

Integrated marketing communication in increasing of Foreign tourists visits at Air Sanih tourism object Buleleng Regency

I Dewa Ayu Hendrawathy Putri¹

I Ketut Wardana Yasa²

UHN I Gusti Bagus Sugriwa Denpasar¹

UHN I Gusti Bagus Sugriwa Denpasar²

Email: ayuhendra_1975@yahoo.co.id

Abstract

Buleleng Regency has a very natural and cultural beauty. Tourism in North Bali places more emphasis on people-based tourism. This can be seen from several tourist attractions managed by several local entrepreneurs by combining natural beauty and local culture that are packaged nicely and are able to provide their own characteristics that are not available in other areas. This research focuses on examining Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object. The purpose of this research in general is to find a new understanding of Integrated Marketing Communication in Increasing the Number of International Tourist Visits at Air Sanih Tourism Object, Readiness and Institutional Roles in Integrated Marketing Communication in Increasing the Number of International Tourist Visits in Air Sanih Tourism Objects, Supporting and Inhibiting Factors in the Implementation of Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Objects, so that researchers obtain an accurate picture and information about the importance of Integrated Marketing Communication In Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency. In the long term, the results of this study can be used as a reference for comparison in similar studies.

Keywords

communication,
integrated marketing,
foreign tourists,
tourist attraction

Preliminary

Buleleng Regency is one of the regencies in Bali Province which has the longest coastline, which is 157.05 km² or about 27.2% of the total beach length on the island of Bali. Gerokgak District has the longest beach among other sub-districts; the length of the beach reaches 76.89 km (Central Bureau of Statistics Buleleng Regency, 2017). Geographically, Buleleng Regency has complex topographic characteristics, besides having the longest coastline; Buleleng also has hilly areas that are very potential if used for tourism activities. Tourism development must be planned thoroughly, so that it can be utilized by the community, both in terms of economic, social and cultural aspects, and avoid the emergence of negative economic, social and cultural problems (Citra, 2016). According to statistical data on tourist visits in Buleleng Regency, the number of tourists has crawled again from year to year. This means that tourists feel safe again traveling to Buleleng Regency.

This research focuses on Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency which will later be able to support the development of North Bali, especially development in the tourism sector by involving all stakeholders from the government, private sector to local communities to participate in the development of the AirSanih Tourism Object in Buleleng Regency.

Air Sanih or *Yeh Sanih* is a tourist spot located about 17 km from Singaraja. According to legend, this place is a bathing place for young couples to make their relationship more lasting. According to local people's beliefs, *Yeh Sanih's* water source originates from Lake Batur, which is hundreds of kilometers from this place. This is based on a story circulating among the public, about a grandfather who lost the duck he was grazing in Lake Batur, then a few days later the same duck belonging to the grandfather, was found in *Yeh Sanih's* pond. Based on the chronicle "Besi Mejajar", "Air Sanih" which is also called

"*Yeh Sanih*" (Balinese, comes from the word "*ersania*" which means "*kelod kangin*" (Northeast). During the Bulian kingdom, "*ersania*" was said to be a garden location with a pond / *petirtan*, and assigned 20 people to guard the place. It is said that these 20 people are until now referred to as "*karma desa linggih*" or "parliament" in the government of "Yeh Sanih Pakraman Traditional Village", which now often also referred to as "*Desa Enam belas/ Krama Desa Linggih*" because now there are only 16 people left as owners of the "*tegakan desa*" (as stated in the *awig-awig / Yehsanih* traditional village regulations). This natural swimming pool has been famous since 1930. Previously, Air Sanih was a tourist destination for local tourists, but now Air Sanih is visited by many tourists, both domestic and foreign.

Based on the description of the background of the problem above, it is necessary to conduct research related to Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency. The Integrated Marketing Communication is related to Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency, Buleleng Regency in order to be able to contribute in increasing revenue or regional original income, opening new work formations and assisting in integrated marketing communication efforts in the Air Sanih Tourism Object area, Buleleng Regency. Based on these problems, this research focuses on examining of how Integrated Marketing Communication in Increasing the Number of Foreign Tourists Visits at Air Sanih Tourism Object, Buleleng Regency.

Methods and theories

The method used in this research is descriptive qualitative. This method is to understand a phenomenon in a social context naturally by prioritizing a process of deep communication interaction between researchers and the phenomenon under study (Herdiansyah, 2010). In this study, researchers selected informants through purposive sampling which selected

informants through selection based on certain criteria made by researchers based on research objectives.

Where in this study, Integrated Marketing Communication is described descriptively, namely by describing Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object in Buleleng Regency and through interviews, observations and documentation in the field strengthens the descriptive or description of Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object in Buleleng Regency. The theories used in this study to explain the phenomena to be studied are as follows:

1. Integrated Marketing Communication Theory

According to Kotler (2000:11), suggests that in marketing activities, generally there are five concepts adopted by companies in marketing their products, namely the production concept, product concept, sales concept, marketing concept, and social marketing concept. Marketing is a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering and exchanging things of value with one another. This definition is based on the core concepts, namely needs, wants and demands; product, value, cost and satisfaction; exchanges, transactions and relationships; markets, marketing and marketers. According to Kotler (1997: 8), marketing is a social and managerial process by which individuals and groups obtain their needs and wants in creating, offering and exchanging things of value with one another.

Marketing communication is defined as the process of disseminating information about the company and what it has to offer to the target market (Sulaksana, 2003:23). Meanwhile, according to De Lozier (1994), in the book *Marketing Communication Synergy: Integration of Advertising, Public Relations, and Promotion*, marketing communication is the process of delivering and combining stimuli to the target

market which aims to generate a response and interest in the product and build channels to receive, interpret and take action on messages from the market with a view to adapting the company's current ideas and identifying new opportunities for communication. Communication is an important aspect of the overall marketing mission and a determinant of marketing success. In the last decade, the marketing communication component in the marketing mix has become important. It has even been claimed that "marketing in the 1990s is communication and communication is marketing". The two cannot be separated (Alifahmi, 2000:14).

The following definition of IMC was developed by a member of the marketing communications faculty at Northwestern University's Medill School, published by Don E. Schultz (1993), in the book "Promotional Advertising: Additional Aspects of Integrated Marketing Communication" as follows:

"IMC is the process of developing and implementing various forms of persuasive communication programs to customers and prospective customers on an ongoing basis. The goal is to influence or have a direct effect on the behavior of its target audience, namely customers. IMC considers all sources that can connect customers or potential customers with the products or services of a brand or company, are potential pathways to convey messages in the future. In other words, the IMC process starts from the customer or prospect and then turns to the company to determine the form and method used and developed for the communication program it runs" (Ibid, 1993:24).

2. Destination Image

Lopes (2011: 307-308), defines the concept of destination image as an expression of all objective knowledge, prejudice, imagination and emotional thoughts of an individual or group about a particular location. Then Kotler, Haider and Rein in Lopes, (2011: 307-308), define image as the sum of all beliefs, ideas and impressions that a person has associated with a destination.

According to Jorgensen (2004: 13), the image of a destination is an "impression of place" or "perception area". Jorgensen describes that a positive destination image results in increased visits and has a major impact on tourists. According to Jorgensen (2004: 15), the image of a destination is defined not only as an attribute of the destination but also the overall impression displayed by the destination. Destination image consists of functional characteristics concerning tangible aspects of the destination and psychological characteristics concerning intangible aspects. In addition, the image of the destination can be arranged on a continuum, starting from features that can be used to compare all unique destinations to very few.

According to Burkat and Medlik (1976:44) how important the geographical unit of a tourist destination is determined by three main factors, namely: attractions, accessibility, and facilities. Tourist attraction is an embodiment of human creation, the way of life of art and culture, as well as the history of the nation, and places or natural phenomena that have an attraction. Tourist attractions can be in the form of natural resources, culture, ethnicity, or entertainment (Latupapua, 2011).

3. Destination Branding

Brand can be defined as a name, symbol or other identity attached to a product or service, while branding is the process of giving identity in the form of a name, sign, symbol, or a combination of all of them made with the aim of providing an identity for goods or services to distinguish them from other goods or competitor services. Brand image is a description formed about associations and beliefs about a particular brand.

In the concept of tourism object marketing, brands in tourist destinations are needed to face competition, especially some destinations that do not yet have a strong identity. According to Bungin (2015), the brand of a destination must include the entire destination in which there are values, philosophy, culture, and expectations of the community or stakeholders in the destination

(Bungin 2015). In branding tourist destinations, the main goal is to create value and different experiences for visitors to tourist destinations. To create value, an activation strategy is needed with various promotional activities that can increase public brand awareness.

Results and Discussion

1. Management's Integrated Marketing Communication Efforts in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency

1.1 Integrated Marketing Communication Strategy

According to Yoeti (1988), an attraction in a tourist destination in addition to having tourist objects and attractions, must also have three attractiveness requirements, namely: **something to see, something to do, something that can be bought**. With the increasingly widespread development of tourism, these requirements still need to be added, including: something that can be enjoyed, namely things that meet the tastes and tastes of tourists in a broad sense, and something memorable, so as to be able to keep tourists from staying longer or stimulate repeat visits. This research takes Yoeti's concept as the basis that a tourist attraction is something that has consumptive value for tourists and is unique to be enjoyed as an area worth visiting.

The concept of strategy adopted in the basis of this research is the concept of strategy according to Ranguti (2005) that strategy is a company activity to find a match between the company's internal strengths and external forces (opportunities and threats) of a market. Marketing communication strategies, selection of communication channels with Public Relations and word of mouth marketing can go hand in hand, meaning that if the Public Relations function goes well, the public and the media will automatically hear and disseminate information related to a tourist destination.

1.2 Concept of Integrated Marketing Communication Strategy

The marketing strategy has four basic concepts known as the 4Ps. This term was coined by Kotler. The concept of this marketing strategy consists of the following:

1) Products. Products here can be in the form of physical goods, services, people, places, creative ideas, organizations and others. Products are created to meet the needs and desires of consumers. The strategy in terms of products can be in the form of product diversity, product quality, design, features, brand names, sales packaging and many others.

2) Prices. Price is an important component in marketing strategy. The price of a product should be affordable for the target market of the product. Marketing strategies related to prices include discounts, allowances, payment terms, credit and so on.

3) Places. Place here is a place used in distributing goods or services to consumers. It also means consumer access to the products being sold. The place or channel of product distribution becomes important to ensure that target consumers can obtain goods and services in an easy way. The marketing strategy regarding the place includes location, distribution channels, distribution coverage area, transportation from/to the place, logistics and others.

4) Promotions. Promotion is also important in terms of conveying product information and creating a product image to the public. A good promotion must be able to persuade customers to buy the company's products.

1.3 The Role of Mass Media in an Integrated Marketing Communication Strategy

In carrying out promotions using social media, Air Sanih Tourism Object, Buleleng Regency has the right marketing management communication strategy to help penetrate the market through information. In the context of marketing

communications, the purpose of marketing is how all communication activities used to market products make a profit, in this case the profit expected by the tourism office is an increase in tourists who come to Air Sanih Tourism Object, Buleleng Regency.

The things that are done as all forms of promotion are persuasive communication so that people are interested in what we share on social media. The results of the interview related to the forms of promotion on social media used by the Air Sanih Buleleng Tourism Object, which was said by Mr. Jro Cilikas the Bendesa Adat and the manager of the Water Sanih Buleleng Tourism Object, which said that:

"Our goal is to attract as many people as possible to Air Sanih Buleleng Tourism Object, so the tourism office uses one form of promotion using social media, namely advertising and publicity, which is the right thing to do at this time. With the existence of social media which has always been part of the daily activities of almost all people, doing advertisements and publicity on social media is the right thing. Advertising and publicity are forms of promotion used by Air Sanih Buleleng Tourism Object."

The role of advertising in service marketing is to build awareness of potential buyers or clients or targets for the services or goods offered, to increase consumer knowledge, persuade prospective buyers to want to buy, want to use these services, and to differentiate services from one company to another. Supported by a statement by one of the employees of the Air Sanih Buleleng Tourism Object, Lesti also said almost the same thing:

"Similarly, tourism also requires advertising to the target, buyer or client in simple language to introduce tourism in Buleleng Regency. The public must know about all tourism in the Air Sanih Buleleng Tourism Object which is actually not inferior to other tourist destinations. With this, using advertising on social media is also a very good step to gain more public awareness of tourism in the district itself, namely Buleleng

Regency. We must introduce to the public that living in the Regency area does not mean that we cannot live a relaxed life and that we do not always have to inhale and eat the fumes of vehicles that do not stop. Because Buleleng Regency also has its own tourism that is able to pamper the people of Buleleng Regency or other people outside the Regency.

Social media was created for social interaction and allows communication to occur more quickly, cheaply, anytime and anywhere. On the one hand, media is useful in communicating with other people, but on the other hand, because it is connected virtually all the time with the latest status of social media sites, social media users actually do not communicate with each other in the real world. The results of an interview with one of the staff as well as treasurer of the Air Sanih Buleleng Tourism Object in terms of obstacles in using social media as a means of promotion Ms. Lesti said that:

“The obstacles that often occur are usually internal and external barriers. This means that the obstacles that occur from within are from the team itself, for example in terms of mentality, because to care from within yourself about the importance of tourism at Air Sanih Buleleng Tourism Object, mentality is the most important thing, the mentality of the employees is the first step to success an increase in tourist visits at the Air Sanih Buleleng Tourism Object. The external obstacle is that this usually happens in our own community, meaning that sometimes our society makes contrasting posts that are contrary to what we post in society, so that people's views do not fully believe in us as an institution responsible for tourism. For example, when we post good things about tourism at Air Sanih Buleleng Tourism Object, people post about bad things, for example, public facilities that are not clean, traffic jams and others. This greatly impacts the increase in tourist visits at the Air Sanih Tourism Object, Buleleng Regency.”

Supported by what was stated by the next resource person, according to Mr. Miko as part of the Secretary for Tourism Object Management said:

"The obstacles that often occur in promoting using social media come from outside, for example, comments and views from the community towards us (Air Sanih Tourism Object, Buleleng Regency). And then from within the team, obstacles often occur, for example, our cohesiveness as a team and sometimes small debates occur, yes, that might be normal for every team. Barriers or obstacles in using social media as one of the promotional media are unavoidable from obstacles, for example, from people posting things that are against us (Air Sanih Tourism Object, Buleleng Regency) and also negative things on social media about AirSanih Tourism Object in Buleleng Regency. Other obstacles also come from us as people who run social media, for example our mentality must be prepared to continue to be active on social media, and we also have to become media literate people.”

2. Readiness and Role of Managers in Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency

2.1 Readiness and Institutional Role in Cultural Tourism Development

Law Number 10 of 2009 concerning Tourism

Chapter II; Principles, Functions and Objectives. Article 3; Tourism functions to fulfill the physical, spiritual and intellectual needs of every tourist with recreation and travel and to increase state income to realize the welfare of the people.

a) Introducing, utilizing, preserving and improving the quality of tourist objects and attractions;

- b) Cultivating a sense of love for the homeland and increasing friendship between nations;
- c) Expanding and equalizing business opportunities and employment opportunities;
- d) Increase national income in order to improve the welfare and prosperity of the people;
- e) Encouraging the utilization of national production. Article 4; Tourism aims to: a. Increase economic growth; b. Improving people's welfare; c. Eradicating poverty; d. Overcoming unemployment; e. Preserving nature, environment and resources; f. Advancing culture; g. Raising the nation's image.

Chapter V; Strategic Area. Article 12; Paragraph (1) Determination of strategic tourism areas is carried out by taking into account the following aspects:

- a) Natural and cultural tourism resources that have the potential to become a tourism attraction.
- b) Market potential.
- c) Strategic locations that play a role in maintaining national unity and territorial integrity.
- d) Protection of certain locations that have a strategic role in maintaining the function and carrying capacity of the environment.
- e) Strategic locations that have a role in the preservation and utilization of cultural assets.
- f) Community readiness and support.
- g) Specificity of the region.

RI Law Number 32 of 2004 in conjunction with RI Law Number 23 of 2014 concerning Regional Autonomy, is still committed to giving authority to the Province to manage marine natural resources in a sustainable manner as directed by Article 27, Article 28 and Article 29.

Law Number 32 of 2004 concerning Regional Government in conjunction with Law of the Republic of Indonesia Number 23 of 2014 concerning Regional Government. Article 27:

- 1) Provinces are given the authority to manage natural resources in the sea in their territory.
- 2) The authority of the Province to manage natural resources in the sea includes:

- a. Exploration, exploitation, conservation and management of marine resources other than oil and gas; b. Administrative settings; c. Spatial arrangement; d. Participate in maintaining security at sea; and e. Participate in defending state sovereignty.

3) The authority of the Province to manage natural resources in the sea is a maximum of 12 (twelve) nautical miles measured from the coastline towards the high seas and/or towards the archipelagic waters.

2.2 Buleleng Regency Regional Regulation Number 2 of 2018 concerning Tourism Villages article 1

In this Regional Regulation what is meant by:

- 1) The area is Buleleng Regency.
- 2) Local Government is the Government of Buleleng Regency.
- 3) The Regent is the Regent of Buleleng.
- 4) The Regional People's Representative Council, hereinafter abbreviated as DPRD, is the Regional People's Representative Council of Buleleng Regency
- 5) Service is an agency that has duties and functions in the tourism sector.
- 6) Tourism Village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions.
- 7) Tourism Village Manager is a community group or local community institution/Local Government/Business Entity/Village Government/Third Party determined by the Regional Government as the party responsible for managing the Tourism Village.
- 8) Leading Tourism Business is the main business that provides goods/services to fulfill tourist

needs that support tourism activities in Tourism Villages.

9) Tourists are people who travel on tours.

10) Tourist Attraction is everything that has uniqueness, beauty and value in the form of diversity of natural, cultural and man-made wealth which is the target or purpose of tourist visits.

11) Tourism Entrepreneur is a person, group of people or entity that carries out tourism business activities.

12) Tourism Business Registration Certificate, hereinafter abbreviated as TDUP, is an official document proving that tourism businesses carried out by entrepreneurs in tourist villages have been listed in the tourism business register.

3. Supporting and Inhibiting Factors in the Implementation of Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency

3.1 Supporting Factors for the Implementation of Integrated Marketing Communication

1) The tourism objects in the Bukti Village, Kubutambahan District, Buleleng Regency, especially the Air Sanih Tourism Object, have many potential resources that have not been explored and identified, which can be developed to support the development of cultural tourism objects and attractions; As expressed by the following tourism observers:

"As a tourism observer, I observe that the potential for tourist attractions, especially those in the Bukti Village, Kubutambahan District, Buleleng Regency has not been fully explored by the relevant parties. There are several tourism potentials that are very likely to be introduced to potential tourists, such as; coastal areas that allow it to be developed as sports tourism (surfing, fishing and so on), nature tourism (waterfalls,

coffee and clove plantations, etc.), cultural tourism (local arts and culinary specialties)".

2) There is support and attention from the Provincial Government of Bali, both through the Bali Provincial Tourism Office and the Buleleng Regency Tourism Office as well as through other relevant agencies such as the Industry and Trade Office, towards efforts to develop tourism potential in rural areas in Bukti Village, Kubutambahan District, Buleleng Regency, which among others are located in the Air Sanih Tourism Object Area and its surroundings.

3) There is attention from the Buleleng Regency Government in the context of developing the potential and resources of rural areas to be used as cultural tourism attractions (objects and attractions) in order to serve the wishes of special interest tourists who want to enjoy a relatively natural and calm rural natural atmosphere away from the hustle and bustle of the atmosphere suffocating cities;

4) Tourism potential in Buleleng Regency owned such as Cultural Tourism and Nature Tourism which is the achievement of Regional Original Income (PAD) from the tourism sector.

5) Attractions that are already well-known and known by the wider community that Regency is to see the potential for cultural tourism and natural tourism because each has a tourist attraction that has its own charm and the beauty of beautiful natural panoramas and supports travel.

6) The role of the Government and the Surrounding Community, goes directly to the field of tourist attractions in collaboration with the surrounding community in cooperation with the management in developing tourism in Buleleng Regency.

7) Ease of Coordination between Related Parties. There is a good relationship between the Department of Youth, Sports, Culture and Tourism with each coordinating coast guard or Balawista tourist attraction in Buleleng Regency.

8) The establishment of good cooperation between agencies. The establishment of good cooperation within the Regional Government Work Unit (SKPD) will also have a good influence in the area. Because one institution supports each other in accordance with the established domain.

9) Technology Optimization. It is undeniable that human life today cannot be separated from technology, especially information and communication. The progress of information technology is considered sufficient regarding the target in terms of promotion, not to mention the promotion of tourism through an integrated marketing communication strategy. This is because information technology reaches almost all levels of society.

3.2 Factors Inhibiting the Implementation of Integrated Marketing Communication

1) The lack of intensive development of tourism awareness groups in Bukti Village, Kubutambahan District, Buleleng Regency, Bali;

2) The low number of tourist visits, which causes a lack of community motivation to support tourism development in Bukti Village, Kubutambahan District, Buleleng Regency, Bali;

3) The limited and lack of budget allocated by the Buleleng Regency Government to carry out activities aimed at improving the quality of community tourism awareness;

4) The relatively low level of concern of the local government in developing human resources/state apparatus who can formulate tourism development concepts that are in accordance with the characteristics of the potential, both natural and cultural potentials, which are owned by the Buleleng Regency of Bali;

5) The lack of budget from the Government of Buleleng Regency to develop the potential of tourism objects and attractions;

6) The low quality of Human Resources (HR); Tourism-aware communities need to be developed in order to optimize an area or tourist area. This can be done through various trainings to improve the quality of Human Resources. The trainings that have been carried out include foreign language training, tour guide training, tourism accommodation management training and Buleleng culinary specialties. This is expected to improve the local community's economy and the creative economy. However, until now the results are still not maximized;

7) Tourism awareness is still lacking. Barriers arising from tourists and the community around the tourist attraction to protect the environment. There are still many tourists who for their personal interests actually damage the environment, such as taking selfies and disposing of garbage inappropriately;

8) The understanding of the government and the community regarding tourism potential is still low;

9) The understanding of tourism actors from the industrial or business world regarding tourism potential is also still low;

10) The government's concern for developing tourism objects is still low;

11) There is an understanding that so far tourism has not provided benefits to the local government (Buleleng Regency government);

12) The government's low concern for efforts to improve the tourist experience so that they are interested in visiting the objects they have visited or are willing to give recommendations and positive impressions to their friends and relatives;

13) Lack of Cooperation with Third Parties, There is no third party that offers cooperation with the Buleleng Regency government with the Regional Government in developing tourism in the region. This is an obstacle because if there is cooperation it will help in funding problems.

3.3 Tourism elements that are absolutely crucial in the development of Cultural Tourism in Bukti Village, Kubutambahan District, Buleleng Regency, Bali:

1. Tourist Attraction

In tourism activities, there is a movement of people from their place of residence to tourism destinations, is a geographical area that is in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility and interrelated communities and complement the realization of tourism. Thus, the tourist attraction factor is one of the elements that shape and determine an area to become a tourism destination. Each tourism destination has a different attraction according to their abilities or potential.

2. Tourism Facilities and Services (Amenities)

Amenity or Amenities are all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenity relates to the availability of accommodation facilities to stay overnight as well as restaurants or stalls to eat and drink. Other needs that tourists may also want and need, such as public toilets, rest areas, parking lots, health clinics, and places of worship should also be available at a destination. Of course these facilities also need to see and assess the situation and conditions of the destination itself and the needs of tourists. Not all amenities have to be close together and in the main area of the destination. Natural destinations and historical relics should be a bit far from commercial amenities, such as hotels, restaurants and rest areas. "Attractions bring people to the destination; facilities service them when they get there. Because they are away from home, the visitor requires certain things a place to stay, something to eat and drink" (Robert Christie Mill, 1990).

3. Ease of Reaching Tourist Destinations (Accessibility)

In a tourist trip, there are also factors that are no less important in influencing tourist satisfaction,

namely the accessibility factor, which means the ease with which it is available to reach tourist destinations, which is sometimes overlooked by tourists in planning travel trips, so that in general it can affect their travel budget. Accessibility is the means and infrastructure to get to a destination. Road access, the availability of transportation facilities and road signs are important aspects for a destination. It should also be noted that good road access is not enough without the availability of transportation facilities. For individual tourists, public transportation is very important because most of them arrange their own trips without the help of travel agents, so they are very dependent on public facilities and facilities.

4. Hospitality

Hospitality relates to the availability of an organization or people who take care of the destination. This is important because even though the destination already has good attractions, accessibility and amenities, if there is no one to organize and manage it, it will definitely be neglected in the future. The organization of a destination will do its job like a company. Managing destinations so that they can provide benefits to related parties such as the government, surrounding communities, tourists, the environment and other stakeholders.

Conclusion

Based on the description of the results and discussion above, there are several things that researchers can conclude as follows:

A. Management's Integrated Marketing Communication Efforts in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency

1) Marketing communication strategy, selection of communication channels with public relations and word of mouth marketing can go hand in hand, meaning that if the public relations function goes well, the public and the media will

automatically hear and disseminate information related to a tourist destination. Marketing communication strategy is closely related to the promotion strategy of a product. This section becomes very important in encouraging the success of the marketing activities carried out. There are several types of marketing communication strategies proposed by different experts.

2) Advertising: All costs that must be incurred by sponsors to make non-personal presentations and promotions in the form of ideas, goods, or services. Examples: Print media advertisements, electronic media advertisements, brochures, booklets, posters, leaflets, billboards, and others;

3) Sales promotion: Various short-term incentives to encourage the purchase or sale of a product or service. Sales promotion: Various short-term incentives to encourage the purchase or sale of a product or service. Examples: Coupons, gifts, discounts, sample products, trade shows, games, etc.;

4) Public Relations & Publicity: Build good relations with relevant publics to gain support, build a good “company image”, and address or clarify issues, stories and events that could be detrimental. While publicity is non-personal stimulation of demand for goods, services, ideas, and so on with commercially meaningful news in the mass media, and not paid to promote and protect the image of the company or its products. PR activities that can be carried out by the manager of the Air Sanih Tourism Object in Buleleng Regency have the main goal of seeking and maintaining a positive reputation for tourists who will and have visited Buleleng, especially the Air Sanih Tourism Object.

5) Personal selling: Direct interaction with one or more prospective buyers to make presentations in order to make sales successful and build relationships with customers. Examples: Sales presentations, trade shows, and incentive programs;

6) Direct marketing: Direct communication with a number of target consumers to obtain an

immediate response. Example: Catalogs, letters, telemarketing, fax mail, internet, and others.

B. Readiness and Role of Managers in Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency

The marketing strategy has four basic concepts known as the 4Ps. This term was coined by Kotler. The concept of this marketing strategy consists of the following:

1) Products. Products here can be in the form of physical goods, services, people, places, creative ideas, organizations and others. Products are created to meet the needs and desires of consumers. The strategy in terms of products can be in the form of product diversity, product quality, design, features, brand names, sales packaging and many others.

2) Prices. Price is an important component in marketing strategy. The price of a product should be affordable for the target market of the product. Marketing strategies related to prices include discounts, allowances, payment terms, credit and so on.

3) Places. Place here is a place used in distributing goods or services to consumers. It also means consumer access to the products being sold. The place or channel of product distribution becomes important to ensure that target consumers can obtain goods and services in an easy way. The marketing strategy regarding the place includes location, distribution channels, distribution coverage area, transportation from/to the place, logistics and others.

4) Promotions. Promotion is also important in terms of conveying product information and creating a product image to the public. A good promotion must be able to persuade customers to buy the company's products. In this case, the management of Air Sanih Tourism Object has promoted through various media, including social media.

C. Supporting and Inhibiting Factors in the Implementation of Integrated Marketing Communication in Increasing the Number of Foreign Tourist Visits at Air Sanih Tourism Object, Buleleng Regency

1) The tourism objects in the Bukti Village, Kubutambahan District, Buleleng Regency, especially the Sanih Water Tourism Object, have many potential resources that have not been explored and identified, which can be developed to support the development of cultural tourism objects and attractions;

2) There is support and attention from the Provincial Government of Bali, both through the Bali Provincial Tourism Office and the Buleleng Regency Tourism Office as well as through other relevant agencies such as the Industry and Trade Office, towards efforts to develop tourism potential in rural areas in Bukti Village, Kubutambahan District, Buleleng Regency, which among others are located in the Air Sanih Tourism Object Area and its surroundings.

3) There is attention from the Buleleng Regency Government in the context of developing the potential and resources of rural areas to be used as cultural tourism attractions (objects and attractions) in order to serve the wishes of special interest tourists who want to enjoy a relatively natural and calm rural natural atmosphere away from the hustle and bustle of the atmosphere suffocating cities;

4) The role of the Government and Surrounding Communities, going directly to the field of tourist attractions in collaboration with the surrounding community in collaboration with management in developing tourism in Buleleng Regency.

5) Technology Optimization. It is undeniable that human life today cannot be separated from technology, especially information and communication. The progress of information technology is considered sufficient regarding the target in terms of promotion, not to mention the promotion of tourism through an integrated marketing communication strategy. This is

because information technology reaches almost all levels of society.

6) The lack of intensive development of tourism awareness groups in the Bukti Village, Kubutambahan District, Buleleng Regency, Bali;

7) The low number of tourist visits, which causes a lack of community motivation to support tourism development in Bukti Village, Kubutambahan District, Buleleng Regency, Bali;

8) The limited and lack of budget allocated by the Buleleng Regency Government to carry out activities aimed at improving the quality of community tourism awareness;

9) The relatively low level of concern of the local government in developing human resources/state apparatus that can formulate tourism development concepts that are in accordance with the characteristics of the potential, both natural and cultural potential, which is owned by the Buleleng Regency of Bali;

10) The lack of budget from the Buleleng Regency Government of Bali to develop the potential of tourism objects and attractions;

11) The low quality of Human Resources (HR); Tourism-aware communities need to be developed in order to optimize an area or tourist area. This can be done through various trainings to improve the quality of Human Resources. The trainings that have been carried out include foreign language training, tour guide training, tourism accommodation management training and Buleleng culinary specialties. This is expected to improve the local community's economy and the creative economy. However, until now the results are still not maximized;

12) Tourism awareness is still lacking. Barriers arising from tourists and the community around the tourist attraction to protect the environment. There are still many tourists who for their personal interests actually damage the environment, such as taking selfies and disposing of garbage inappropriately.

Bibliography

- AdjiWatono& Maya C. Watono, 2013. *IMC That Sells Bring your Brand to the Top with Indonesian Style Communication*, Gramedia Pustaka Utama Alifahmi.
- Arnott, D. C., & Bridgewater, S. (2002). *Internet, interaction and implications for marketing. Marketing Intelligence & Planning*.
<https://doi.org/10.1108/02634500210418509>
- Bakti, I., Sumartias, S., Damayanti, T., & Nugraha, A. R. (2018). *Pengembangan Model Komunikasi Pariwisata Berbasis Kearifan Lokal di Kawasan Geopark Pangandaran*. *Jurnal Kajian Komunikasi*, 6(2), 217.
<https://doi.org/10.24198/jkk.v6i2.18459>
- Brunt, B. 1997. *Market Research in Travel and Tourism*. Great Britain: Butterworth, Heinemann.
- Bungin, Burhan. 2015. *Komunikasi Pariwisata (Tourism dan Communication): Pemasarandan Brand Destinasi*. Jakarta: Prenada Media.
- Court, B., & Lupton, R. A. (1997). *Customer portfolio development: Modeling destination adopters, inactives, and rejecters*. *Journal of Travel Research*.
<https://doi.org/10.1177/004728759703600106>
- Cooper, C. et al. 2005. *Tourism: Principle and Practice*. Third Edition. Prentice Hall.
- DanangSunnyoto, 2015. *Strategi Pemasaran*, Yogyakarta: CAPS (Center for Academic Publishing Service).
- Denzin, Norman K. dan Yvonna S. Lincoln (eds.). 2009. *Handbook of Qualitative Research*. Terj.
- Delmar Thompson Learning. Noronha. 1977. *Social And Cultural Dimensions Of Tourist A Review Of Literature In English*. Washington DC: World Bank.
- Erawan, Nyoman.1993. "Pariwisata dalam Kaitannyadengan Kebudayaan dan Kepribadian Bangsa" dalam *Kebudayaan dan Kepribadian Bangsa* (Tjok Sudharta, dkk. ed.). Denpasar: Upada Sastra.
- Faisal, Sanapiah. 1990. *Penelitian Kualitatif Dasardan Aplikasinya*. Malang; YAS.
- Geriya, I Wayan. 1993. "Pariwisata dan Segi Sosial Budaya Masyarakat Bali" dalam *Kebudayaan dan Kepribadian Bangsa* (Tjok Sudharta, dkk. Ed.). Denpasar: Upada Sastra.
- Gumilang, Binar. 2019. *Malang Beach Festival, Pantai Modangan Jadi Venue Kejuaraan Paralayang TROI Seri ke-4*. November 21.
- Kotler, P. 2002. *Manajemen Pemasaran*. Jilid I edisi Bahasa Indonesia. Jakarta: Pearson Education Asia Ptc. Ltd. Dan PT. Prenhallindo.
- Kotler dankeller. 2009. *Manajemenpemasaran*. Jilid I. Edisike 13 Jakarta: Erlangga.
- Kotler, Philip, and Gary Armstrong. 2017. *Principles of Marketing*. 17. London: Pearson Educated Limited.
- Moleong, Lexy J. 2007. *Metode Penelitian Kualitatif*. Bandung: PT. Remaja Rosda Karya.
- Morrison, Alison J. 1994. *Marketing Strategic Alliances: The Small Hotel Firm*. *International Journal of Contemporary Hospitality Management* vol. 6:3 (Cited, 4 Mei 2008). USA: MCB University Limited. *International Journal of Contemporary Hospitality Management* vol 6:3. (Cited 4 mei 2008). USA: MCB University Limited.
- Morrison, M. 2002. *Hospitality and Travel Marketing*. Third Edition. Australia.
- Mulyana, Deddy. 2008. *Ilmu Komunikasi Suatu Pengantar*. PT Remaja Rosdakarya. Bandung.
- Mulyana, Deddy. (2000). *Ilmu Komunikasi Suatu Pengantar*. Bandung: PT. Remaja Rosdakarya.
- Masjhoer, Jussac Maulana. 2016. "Implementasi Pemanfaatan Sport Tourism dalam Pemanfaatan Potensi Sungai di Indonesia; Studi Kasus International MusiTriboatton 2015." *Journal Online Mahasiswa BidangIlmu SosialdanIlmu Politik* 6.

- Moilanen, T., & Rainisto, S. (2009). *How to Brand Nations, Cities and Destinations. In How to Brand Nations, Cities and Destinations.*
<https://doi.org/10.1057/9780230584594>
- Pendit, I Nyoman Suwandi. 2003. *Ilmu Pariwisata, Sebuah Pengantar Perdana.* Jakarta: PT. PradnyaParamita. Sugiyono. 2009. *Metode Penelitian Kuantitatif Kualitatif dan R&D.* Bandung: Alfabeta
- Peraturan Daerah Bali Nomor 2 tahun 2012 Tentang Pariwisata.
- Peraturan Daerah Provinsi Bali Nomor 10 Tahun 2015 Tentang Rencana Induk Pembangunan Kepariwisata Daerah Provinsi Bali Tahun 2015-2029.
- Pitana, I Gde. 1994. “*Mosaik Masyarakat dan Kebudayaan Bali*” dalam *Dinamika Masyarakat dan Kebudayaan Bali.* Denpasar: Penerbit BP.
- Pitana. 2006. *Kepariwisata Bali Dalam Wacana Otonomi Daerah.* Jakarta: Puslitbang Kepariwisata.
- Reid, D. Dan Bojanic, C. 2006. *Marketing for Hospitality and Tourism.* Second Edition. Prentice Hall International, Inc.
- Risitano, M. (2006). *The Role Of Destination Branding In The Tourism Stakeholders System. The Campi Flegrei Case.* IV International Doctoral Tourism and Leisure Colloquium.
- Sendjaja, SD. 2004. *Teori Komunikasi.* Universitas Terbuka. Jakarta. Smeltzer dan Bare. 2002. *Textbook of Medical Surgical Nursing Vol.2.* Philadelphia: Lippincott.
- Sugiyono. 2004. *Metode Penelitian Administrasi.* Penerbit Alfabeta. Bandung.
- Sukardi, Nyoman. 1998. *Pengantar Pariwisata.* Badung: Sekolah Tinggi Pariwisata Suwanto, Gamal. 1997. *Dasar – Dasar Pariwisata.* Yogyakarta: Andi Publishing
- Siswanto Sutojonodan F. Kleinsteuber. (2002). *Strategi Manajemen pemasaran* Jakarta: PT. Damar Mulia Pustaka.
- UU Kepariwisata No.10 Tahun 2009
- Yoeti, A.Oka. 1996. *Pengantar Ilmu Pariwisata.* Bandung: Offset Angkasa.
- Wahab, Salah. 2003. *Manajemen Kepariwisata.* Jakarta: PT. Pradnya Paramita.

Access this Article in Online	
	Website: www.ijarm.com
	Subject: Marketing
Quick Response Code	
DOI: 10.22192/ijamr.2022.09.08.004	

How to cite this article:

I Dewa Ayu Hendrawathy Putri, I Ketut Wardana Yasa. (2022). Integrated marketing communication in increasing of Foreign tourists visits at Air Sanih tourism object Buleleng Regency. *Int. J. Adv. Multidiscip. Res.* 9(8): 21-34.

DOI: <http://dx.doi.org/10.22192/ijamr.2022.09.08.004>