

Integrated Marketing Communication of Local Government Sidoarjo in Developing Marine Ecotourism

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Abstract

Sidoarjo is known as "City Shrimp", it is a marine ecotourism area which has a various potential outcomes of freshwater fish, that deserves to be visited by the tourists both inside and outside the country. This research aims to discuss the integrated marketing communication of local government Sidoarjo in marine ecotourism. The research method was quantitative descriptive research with respondents were the society and government apparatus who lived around the area (Sedati, Candi, and Jabon), LSM / NGO, the head of the field / head of sub-field work unit area that associated with ecotourism development in Sidoarjo. The data was obtained through questionnaires and completed by interview, and analyzed using multiple regression. The results showed that the government of Sidoarjo has followed a strategy of Integrated Marketing Communication which include personal selling, public relations, advertising, direct marketing, sales promotion and interactive marketing. Overall, IMC variables affect the development of marine ecotourism in Sidoarjo. Partially, the most influential factors for the development of marine ecotourism include public relations, direct marketing, personal selling and sales marketing.

Keywords: Government; Integrated Marketing Communication; Marine Ecotourism

1. Introduction

Tourism has become one of the sectors that can support an increase in local revenue (PAD), it also has become a major sector in some regions, such as Bali, Banyuwangi, Yogyakarta, Solo, Malang, Batu and others. The development potential of sustainable tourism and the seriousness of support from the local government is proven positively influence the economic, social, political, and cultural communities. Economically, tourism creates new jobs with the expansion of business and employment opportunities, increased income per capita and the country's foreign exchange. In social and cultural field has social interaction between the local society and the tourist, it causes a cultural exchange that affects the life changes for both them both. While in political field, the government can issue regulations that support the product development of their local tourism potential.

Sidoarjo, as the city of Surabaya's buffer has a variety of tourist destinations which are very interesting to be visited. This is also supported by the Juanda International Airport, which is the entrance of tourists, both local and foreign. On the other hand, the contribution of the tourism sector (hotels and restaurants) for PDRB Sidoarjo regency is also included in the high category with the total 52.79%. (LAKIP, 2015 in Rochmaniah, 2015).

The high number of tourists visit through Juanda Airport should be a consideration by the stakeholders in Sidoarjo as alternative tourist destination in East Java. This is supported by the inclusion of a variety of tourism potential in the Regional Long Term Plan (RPJPD) Sidoarjo regency, spread over twelve districts of eighteen districts and divided into seven clusters, they are: 1) Industry Tourism; 2) Marine Tourism (1 object); 3) Sports Tourism (5 objects); 4) Culinary (3 objects); 5) History of marine and culture (23 objects); 6) Religion Tourism (4 objects), and 7)

Water Tourism (25 objects). While based on the local regulation No. 6/2009 On the Regional Spatial Plan Sidoarjo, coastal areas along the Juanda Airport to Jabon has been decided as a strategic area known as the coastal region or marine ecotourism. (Rochmaniah, 2015)

The number of tourists has increased significantly from 2011 to 2014. In 2011, the number of tourists are 517.583 people, increased sharply in 2013, reaching 1.737.067 people, and in 2014, total tourists are 1.750.153 people (see: Figure 1)

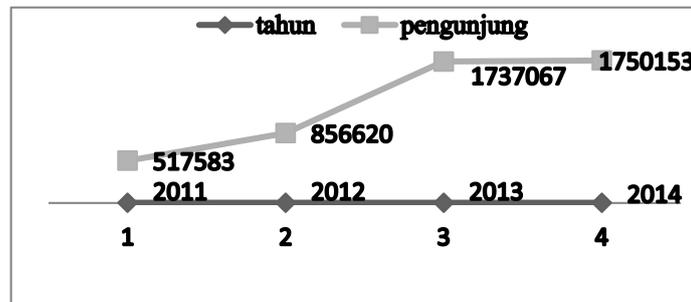


Figure 1: Total Tourists in Sidoarjo 2011 - 2014

In fact, only a few people know and can enjoy the diversity of tourist destinations of Sidoarjo, this is because of a minimum access of information and promotion from the local government. The phenomenon above creates a thinking, the need of the government's efforts to use the Integrated Marketing Communication (IMC) so that it can be profitable the region, the local society and the environment. This paper will examine more deeply about Integrated Marketing Communciation of Local Government Sidoarjo in Developing Marine Ecotourism.

This is based on Global Ecotourism Statistics (2000), the trend of visits to tourist destinations based on nature and environment (ecotourism) is increasing, while the data UNWTO (2007) showed that starting in 1990, grew by 20% - 34% per year. International target on the growth of tourist arrivals based ecology is projected to grow in the range of 4%, in line with long-term growth at 4,1% until 2020 (Karta, Suarhana, 2014). Therefore, this research aims to discuss the Integrated Marketing Communication of Local Government Sidoarjo in Developing Marine Ecotourism, and focus on forms of integrated marketing communications, including advertising, direct marketing, internet / interactive marketing, public relations and personal selling.

1.1. Theoretical Perspective

1.1.1 Integrated Marketing Communication (IMC)

According to the American Association of Advertising Agencies (Belch and Belch, 2003: 9),

Integrated Marketing Communication (IMC) is one of the marketing strategy that is widely used at this time. Integrated marketing communications is a marketing communication planning process which introduces the concept of comprehensive communication plan to evaluate the strategic role of each form of marketing communications such as advertisements, sales promotions, public relations, to provide clarity, consistency, and maximum communication impact.

The basic concept of IMC is communication. The purpose of marketing communication is to arouse the desire for a product category, create awareness of the brand (brand awareness), encourage positive attitude and influence intention to facilitate the purchase (Shimp, 2000: 160-162). Integrated Marketing Communication according to Kotler and Keller (2009:175) include these following activities:

- Advertising

Advertising is a form of non-personal presentation and promotion of products, services, ideas paid by certain sponsor. By using advertising, the seller delivers a message to the buyer through the media, such as television, radio, newspapers, magazine, and direct mail (Stanley, 1997: 154).

- Personal Selling

Personal Selling is the presentation of a product, service, idea made by the seller in the form of direct dialogue with the prospective buyer or a direct dialogue between seller with the prospective customer. Personal Selling is a

form of activity of live presentations and product exhibits.

- Sales Promotion

Sales promotion is a short-term incentive which aims to achieve sales of product or service (Kotler, 2000: 567). Sales promotion activity are in the form of discount, lottery and prize.

- Public Relations

Public Relations is an indirect promotion, because it does not directly cause the effect or impact of the sale and purchase process. Public Relations activities are directed to the formation of a positive image toward all activities of the company or institution (Kotler, 2002: 690). The activities include creating news / articles in media and implementing an event or become sponsorship of the event.

- Direct Marketing

Direct Marketing can be done through direct mail and telephone. Direct marketing is relatively effective to attract attention, but the costs are relatively expensive, which is used for mail and telephone costs. (Kotler, 1993: 167).

- Interactive Marketing

Marketing activities performed interactively through CD-ROMs, digital mobile phone, interactive TV and others or online by using the internet to promote their products and services. Through these activities, the company and customers can make direct two-way communication in real-time. The activity of the interactive marketing is the company's website, and product advertising on other sites.

1.1.2. *Local Government Capacity in Marine Ecotourism Development*

Based on Law No. 10 of 2009, concerning tourism, given the limitations on the marketing of tourism in Indonesia, as follow: "Tourism Marketing which is integrated and sustainable by involving all stakeholders and also responsible marketing in establishing Indonesia as a competitive tourism destination."

Capacity is the ability of organization to manage the existing resources (human, natural, and the fund) is responsible to achieve the goals of effective, efficient, and sustainable (Abadi, et al, 2015). The local government is an agent that has the capacity of development program, one of it related to the development of marine ecotourism. The capacity of local government can be seen from the readiness and commitment in implementing the development program that have been set out in a document of development planning, including the grand design development, local regulations,

human resources, facilities and infrastructures, available budget, institutions, socialization and coordination conducted by the related organizations.

2. Methods

This research uses descriptive method with quantitative approach. This research simply describes a situation or event, do not look for or explain the relationship, not test hypotheses or make predictions. The researcher acts as an observer and not trying to manipulate variables (Rachmat, 2007: 24-25). The location is a strategic area of coastal such as Sedati, Candi, and Jabon, which has an object development plan of a tourist destination like Dem Island and Sarina (artificial island from Sidoarjo mudflow). The determination of the location is based on the development plan in the region that become the object of a tourist destination which has not been explored seriously by the government of Sidoarjo

The data collection was conducted by using questionnaire to determine the IMC Government of Sidoarjo in developing marine ecotourism, and completed by interview with the sources from the society, Head of Youth, Sports, Culture and Tourism (Disporabudpar) Government of Sidoarjo, owners of tourist destinations and local fishermen. In addition, there are also relevant secondary data include legislation, map of RTRW, RPJP/M Sidoarjo, photos, and others. The analysis technique was performed by using descriptive statistics to describe the data. This research also uses interactive Miles - Huberman (Sugiyono, 2008: 21), which consists of data reduction, data display, and conclusion and verification.

3. Results and Discussion

3.1. *Overview of Marine Ecotourism in Sidoarjo*

Sidoarjo is proper to be Minapolitan area, because the area of fishpond in Sidoarjo is 15.539 ha or 21,9% of the total area of Sidoarjo, which includes Waru, Sedati, Buduran, Sidoarjo, Candi, Tanggulangin, Porong, and Jabon. While the election of Sedati, Candi, and Jabon as one of the regions that fulfill the requirements for the development of superior products fishery because of geographical characteristics and has natural strategic value, such as milkfish (bandeng), tiger shrimp (udang windu), and seaweed. In addition, these areas are also the center of production, processing and marketing of fisheries with high economic value.

Minapolitan development opportunity is a strategic area in Sidoarjo, it is also supported by two major potential. First, Sidoarjo is geographically located on the north coast which is closely related to marine fisheries. Second, Sidoarjo is one of the districts which is passed by the national land transportation line that connect Java and Bali and also hinterland of Surabaya as the center of activities in East Java.

With a variety of potential, Sidoarjo coastal areas have very good prospects to be developed so that it can increase the welfare of local people. Candi is the center of Minapolitan in Sidoarjo, with fishpond area and farming area are 1.031,7 hectares. Marine tourism potential is in Kedung Peluk and Kalipecabean, such as a fishing pond with various fishes, the processing and also water recreation, one of them is the Tirta Kusuma Minapolitan, newly developed in 2010.

Jabon is a sub unit of area development (SSWP) III-IV with the total area of fishery 4.077,5130 ha or 50% of the overall total 8.099,76 ha. Based on RTRW document of Sidoarjo in 2009-2029, that the local government will develop Dem Island with an area of 500-600 hectares in Kalisogo village, as marine ecotourism area with regional scale and conservation of mangroves area and water infiltration. Some facilities have been built by BPLS, including Tlocor pier to the Dem Island and excellent road infrastructure to the pier from Porong highway. It creates the potential for a new economy for the Jabon's society, but until now the potential is not developed comprehensively by the local government of Sidoarjo.

From the interview with the local society showed that the interest of tourists to visit Tlocor village especially Dem Island and Sarinah Island or just fishing was very good during the holidays, and they were hopeful that local government actively

promote to the outside area. In addition, Jabon has an excellent product in developing the fish, fish processing industries, and the cultivation of seaweed in ponds.

Sedati is the only district which has widest area in Sidoarjo, it is about 79.260 km and located in 4 meters above sea level. The village has a local economic potential in fisheries sector such as Kalanganyar village, Tambak Cemandi, Segoro Tambak, Gisik Cemandi, and Banjar Kemuning. Even in Gisik Cemandi there is a fish auction (TPI) as a gathering place for fishermen who come from the sea to sell the fish, including milkfish (bandeng), nila, red snapper (kakap merah), white snapper (kakap putih), squid, kerapu, pomfret (bawal), prawns (udang galah), swordfish (cucut), tiger shrimp (udang windu), sembilang, and others.

3.2. *Integrated Marketing Communication (IMC) Government of Sidoarjo in Developing Marine Ecotourism*

Integrated Marketing Communication (IMC) is one of the marketing strategy that is widely used at this time. Integrated marketing communication is a marketing communication planning process which introduces the concept of comprehensive communication plan to evaluate the strategic role of each form of marketing communications. In this research, IMC components studied are advertisements, direct marketing, internet/interactive marketing, personal selling.

Based on statistical calculation of the frequency distribution, the findings obtained as follows:

Table 1. Percentage of IMC score

No.	Kinds of IMC	Percentage
1.	Advertising	81%
2.	Direct Marketing	86%
3.	Sales Promotion	87%
4.	Personal Selling	85%
5.	Public Relations	85%
6.	Interactive Marketing	81 %
Average score of IMC		84%

Source: Processing Primary Data, 2016

From the table above shows that the score of advertising is 81%, include in a good category. Advertising refers to the promotional activities through advertisements both in print and electronic media, and also outdoor media. The Head of Tourism Department of Youth Sports Culture and Tourism (Disporabudpar) Sidoarjo stated that through the agency, the government helps in publishing the potential of marine ecotourism to all the society, so it is well-known although its intensity is lack.

Direct marketing gets the score 86,5% with a very good category. Direct marketing in this research refers to the promotion via leaflets/brochures and also sent by mail. The result of interview with the Head of Tourism Disporabudpar, the government has made a leaflets and brochures which contain of marine tourism potential of Sidoarjo that need to be known by the society like Tirta Kusuma Minapolitan, Delta Fishing and fishing ponds in Tlocor, Jabon. Moreover, the government also publish the company profile under the title "Travel Attractions of Sidoarjo" and "Sidoarjo Calender Events in 2016" which are informed about the activities related to the culture and tourism in Sidoarjo during a year (2016).

Sales Promotion gets the score 87% include in excellent category. Sales promotion includes the provision of discounts/rebates (fish), held a lottery with many attractive prizes, and direct gift. The Head of Tourism Disporabudpar in an interview explained that the government as a facilitator organizer who gives the gifts to the visitors, but not directly give a gift because of the limitation of Government funding.

Personal Selling which is done by the government by organizing or following events of travel expo gets the score 81% include in a good category. It means that the government has been doing well the travel expo activities so that ecotourism potential of Sidoarjo can widely known by the travelers both at local and abroad. From an interview with the Head of Tourism Disporabudpar, there are some events that routinely followed related to the promotion of tourism, such

as MTF (Majapahit Travel Fair) in Surabaya. While the Government through the Fisheries Department also organizes the annual "Auction of Bandeng Kawak Traditional" which is held to commemorate the birth of the prophet Muhammad SAW. Likewise, in the coastal villages, always held "Nyadran" as a form of gratitude fishermen of the blessing given by Allah like float the crops and sea by boat towards the grave of Goddess Sekardadu in the village near the beach, Kepetingan village, Buduran within 15 kilometers or two hours drive from the Bluru village Sidoarjo.

Public Relations shows the very good category with the score 85%. Public Relations activities in this research include marine ecotourism news in print and electronic media and also organizers of events or activities, such as fishing competition, cooking fish competition, and so on. The Head of Tourism Disporabudpar explained that marine ecotourism of Sidoarjo always become a source of print media information in this case tourism magazines and television media, both on the culinary and the fishing place.

Interactive Marketing that has been done by the government of Sidoarjo include the manufacture of various web tourist products in Sidoarjo which is interesting, creative, credible and there is also interactive navigation between visitors, managers and the government, with the website name www.sidoarjotourisme.com. In addition, marine ecotourism in Sedati, Candi, and Jabon are also promoted through other websites, such as www.infosda.com. The activities related to the internet gets score 81% and include in excellent category.

The description about Integrated Marketing Communication (IMC) above, may explain the factors that influence the development of marine ecotourism. The research hypothesis states that the Integrated Marketing Communication (IMC) affect the development of marine ecotourism in Sidoarjo. In this research, IMC are advertising, direct marketing, sales promotion, personal selling, public relations, and interactive marketing. While marine ecotourism consists of Sapta Pesona which includes a safe, orderly, clean, cool, beautiful, friendly and memories. In addition, there are indicators of amenities (supporting facilities), accessibility (easy to visit), attraction, facilities and infrastructure.

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