

THE ROADSHOW PROMOTION METHOD IN AN EFFORT TO INCREASE VISITS TO KAMPUNG BATU MALAKASARI

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Abstract

Bandung Regency has a variety of nature-based tourism options that can be found here, each of which has its own uniqueness from one place to another. In fact, if you look at its geographic location, Bandung City and Bandung Regency are indeed very strategically located, as this area is very close to the capital city of Jakarta, which makes Bandung City and Bandung Regency currently a tourist escape for some people, especially residents of the capital city of Jakarta. The method used in this research is a qualitative research method, and the results of this research show that there are several solutions to solving problems in Kampung Batu Malakasari to attract visitors to visit, namely the process of conveying information carried out by Kampung Batu Malakasari through a team. Marketing through offline promotions or pick-up and drop-off is to convince potential visitors to visit the Kampung Batu Malakasari tourist destination. Furthermore, by establishing cooperation between Kampung Batu Malakasari and schools, the selection of this promotion is in accordance with the main target of Kampung Batu Malakasari itself, so that information is more effective and efficient.

Keywords: Promotion, roadshow, place tourism

Abstrak

Kabupaten Bandung menyimpan beraneka ragam wisata berbasis alam yang bisa di temukan disini yang mana dari tempat satu dengan tempat lainnya memiliki masing-masing keunikan tersendiri. Sebenarnya bila di lihat dari Letak geografinya, Kota Bandung dan Kabupaten Bandung memang sangat strategis letaknya, yang mana Daerah ini sangat dekat dengan Ibukota Jakarta yang menjadikan Kota Bandung dan Kabupaten Bandung saat ini sebagai Pelarian Wisata bagi sebagian orang di khususnya penduduk Ibu Kota Jakarta. Adapun metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif yang dimana hasil penelitian ini menunjukkan bahwa beberapa solusi dalam upaya pemecahan masalah yang ada di Kampung Batu Malakasari untuk menarik minat pengunjung untuk berkunjung yakni dengan proses penyampaian informasi yang dilakukan oleh pihak Kampung Batu Malakasari melalui team marketing melalui promosi Offline atau jemput bola hal ini untukmeyakinkan calon pengunjung untuk mengunjungi destinasi wisata Kampung Batu Malakasari. Selanjutnya dengan menjalin Kerjasama antara Kampung Batu Malakasari dengan Sekolah-sekolah, pemilihan promosi ini sesuai dengan target utama Kampung Batu Malakasari itu sendiri dan agar informasi lebih efektif dan efisien.

Kata kunci: Promosi, roadshow, tempat wisata

Introduction

Nature has various kinds of abundant potential. One of the potentials of nature is the use and development of nature into a tourist destination, or as other people know it, natural tourism or geotourism. Geotourism in general is the activity of visiting a place that involves collaborating or combining several elements, such as its natural beauty, rock structures, natural phenomena, or geology (Agustina & Hapsari, 2019). In another sense, this is tourism that utilizes the surrounding nature or geology as a selling point for the destination.

The geology of each region usually has its own characteristics and differs in its beauty and uniqueness, for example, hills, mountains, agricultural landscapes, and relics of ancient times. With these characteristics, Indonesia, especially the West Java region, has this potential. If natural tourism is developed properly, it will have high potential as a nature-based tourist destination. If more attention is paid to the attractions it offers, most tourists will feel comfortable in this area, which is one aspect of the attraction of geotourism itself (Riswanto & Andriani, 2018).

Bandung Regency has a variety of nature-based tourism options that can be found here, each of which has its own uniqueness from one place to another. In fact, if you look at its geographical location, Bandung City and Bandung Regency are indeed very strategically located, as this area is very close to the capital city of Jakarta, which makes Bandung City and Bandung Regency currently a tourist escape for some people, especially residents of the capital city of Jakarta (Riza & Zulfebriges, 2022).

Kampung Batu Malakasari is one of the many educational tourist attractions in Bandung Regency. This educational tourism destination offers a natural tourism concept in the style of rural Sundanese, with traditional Sundanese houses and stretches of natural rocks and lakes that have existed for hundreds of years and are neatly arranged, adding to the beauty of this tourist destination. This tourist destination has various kinds of tourism potential, especially development in the geological sector, including expanses of rocky mountains left behind by previous people, expanses of rice fields, and beautiful lakes that, if developed, will become a special attraction for visitors. to Batu Malakasari Village (Rizki & Zulfebriges, 2022). The address of Malakasari Village is Malakasari Village, which is one of the villages in Baleendah District, Bandung Regency, which has natural beauty all around it.

Of the many tours spread across Baleendah and its surroundings, almost the majority are tours that utilize nature and natural beauty as the selling point of their tourist destination. There are many natural tourist destinations spread across Baleendah and its surroundings, such as Kampung Batu Malakasari, Situ Sipatahunan, Citalutug, Mega Kuncian, and Lamping Ciwangi. The findings that the author encountered during research and observations are that there is still a lack of interest from tourists outside the Bandung area to visit the Baleendah area and a lack of information regarding the

existence of tourist destinations in Baleendah for potential tourists, which makes tourists choose other areas to travel. This factor is an obstacle to the number of tourist visits to the Baleendah area.

Compared to other tourist destinations in Baleendah, Kampung Batu Malakasari is a fairly complete tourist destination. The reason is that the Kampung Batu Malakasari tourist destination has various kinds of rides to support educational activities that are suitable for students on holiday, such as outbound rides including Sasak Gitek, Flaying Fox, Cruising the Lake by Boat, Tarzan Bridge, and Suspension Bridge. Then the Mini Zoo rides include deer breeding, rabbit breeding, and poultry breeding. Then the gardening vehicle includes farming, plowing fields, and planting rice. Then Tektona Waterpark includes a wave pool, current pool, family pool, and children's pool, making this tourist destination a one-stop destination for most schools in the Bandung area and surrounding areas. And supported by a calm atmosphere and a towering rocky landscape surrounding Kampung Batu Malakasari, this tourist destination is unique compared to the educational tourist destinations around it. Apart from that, easy access, being close to the toll gate, and the presence of parking spaces for tourist buses make this tourist destination have its own profit prospects (Ibram et al., 2019).

From research in the field, the author found that there were several shortcomings in the delivery of information to potential tourists by marketing parties in attracting tourists, where generally they just waited at the location or waited for incoming calls from potential tourists. This has an impact on the number of visits, which is not optimal. Even if the marketing parties change their promotional methods and pick up the ball by visiting several schools from kindergarten to high school in West Java, especially in Bandung, then promote Kampung Batu Malakasari and establish cooperation, (MOU) with schools is felt to be very effective in increasing target visits, especially student visits, and it is hoped that in the future there will be regular visits to Kampung Batu Malakasari by schools that have established collaboration.

The marketing team is one way that information reaches potential visitors, and if this is right, then this promotion is quite promising to be implemented in this field because the marketing team provides various conveniences for both parties, both from the company and from the other side. society (consumers).

Research Methods

The method that the author chose is qualitative phenomenology because it is still felt that it can be a method that can explain existing problems regarding various very complex processes that influence certain contexts. Data processing based on a qualitative approach means all research that aims to explain and aims to understand and explain several findings with the methods used, namely descriptive, interpretative, and narrative (Yusanto, 2020). In this approach, researchers use the insights they find during research into the experiences they have with the qualitative aspects of a

phenomenon. Deep data collection techniques research: (1) interview with the informant, who met directly with the stakeholders of Kampung Batu Malakasari and interviewed several of its employees and owners, with the aim of getting the information the author was looking for. (2) observation The author made direct observations in Batu Malakasari Village, then recorded what discoveries he made while carrying out observations regarding the area, facilities, access, potential, and surrounding environment. (3) Documentation gathers results from the information contained in the field-shaped information written until the portfolio as well as information recording.

Technique qualitative data analysis report if analysis information in research qualitative is a search process as well as compile in a way systematic information obtained from results interview, notes field, as well as other ingredients so more easy understandable, as well as his findings can be informed to other people (Sugiyono, 2021). For Sugiyono there are 3 interactive models in analysis information, namely reduction information, presentation information, and withdrawal conclusion, in research. This researcher's steps following: Collection Information Instrument describe something equipment used in research. To use gather information let collection the systematic as well as easy to understand. Reduction information is listed in the type of work analysis information. Formal information audio recording as well as notes while in the field needs to be noted carefully as well as detailed. Reducing information means summarizing, sorting meaningful things, and searching for patterns in the theme. Information displays results reduction and will be displayed with a method certain for each pattern, type, focus, and theme you want understood as well as understood the problem.

Results And Discussion

Results from research The researcher discovered several problems in Kampung Batu Malakasari. These findings were in the form of a lack of information reaching potential visitors as a result of the lack of promotion carried out by Kampung Batu Malakasari. If you remember, the target visitors are school institutions. If this information does not reach the school, then this can hinder visiting due to not knowing about this tourist destination. The researcher's efforts regarding this problem suggest maximizing offline promotion, namely by visiting several schools and presenting them to the school, which they feel is very important. effective if you have to wait for potential visitors to arrive. From the information that the researchers obtained, Kampung Batu Malakasari also provides special discounts for school tourists; this creates added value for teachers to bring their students to Kampung Batu Malakasari. From these findings, researchers took the results of interviews with informants and direct observations.

Promotions in Efforts to Increase Visits

Kampung Batu Malakasari also uses promotional media to attract tourists to visit. According to the results of an interview with Mr. Irfan Fauzi as Kord. *Marketing* in Kampung Batu

Malakasari, he explained to researchers that Kampung Batu Malakasari has real potential if it is redeveloped, especially in the promotional sector that they are currently using, namely by adding several breakthroughs in attracting the number of visits, one of which is the ball drop (Roadshow), so it is felt that this can attract *consumers*. outside the area where they will see and be curious about this tourist destination and create a feeling of wanting to visit this tourist destination, but if you look at the main target market of Kampung Batu Malakasari, which are schools and school children, the appropriate promotion according to researchers is to visit schools and present their tourist destinations to teachers, then explaining the benefits that teachers will get when children visit these tourist destinations, such as discounts given, food and drink, for example, which are benefits for teachers. This makes teachers feel happy and makes it a tourist visit for their students.

The target visitors to Kampung Batu Malakasari are school students or teachers. So the use of *offline* promotions or picking up football by coming directly to schools is felt to be very effective, which also creates collaboration between the school and Kampung BveryMalakasari, which ultimately makes them regular visitors to Kampung Batu Malakasari itself. that there is a lack of information that does not reach potential visitors, which hinders the maximum number of visitors visiting Kampung Batu Malakasari as a result of potential consumers not knowing about this tourist destination and what is in this tourist destination, which needs to be taken seriously. by the *marketing team from* Kampung Batu Malakasari.

Deep digital branding and building a brand through social media are very helpful in building connections with customers. Through digital branding, up to industry wants to more easily display their arrival inside the digital world. All capable help in carrying out various marketing strategies, from each component building a business brand on social media, what we can be certain of is objective final his for business marketing walk easy can be intended as activity marketing or promotion of something brand or product brand or tried services via digital media. The goal is reach as much as possible customer with methods that are effective , relevant , as well effective

Figure 1. Following village logo rock Malakasari



Offline promotional media or picking up football via Roadshow and Whatsapp for Kampung Batu Malakasari itself may be felt to be something new and has not been used before, judging from the promotional delivery process carried out by Kampung Batu Malakasari currently using radio

and Instagram media, which are used in conveying information to potential visitors. It is one way in which visitors cannot access further information provided by Kampung Batu Malakasari.

The added value of using offline promotions or pick-up and drop-off is that the information obtained by potential consumers is conveyed accurately and without any misinterpretation, which then creates sustainable visits in the future. The process of conveying information that is right on target can add selling value to the tourist destination. especially the marketing team of the tourist destination itself. The ability of the marketing team itself to convey information to potential consumers appropriately, which makes potential visitors want to visit the tourist destination, is an important part of the marketing task itself.

Maximizing the Number of Visits by Utilizing Potential

Destination focuses on natural tourism activities by utilizing existing mining remains such as lakes and rocks. In the 2010s, there were additional facilities such as the addition of the Tektona Waterpark and a restaurant. The addition of these facilities is very popular with visitors, according to the author's interview with GM Kampung Batu. Malakasari, Mr. Haji Sepuh, said that at the beginning of the opening of this additional facility, visitors were very enthusiastic about visiting this tourist destination. However, as time goes by, until now, Kampung Batu Malakasari has not added any refreshments to the facilities inside, which makes some people feel bored due to the lack of additional facilities. The addition or utilization of existing potential is very important for every tourism provider, which is a refresher of the tourist destination itself.

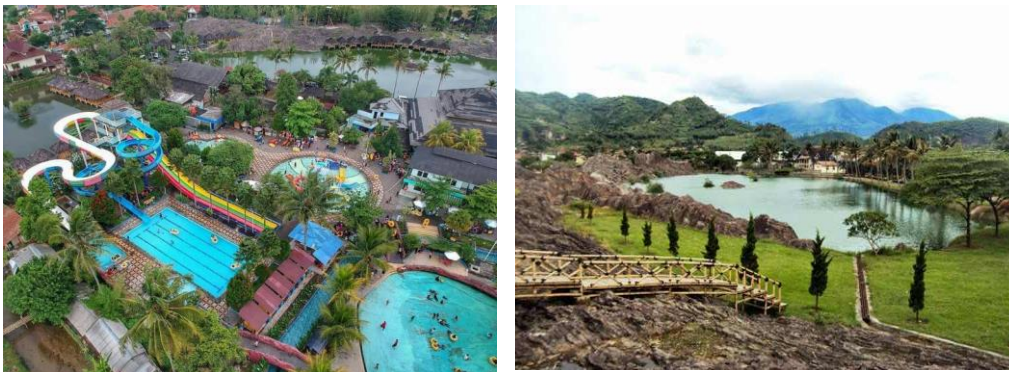
Consumer behavior is that if there is something new, they will be curious to visit that tourist destination, and Kampung Batu Malakasari takes advantage of this by adding existing facilities such as self-taking photo spots, contemporary spots, and glass bridges that cross above. The lake will certainly be able to attract the number of visitors who come to visit there. The lack of refreshment means that some people may feel bored due to the lack of refreshment of existing facilities, resulting in a decrease in the number of visitors visiting this tourist destination, even though if you look directly at it, this tourist destination has very good potential where the beauty of the surroundings, which may be different from other tourist destinations, is an even greater selling point for this tourist destination.

Utilizing the potential that exists in Kampung Batu Malakasari is one of the right steps to increase the number of visitors, where almost every visitor likes things that are new or viral. From research conducted by researchers to date, Kampung Batu Malakasari has not maximized its potential. existing, this is what results in the existing visits being less than optimal, even though if we look at the existing potential, such as lakes and rocks, they can create new, up-to-date tourist

attractions, with the aim of adding these attractions to create a special attraction value for visiting Malakasari Batu Village.

The addition of several new ride items is considered to be a way out of the boredom some visitors feel about visiting this tourist destination. The utilization of tourism potential by adding new rides, such as a circular glass bridge that passes over the lake and rocks in the area, adds to the beauty of Kampung Batu Malakasari itself and becomes the selling point of this destination.

Figure 2. The following is a picture of the Batu Malakasari village tour



The addition of a glass bridge over the lake is an example of utilizing the potential that exists in Kampung Batu Malakasari, but if this can be realized then it is certain that the number of visitors will experience a significant increase than usual. If you look at similar tourism in Bandung Regency and its surroundings, they usually use bridges as their selling point, and if this is applied in Kampung Batu Malakasari then it becomes its own selling point.

Conclusions

Searching for solutions to increase promotions in Kampung Batu Malakasari, the researchers found several solutions in an effort to solve problems in Kampung Batu Malakasari to attract visitors to visit Kampung Batu Malakasari and utilise the existing potential to attract interest in returning to Kampung Batu Malakasari. From the existing problems, conclusions can be drawn regarding the process of conveying promotional and improvement information.

During the process of conveying information carried out by Kampung Batu Malakasari through the marketing team, there is a component that is very useful or effective as a way of conveying product messages through offline promotions or pick-up and drop-off, which can convince potential visitors to visit the Kampung tourist destination. To establish cooperation between Kampung Batu Malakasari and the schools it visits, the selection of this promotion is in

accordance with the main target of Kampung Batu Malakasari itself and so that the information obtained is not confusing. Communication is the most important part for a marketing person.

Adding facilities and developing potentials that can be done in order to attract the number of visitors, such as adding play areas and other facilities that can make potential visitors curious to visit this tourist destination, Promotional methods that are right on target will influence interest in visits and increase the number of visits to a tourist destination, which influences the mindset of potential consumers.

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