even outside the country.

In accordance with the Law of the Republic of Indonesia Number 36 of 2003 dated December 18, 2003 concerning the Establishment of Samosir Regency and Serdang Bedagai Regency, Serdang Bedagai Regency was recently separated from Deli Serdang Regency during Megawati Soekarnoputri's presidency. The new Serdang Bedagai Regency is headquartered in Sei Rampah. One of the regencies on the East Coast of North Sumatra is Serdang Bedagai Regency. According to its coordinates, Serdang Bedagai Regency is located between 20 degrees 57 and 30 degrees 16 South Latitude, 980 degrees 33 and 990 degrees 27 East Longitude, and 0 and 500 meters above sea level. Serdang Bedagai Regency has 17 sub-districts and 243 villages or sub-districts with an area of 1900,22 km² (190,022 hectares). In addition to having the largest land area, Serdang Bedagai Regency also has the most varied tourism industry. Tourism is a service-oriented industry that contributes to the local economy. Nature Tourism, Historical Tourism, Culinary Tourism, and Cultural Tourism are tourism industries that are developing in Serdang Bedagai Regency which have excellent potential.(<https://serdangbedagaikab.go.id/assets/content/tetap/profilkabupaten>, 2018).

IV. CONCLUSION

Through the explanation above, it can be concluded that the marketing communication strategies carried out are: First, sales calls (direct visits to the target market) Government, several companies, schools, communities, and communities. Second, sales blitz (direct door to door visits) digital marketing, exhibitions, and brand collaboration. This strategy is considered effective to increase tourists because the financial income from Woong Rame Beach increases along with the promotions carried out.

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