Original Article

Marketing Communication Strategy of the Youth and Sports Tourism Office in Promoting Muaro Jambi Temple

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Abstract:
This research is motivated by the importance of tourism promotion activities in an effort to increase the number of tourists in a tourist destination. The Muaro Jambi Regency Youth and Sports Tourism Office certainly has the right marketing communication strategy to attract visitors. This research aims to find out how the marketing communication strategy is carried out by the Muaro Jambi Regency Tourism, Youth and Sports Office. This research uses a descriptive qualitative research method with a case study approach, data sources were obtained through observation, documentation and interviews with informants from the Muaro Jambi Regency Youth and Sports Tourism Office, namely the Head of the Tourism Division, the Head of the Tourism Destination Section, and the Head of the Tourism Marketing Section. The data collection technique in this research uses observation or direct observation. The findings from this research are the marketing communication strategy activities carried out by the Tourism, Youth and Sports Department in promoting Muaro Jambi Temple by utilizing social media, mass media, print media such as newspapers, local television media, word of mouth promotions and through temple festivals held every year.

Keywords: Marketing Communication Strategy, Tourism

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Introduction

Indonesia is a country rich in natural resources, consisting of thousands of islands, natural tourism demonstrations, ethnic and cultural diversity, this is certainly an attraction for tourist destinations for local and foreign tourists. Tourism activities are something that is interesting in a country, in tourism activities there is an exchange of information in it through interaction between tourists. In addition, tourism activities also aim to increase economic growth (Nur'aini, 2020).

Based on Law Number 10 of 2009, tourism is all forms of tourism activities supported by the government, community, local government, and entrepreneurs by providing various facilities and services for the needs of interaction between tourists and local communities. Article 4 explains that the purpose of tourism is to improve community welfare, alleviate poverty, overcome unemployment, protect nature and can preserve culture (Maudyakasih & Nuraeni, 2019).

Cultural tourism has the fastest growth in a tourism industry, as evidenced by the increase in the number of tourists visiting adventure, cultural, historical and archaeological attractions as well as interactions that occur in the local community. Each region is competing to create attractive tourist destinations for tourists to visit, this is because tourism is one of the most attractive objects for an area (Meilisa & Firdaus, 2018).

The tourism industry is currently growing very rapidly, therefore the Indonesian government continues to focus on the tourism sector. In tourism development, researchers found several references on how important the Tourism Office’s marketing communication strategy is in introducing or promoting the culture of a region.

Jambi Province has a lot of tourism potential, ranging from diverse culinary tourism, abundant natural attractions, tribes and cultures. Jambi city government certainly has a big role in advancing and introducing Jambi tourism, one of which is through the Jambi Tourism Office. One example of a tourist attraction in Jambi is Muaro Jambi Temple which attracts many tourist visitors, the following is a picture of Muaro Jambi Temple as a tourist spot in Muaro Jambi regency (Kurnianti, 2018).

Figure 1. Muaro Jambi Temple

Muaro Jambi Temple is located in Muaro Jambi regency in Jambi province, Muaro Jambi Temple is one of the natural resources that can help in the development of tourism because it is crowded with tourists. Muaro Jambi Temple is one of the relics of human civilization which is estimated to have existed since the 7th-12th centuries AD during the Srivijaya kingdom (Dahmiri et al., 2023).

Indonesia is known for its beautiful natural wealth that is recognized by the world, this can be seen from several cultural heritages in Indonesia entered as world
heritage, such as Borobudur Temple, Prambanan Temple and Ancient Man Sites in Sangirah. In addition, as many as 26 Indonesian cultural heritage sites are listed as world heritage nominations set by UNESCO. Of the 26 nominations, one of them is Muaro Jambi Temple which was included in the list of world heritage nominations by UNESCO (world heritage) in 2009 (Meilania & Febrianti, 2019).

As a tourist spot there are many attractions in the Muaro Jambi Temple complex, tourists can certainly enjoy the beauty of 11 Buddhist temple architectures in the 4th and 5th centuries AD, there are also statues of prajnaparamita, dwarapala, gajahshimha, umpak batu, lumpung, Jambi State museum in which there are various ancient objects, not to mention there is an ancient natural embankment along 8 km in the temple complex area which has another function as a protector of the temple area from flooding. In addition, the temple area is usually used for several Jambi cultural celebrations such as Vesak celebrations, Jambi art and culture festivals every year (Ikadiyan et al., 2016). The temple area is around the Jambi Malay community settlement and there are several duren and duku plantations, so in addition to enjoying the beauty of the temple area, tourists can enjoy some garden products sold around the temple complex (Dahmiri et al., 2023).

The existence of several choices of tourist objects around the temple area in fact cannot be a reference for the number of tourists who are interested in coming to visit, this we can see in the last 5 years the number of visitors from year to year has not increased rapidly as should other temples in Indonesia (Fahruddin & Prayudha, 2023).

To be able to advance the tourism sector, of course, the government is in a position as a driving force and then the tourism office has the same duties and responsibilities in an effort to promote Muaro Jambi Temple to be known by local and foreign tourists. The level of promotion is still relatively lacking so many do not know the existence of the Muaro Jambi temple complex with cultural diversity that is very interesting for tourists to visit.

In order to promote cultural diversity found in Muaro Jambi Temple, of course, an effective marketing communication strategy is needed so that it can achieve the goal of the Youth and Sports Tourism Office of Muaro Jambi Regency, namely to attract many tourist visitors.

**Methods**

This research uses qualitative research with a case study approach, qualitative according to Cresswell is as methods to explore and understand meaning by a number of individuals or groups that are considered to come from social or humanitarian problems. Meanwhile, according to Bogdan and Biklen qualitative methodology is a naturalistic, natural method, with the consideration of conducting research in a real setting so that objects do not change, both before and after a study is carried out. It can be concluded that qualitative research is a method or procedure used in obtaining descriptive research data in the form of speech or writing and a person’s behavior observed based on certain social or human problems that are natural.

A case study is a detailed examination of the subject or location of the document storage or a particular event. Robert K. Yin provides a definition of a case study as a research method used in a special study with the aim of gaining an understanding of the phenomenon being studied. In general, a case study is a suitable strategy used for research questions related to how, why and the limited agreement that researchers have to control the events studied. In this study, researchers will describe thoroughly the
marketing communication strategy of the Muaro Jambi Regency Tourism Office in Promoting Muaro Jambi Temple to increase the number of visits.

The data collection technique used in this study is by conducting interviews, observations, and documentation related to the object of research. The data analysis used is descriptive analysis of research data obtained from interviews, documents, observations which are then clearly described by researchers through the stages of data reduction, data presentation, conclusion drawing.

**Results**

**Marketing Communication Strategy of the Youth and Sports Tourism Office of Muaro Jambi Regency in promoting the Muaro Jambi temple area**

One of the strategies carried out by the Youth and Sports Tourism Office of Muaro Jambi Regency is to cooperate with local governments in building several public facilities so that tourist visitors are comfortable. While the marketing communication strategy carried out by the Youth and Sports Tourism Office of Muaro Jambi Regency in promoting Muaro Jambi Temple through print media (magazines, newspapers, and books), mass media such as local television (Jambi Tv), radio, and social media such as Instagram @diparpora.official, @bujanggadismuarojambi, @candimuarajambi.

In addition, the marketing field of the Youth and Sports Tourism Office of Muaro Jambi Regency also collaborates with several local media and television stations to carry out promotional activities through advertising media. Advertisements used in promotional activities are divided into two parts, namely top line advertisements (above the line), paid advertisements such as newspapers, magazines and TV and bottom line advertisements (below the line), advertisements only burdened with production costs such as brochures, exhibitions, events and so on. During festivals and exhibitions, promotional activities are usually carried out by the Youth and Sports Tourism Office of Muaro Jambi Regency by distributing brochures to tourists. Marketing communication strategy is a marketing activity designed to be able to achieve predetermined goals. Marketing communication strategies are used to market a product to consumers, and are expected to be able to compete with other competitors. Based on the findings of field research, the promotion activities of Muaro Jambi Temple carried out by the Youth and Sports Tourism Office of Muaro Jambi Regency aim to be able to introduce the Muaro Jambi Temple Area to the community so as to increase the number of tourist visits (Chrismardani, 2014).

The marketing communication strategy model carried out by the Youth and Sports Tourism Office of Muaro Jambi Regency in an effort to promote the Muaro Jambi Temple Area to the community, namely:

1. Advertising, the Youth and Sports Tourism Office of Muaro Jambi Regency carries out promotional strategies using advertising media through social media, print media (brochures, newspapers, magazines), and other electronic media. This is so that the community can receive the message conveyed that the Muaro Jambi temple area is one of the good tourist attractions to visit.
2. Public Relations (Human), one of the annual events organized by the Youth and Sports Tourism Office of Muaro Jambi Regency is to hold a temple festival event. In this event usually involving community leaders, local government, and local influencers, this festival activity is one of the promotional strategies used to attract domestic tourists to visit Muaro Jambi Temple. In addition, in temple festival
activities, usually the Tourism Office also conducts personal selling by distributing brochures to visitors (Suryanti, 2020).

3. Word of mouth marketing, which is oral or written communication related to the experience of visiting tourist destinations.

Festivals and exhibitions organized by the Youth and Sports Tourism Office of Muaro Jambi Regency are a marketing communication strategy that can attract many visitors. Through this event, a direct promotion was formed by several parties such as the manager of the Temple Area, the marketing team of the Tourism Office, influencers and so on. Through this festival activity is considered effective enough to attract many tourists to visit Muaro Jambi Temple. Another strategy is to renew public facilities such as places of worship, toilets, Jambi Museum buildings and roads in the temple area (Asri, 2022).

Obstacles to the marketing communication strategy of the Youth and Sports Tourism Office in promoting Muaro Jambi Temple.

In the process of marketing communication strategies carried out by the Youth and Sports Tourism Office of Muaro Jambi Regency to promote Muaro Jambi Temple, of course, there are several obstacles. From the results of the study, there are several factors inhibiting the success of marketing communication strategies, especially funding issues. The marketing communication strategy carried out by the Youth Tourism Office of Muaro Jambi Regency in promoting Muaro Jambi Temple is still lacking. From the budget owned, only enough for temple festival promotional activities.

Another problem apart from the lack of budget is the lack of human resources, the managers of Muaro Jambi Temple tourist facilities are less active and creative in creating social media content, this causes social media accounts to not develop. In fact, as we know, digital promotion is one effective way to attract the attention of visitors.

If the budget obtained from the Jambi City Government is sufficient, it will certainly facilitate the Youth and Sports Tourism Office of Muaro Jambi Regency in carrying out the promotion process through collaboration with several national media or local media to promote Muaro Jambi Temple. With an adequate budget, of course, the Youth and Sports Tourism Office of Muaro Jambi Regency can create more promotional content so that it can attract visitors (Aditya & Lubis, 2017).

Conclusion

Based on the description above, it can be concluded that the Marketing Communication Strategy of the Youth and Sports Tourism Office of Muaro Jambi Regency in Promoting Muaro Jambi Temple, namely, first, the Marketing Communication Strategy of the Youth and Sports Tourism Office of Muaro Jambi Regency in Promoting Muaro Jambi Temple is carried out in several methods such as through the use of social media Instagram, Television, Radio, print media such as newspapers and cooperation with several parties such as through Bujang Gadis Muaro Jambi, local communities, managers of tourist attractions, community leaders. Second, there are several inhibiting factors in the marketing communication strategy process, namely the lack of budget to carry out promotional activities and the lack of several facilities and infrastructure in the Temple Area.

References

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