

Tourism Marketing Strategy In Ambon City

Albertus Lalaun¹, Victor Cornelis², Theofilus J.F.K. Matruty³

^{1,2,3} Politeknik Negeri Ambon

*Corresponding Author(s) Email : albertlalaun@gmail.com

ABSTRACT

The increasing number of tourist destinations and investment makes the tourism sector a key factor in increasing foreign exchange, job creation, business development, and infrastructure. Indonesia, known as a country with a wide range of potential, is able to attract many people to come and explore its uniqueness. Not surprisingly, tourism has been made a priority development program that has always been targeted at achievement by the government. In the last five years, the number of tourist visits to Indonesia has continued to increase. This number of visits has definitely influenced the growth of foreign exchange in Indonesia. In 2021, Indonesian tourism will rank second as the country's foreign exchange contributor after the palm coconut sector, with a value of \$20.9 billion. However, even though currency and tourist visits have increased, it turns out that not all Indonesians enjoy the "sweet cake" or the economic impact of tourism. The development of tourism has concentrated on priority tourist destinations. From the above phenomenon, it can be concluded that the most profitable tourism product for the tourism sector producer in Ambon City is to get the maximum benefit of the effort made to raise prices gradually by paying attention to other competitors in order to keep getting the fixed tourists. The combination of the production factors that must be chosen by the producer to get maximum profit, profit per unit of production can be maximum, but must prioritize the quality of production and the price to compete with other products.

Keywords: Marketing Strategy, Community-Based Tourism, Sales Volume

INTRODUCTION

The CBT seeks to safeguard cultural assets, natural resources, and conventional cultural and social values. The idea behind community-based tourism development is to make the community the object of development by enhancing various tourism-related activities so that locals can directly enjoy the best advantages of travel. Locals occasionally lack the expertise, money, and power necessary to decide how best to develop the tourism industry. Therefore, professional actors and experts are required who can go through local inhabitants' limitations and keep giving local groups the strength they need to enhance tourist locations. The growth of tourist goals can be accomplished by wise deals and collaboration with other disciplines, as demonstrated by a few real-world examples. In this situation, academia can contribute to community support for the agriculture industry, the creative economy, or other industries. For instance, advisors in tourism are frequently consulted when designing or planning regional development. Communication and collaboration amongst parties must be prioritized, though. Effective collaboration and communication between regional tourism groups and regional government entities is crucial. The objective is to hasten the creation of a tourist strategy that emphasizes both short- and long-term public involvement in the coastal city of Ora Ambon.

LITERATURE REVIEW

Both domestic and foreign researchers have extensively studied case studies of strategies. However, specific research on community-based tourism marketing strategies and efforts to increase sales volumes is still interesting to study. The challenge, of course, is how to exploit this potential for the benefit of the people. It's in line with the law. Tourism No. 10 of 2009, which regulates the SDA and the rich historical heritage of creating resources and capital for the maintenance of tourism, improves the wealth and well-being of the people. However, it is no exaggeration to say that tourism is the future of Indonesia. In some tourism sectors, this has proved to be the ultimate strategy for developing the region and improving the well-being of the community. The studies carried out are shown below: Research Saepudin et al. (2020), entitled "Cultural Tourism and Tourism Culture (Studi Kasus Pantai ora). The results of this study show that the area of Ora Beach attracts tourists who want to see Ambon in the image of art and fiction. Every day, Ora Beach is flooded by hundreds of special tourists who come from both domestic and foreign countries. Further research Manahati (2021) This research raises the reality of what is happening in the field related to the problem of exploitation of piracy, which is one of the traditional open spaces into a place of endeavor. The extent to which the global cultural influence that enters the Ora Coast region implies the emergence of capitalistic ideological practices within the framework of the tourism industry, such as the rise of cultural industries, popular culture, lifestyle, and consumerism culture, Exploration as one of the traditional open spaces is undergoing commodification, commercialization, and tourism as an adaptive form of following tourist tastes as a representation of global culture that produces new forms and meanings.

The discussions resulted in the function of decommissioning, which is one of the characteristics of the traditional open space architecture identity, with the values contained therein being lost, road space becoming narrow, and congestion occurring. Commodification of waste in the Globe Era Ambonsation is defined as how waste is produced, distributed, and consumed by the market. The conclusion is that expropriation is commercialized, traded as goods and services (sold), or modified in various forms or appearances of economic spaces. Based on the descriptions and discussions of the two studies above, this examination is different from the paradigm used and the results of its discussions.

RESEARCH METHOD

Primary data is data and information obtained directly from the source/respondent. This data is obtained by conducting interviews with the Tourism Service of Ambon. By using proportional sampling techniques with samples of 3 people from related services and 12 people tourists.

Specification of the research model SWOT Theory Analysis Kushendar (2022) The analysis theory of strengths, weaknesses, opportunities, and threats (SWOT) is used to analyze the potential and challenges of product innovation development at Ambon City Tourism Service. SWOT analysis is a systematic method used to identify various factors in order to formulate a strategy. This approach focuses on optimally exploiting strengths and opportunities while minimizing weaknesses and threats. (Threats) Economic Theory, Asmala (2022) Microeconomics can be used as the basis for the formulation of policies by the Tourism Service of the City of Ambon. With regard to value and wages in resource management, microeconomic theory can be used as a reference for understanding market interrelationships as well as government intervention in policymaking. Knowing merchandise sales can play a role in determining product sales. Increasing the productivity of enterprises in the field of tourism in Ambon Beach can be achieved by promoting various aspects such as the quality of human resources, product quality assurance, etc.

RESULT AND DISCUSSION

- 1) SWOT Theory of Kotler & Armstrong's Analysis in Kushendar (2022) The analysis theory Strengths, Weaknesses, Opportunities, and Threats (SWOT) is used to analyze the strengths, weaknesses, opportunities, and threats of producers in the tourism and agricultural sectors in Ambon City to increase the income of companies and employees who move into the sector. The function of SWOT analysis is to extract information from the situation analysis and divide it into internal issues (strengths and weaknesses) and external issues. (peluang dan ancaman). Joseph and Kurhayadi (2022) Through SWOT analysis, whether the information shows what can help tourism and agriculture enterprises in Ambon achieve their goals or whether there are barriers that need to be overcome or minimized to get the desired income, In general, SWOT analysis is often used as a systematic framework or guidance in discussing the basic alternatives that can be considered by companies in the tourism sector of Pantai or Kota Ambon. Strength (S)

refers to the evaluation of the strengths, situations, or conditions that are advantageous to a corporation or company in the tourism sector in Pantai Ora Kota Ambos at present in terms of (a) government support through the existence of the Ministry of Tourism and Creative Economy, (b) legislative regulations and policies of the Government of Indonesia relating to the need for industry hubs. (C) The potential that the City of Ambon has (d) Availability of human resources (e) Has the attractiveness of tourist products 6) Has the reflective power of local culture, craftsmanship, and production innovation; (f) Has the constructive power of domestic exhibitions or overseas accessibility 8) Easy accessibility of the cities of Denpasar, Bad Amli, Bangli, and Karung, so that it is easy to own land in the country and the status of the inhabitants of Karung is so easy to possess. Weaknesses (W) refers to the analysis of situations or conditions that are a weak point of an organization or company operating in the tourism sector of Ambon City in terms of (a) the weakness of the role and institutional structure of the Tourism Service of the City, especially the community around (b) bureaucracy caused a high cost economy (c) problems and conflicts in the area greater than the potential of the area; (d) scientific support and weak technology (e) weak coordination, integration, and synchronization between sectors (f) lack of reliable human resources to cope with the global tourism unrest at home and abroad (g) The tourism potential is still not fully exploited due to capital constraints. Opportunity (i.e., opportunities, situations, conditions, and opportunities for future development of an organization that creates opportunities outside an organization or enterprise in the field of tourism) In this case, (a) the commitment of policymakers at the national level and the city to personalized tourism products in Ambon City Beach (b) Commitment and support of the international and national community to the cultural creativity of the community to create a wide-ranging job space (c) Support of the institutions of cooperation at the local level towards centralized tourist destination products (d) Investment potential in the sector of the tourist industry in particular, as well as the creative cultural investment that generates (e) The high interest of consumers to see the beauty of personalized destinations in tourism and the creative culture signs of the sustainability of the tourism sector companies in Ambon Town Beach can beined. (f) Development of the promising domestic market that continues to show improvement.

- 2) Threats (T) is a threat analysis, a way to analyze the challenges or threats to be faced by a tourist sector company in Ambon or an organization to deal with a variety of environmental factors that are unfavorable to a company or organization that causes the downturn. In this case:

- a. Still high levels of social infertility such as income gap farmers and tourist sectors in Ambon city coast with the society working in the government as a civilian apparatus of the state,
 - b) Still low levels of education that match the level of universities in the town coast of Ambon in general
 - c) Economic conditions of the community that is still very dependent on the current uncertain situation if a little bit of turmoil in the country then all sectors are degraded
 - d) There is competition between the regions with similar tourist products
 - e) Investment policies in the sector of tourism and agriculture are currently not attractive to investors
 - f) Limited power of environmental support for the accumulation of larger exhibition activities, which will have an impact on the decrease in the quantity of products and their types. In the context of SWOT analysis, every tourist sector company in Ambon City has strengths and weaknesses as well as opportunities and threats but if carefully observed and diversified tourist destinations and continuously innovating agricultural products will constantly change the paradigm of consumer society both among the middle and upper and in order to realize the prosperity of society.
- 3) Microeconomics Theory (2022). This theory discusses the behavior of buyers and entrepreneurs as well as determines the market value and quantity of factors of production, products and services traded. Microeconomic analysis also evaluates the impact of decisions and behaviour on the supply and demand of goods and services, which will ultimately determine the price, supply, and demand for goods or services. Some examples of microeconomical analysis include: These prices are the basis for analyzing the interaction of supply and the demand for commodities and services in tourism enterprises in Ambon City, as well as the factors that can influence it. The analysis is carried out on: The process of forming the sales price to consumers, Factors that can affect the change in demand and supply, i.e. the fall of government and private projects in the tourism and agriculture sector.

In addition to the role of microeconomics in the tourism sector companies in Ambon City, Ambon is among others:

- a) Developing policies, can be the basis for companies to develop policies in relation to price and wage production diversification of tourism in the City of Ambon in resource management. These tourism sector companies can be used

as a source of knowledge to understand market interactions and how government intervention can shape strategic and competitive corporate policies.

- b) Compiling predictions, tourism sector companies in Ambon city coast can compile strategies or forecasts for the future. This can help predict the possibility of what will happen in the market, for example in terms of tourist product trends.
- c) Understanding the behavior of tourists, indirectly companies of the tourism sector in Ambon's town coast can understand how tourists need. Of course this will affect the ability of the product or service to survive in the market.
- d) If you want to compete in the market, tourism operators in Ora Beach, Ambon City need to know the distribution of goods and monitor the goods sold to stay on the right track and avoid fraud by competitors.
- e) Increased productivity of enterprise and productivities of enterprises in the area of tourism. So we can maximize company profits by increasing productivity.
- f) From the above discussion it can be concluded that the most profitable tourism product for the tourism sector manufacturers in Ambon City to get the maximum benefit of the effort made to increase the price gradually by paying attention to other competitors in order to keep getting the fixed tourists. The combination of the elements of production that must be chosen by the manufacturer of goods in order to obtain optimal profit, profit per unit of production can be maximized must prioritize the quality of production and the price to compete with other products. The purpose of the distribution is to analyze the salary of employees, the amount of interest to be paid to investors, and the profits obtained by the tourism industry in the area of Ora Beach, Ambon City.

CONCLUSION

The Ministry of Tourism and Creative Economy, the legislative regulatory framework, as well as the policy of the Government of Ambon City related to the expansion of the center of the tourism industry are all discussed first in the SWOT Theory Analysis. The potential that the Village of the Coast has as a green and flat land is very good for the development of the center of the tourism industry. Weaknesses (W) include the limited participation and organizational system in Ambon City, particularly of the population around the tourist area, bureaucracy that drives up economic costs, problems and conflicts within the tourism industry

area that are more prominent than the potential that the region has, and bureaucracy that causes high costs. Opportunity (O) is the dedication of national policymakers and the City to the development of tourism industry centers in Ambon City Coast, as well as the dedication and support of the local Ambon Coast community to the establishment of a tourist industry center. Threats (T) is the analysis in this case is still high level of social virility, such as farmers income gap with community working in tourism and civil appliances of the state in Ambon City Coast caused a sense of distress, the economic conditions of the people who are still very dependent on the income of the agricultural sector in the coast of Ambon city if there is a little bit of unrest in the country then all sectors are affected.

Second, microeconomics employs specific principles to explain how people and businesses in the Ora Beach, Ambon City tourism sector make decisions. One of the fundamental tenets is that people make decisions that optimize their well-being. Practicality is emphasized in this situation. An opportunity cost arises when a buyer decides to purchase something but does not have the necessary products on hand. Consumers take into account the expenses of selecting the next best option while making decisions. It can diminish marginal utility and represent the common customer perception that as a product is used more, the perceived level of satisfaction decreases.

REFERENCES

- Dacholfany, M. I., Sudyana, I. N., Roza, N., Bakri, A. A., Litamahuputty, J. V., & Al Haddar, G. (2023). PELATIHAN PENGGUNAAN APLIKASI MENDELEY SECARA ONLINE UNTUK PENYUSUNAN DAFTAR PUSTAKA KARYA ILMIAH. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 4(2), 3784-3790.
- Faisol, F., Dwi, B. S., & Arif, H. (2020, June). Does The Effectiveness of The Government Expenditure Accelerate Economic Growth?. In *Proceedings of the 23rd Asian Forum of Business Education (AFBE 2019)* (pp. 7-14). Atlantis Press.
- Handojono, M., & Matrutty, T. J. (2021). The effect of internalization of local culture on auditor's skepticism. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(2).Indonesia. Manila: Asian
- Indrasari, M., Lase, D., Indriyani, I., Litamahuputty, J. V., Adhicandra, I., & Rahim, R. (2022). ELECTRE III for Human Resource Management: A Study of Recruitment and Retention Strategies. *JINAV: Journal of Information and Visualization*, 3(2), 204-212.
- Lalaun, A. (2014). Analisis Perhitungan Bagi Hasil yang Diterima oleh Nasabah pada PT. Bank Muamalat Cabang Ambon. *INFERENSI: Jurnal Penelitian Sosial Keagamaan*, 8(2), 437-458.
- Lalaun, A. (2021). STUDI EKSPLORATIF DAMPAK COVID-19 TERHADAP KEGIATAN PEMBELAJARAN ONLINE MAHASISWA JURUSAN AKUNTANSI POLITEKNIK NEGERI AMBON. *INSTITUTIO: JURNAL PENDIDIKAN AGAMA KRISTEN*, 7(2), 65-75.

- Lalaun, A., & Cornelis, V. (2023). ENTREPRENEURSHIP TRAINING ON THE PERFORMANCE OF MICRO, SMALL, AND MEDIUM ENTERPRISES IN AMBON CITY. *Jurnal Penelitian Ekonomi Manajemen dan Bisnis*, 2(1), 259-270.
- Lalaun, A., & Sekewael, M. (2017). Designing English Specific Purpose Materials for the Students in Accounting Program at Politeknik Negeri Ambon. *US-China Education Review*, 7(5), 237-245.
- Lalaun, A., & Siahaya, A. (2016). Dampak program pemberdayaan terhadap kesejahteraan masyarakat di kecamatan yaru kabupaten maluku tenggara barat. *Jurnal Ilmiah Ilmu Administrasi Publik*, 5(2), 97053.
- Lalaun, A., & Siahaya, A. (2021). Implementasi Kesehatan dan Keselamatan Kuliah (K3) melalui Penyuluhan Potensi Bahaya Virus Covid-19 terhadap Mahasiswa Jurusan Akuntansi Politeknik Negeri Ambon. *BUDIMAS: JURNAL PENGABDIAN MASYARAKAT*, 3(2), 559-566.
- Leniwati, D., Sukoharsono, E. G., Prihatiningtias, Y. W., & Purwanti, L. (2020). The Sufficient Sense: The Value on the Concept of Income Based on Neuro-Psychological-Spiritual Methodology.
- Litamahuputty, J. V. (2020). Tingkat Literasi Keuangan Mahasiswa Politeknik Negeri Ambon. *JURNAL EKONOMI, SOSIAL & HUMANIORA*, 2(01), 83-89.
- Litamahuputty, J. V. (2021). ANALISIS KINERJA KEUANGAN KOPERASI BERDASARKAN RASIO LIKUIDITAS, SOLVABILITAS DAN PROFITABILITAS. *JURNAL EKONOMI, SOSIAL & HUMANIORA*, 2(08), 66-73.
- Nichter, S., & Goldmark, L. (2009). Small firm growth in developing countries. *World development*, 37(9), 1453-1464. <https://doi.org/10.1016/j.worlddev.2009.01.013>
- Pitana, (2015). Creative Economy in Indonesia. Paparan dalam Seminar Creative Economy in
- Pudjowati, J., Cakranegara, P. A., Pesik, I. M., Yusuf, M., & Sutaguna, I. N. T. (2021). The Influence Of Employee Competence And Leadership On The Organizational Commitment Of Perumda Pasar Juara Employees. *Jurnal Darma Agung*, 30(2), 606-613
- Rangkuti, F. 2016. Analisis SWOT Teknik Membedah Kasus Bisnis. PT Gramedia Pustaka Utama, Jakarta
- Riupassa, E., Kriekhoff, S., & Litamahuputty, J. V. (2016). Analisis Biaya Diferensial Untuk Keputusan Membuat Sendiri Atau Membeli Kemasan Pizza Tuna Pada Kelompok Usaha Bersama “Mama” Di Desa Wayame Kecamatan. *Jurnal Maneksi*, 5(2), 16-22.
- Rotinsulu, C. N. M., Litamahuputty, J. V., Soukotta, A., & Putri, P. A. N. (2023). IDENTIFICATION OF ASSET MANAGEMENT AND FINANCIAL PERFORMANCE ON MARKET VALUE OF PROPERTY COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE. *GEMILANG: Jurnal Manajemen dan Akuntansi*, 3(2), 213-221.
- Rust, R. T., & Zahorik, A. J. (1993). Customer satisfaction, customer retention, and market share. *Journal of retailing*, 69(2), 193-215. <https://doi.org/10.1016/0022->
- Saepudin, A., Prihadi, M. D., Asmala, T., & Yusuf, M. (2022). WORK FROM HOME (WFH) POLICIES ARE BEING IMPLEMENTED AT THE BANDUNG CITY PUBLIC WORKS DEPARTMENT. *Journal of Research and Development on Public Policy*, 1(1), 42-50.
- Salim, N. A., Sutrisno, S., Maango, H., Yusuf, M., & Haryono, A. (2022). Employee Performance And The Effects Of Training And The Workplace. *Jurnal Darma Agung*, 30(2), 549-558.

- Sampe, F., Cakranegara, P. A., Yusuf, M., Rahayu, M., & Nasution, R. A. (2022). EMPLOYEE PERFORMANCE AND HUMAN RESOURCE PROTECTION. *Jurnal Ekonomi*, 11(03), 1045-1049.
- Sampe, F., Yusuf, M., Pakiding, D. L., Haryono, A., & Sutrisno, S. (2022). Application Of Digital Marketing In Maintaining Msmes During The Covid-19 PandemiC. *Jurnal Darma Agung*, 30(2), 663-676.
- Sanusi Anwar. 2011. *Metodelogi Penelitian Bisnis*. Salemba Empat. Jakarta Selatan.
- Siahaya, S. L., & Litamahuputty, J. V. (2021). Analisis Return Sebelum dan Sesudah Kebijakan Pembatasan Sosial Berskala Besar pada Perusahaan Sektor Perbankan BUMN yang Terdaftar di Bursa Efek Indonesia. *Jurnal Ekonomi, Sosial & Humaniora*, 2(06), 8-17.
- Siahaya, S. L., & Litamahuputty, J. V. (2021). Analisis Return Sebelum dan Sesudah Kebijakan Pembatasan Sosial Berskala Besar pada Perusahaan Sektor Perbankan BUMN yang Terdaftar di Bursa Efek Indonesia. *Jurnal Ekonomi, Sosial & Humaniora*, 2(06), 8-17.
- Sjahrudin, H., Nugroho, A. P., Litamahuputty, J. V., & Agustina, W. (2023). THEORY OF PLANED BEHAVIOR TERHADAP NIAT INVESTASI DENGAN LITERASI KEUANGAN SEBAGAI MODERASI. *JURNAL ILMIAH EDUNOMIKA*, 7(2).
- Sjahrudin, H., Nugroho, A. P., Litamahuputty, J. V., & Agustina, W. (2023). THEORY OF PLANED BEHAVIOR TERHADAP NIAT INVESTASI DENGAN LITERASI KEUANGAN SEBAGAI MODERASI. *JURNAL ILMIAH EDUNOMIKA*, 7(2).
- Steger, Manfred B. (2014). *GloAmbonsme, Bangkitnya Ideologi Pasar*. Yogyakarta: Lafadl Pustaka.
- Sugiono, 2013. *Metode Penelitian Pendidikan (PendekatanKuantitatif, Kualitatif, dan R&D)*,
- Sukirno, Sadono. (2013). *Makro Ekonomi Teori Pengantar*. Jakarta: Rajawali.
- Thaler, R. (1980). Toward a positive theory of consumer choice. *Journal of Economic Behavior*
- Turner, L., Weickgenannt, A. B., & Copeland, M. K. (2017). *Accounting Information Systems: Controls and Processes (Third)*. Willey
- Vincensius, D., & Wasito, B. (2017). Analisis dan Perancangan Sistem Informasi Point of Sales Pada CV. Sanjaya Abadi. *Angew. Chemie Int. Ed*, 6(11), 951-952. Retrieved from <http://eprints.kwikkiangie.ac.id/id/eprint/36>
- Weygandt, J., Kimmel, P., & Kieso, D. (2018). *Accounting Principles 13th Edition*. Jhon Wiley and Sons. Inc. USA
- Wowling, S. A. S., Yusuf, M., Gampu, S., & Sahala, J. (2022). PRODUCT QUALITY AND PRICING INFLUENCE ON THE BRAND REPUTATION OF LOCO COFFEE FAST FOOD PRODUCTS. *Jurnal Darma Agung*, 30(2), 541-548.
- Yusuf, M., Fitria, H., & Mulyadi, M. (2020). The Influence of Teacher's Supervision and Professionalism on Teacher's Performance. *Journal of Social Work and Science Education*, 1(3), 234-240.
- Yusuf, M., Haryono, A., Hafid, H., Salim, N. A., & Efendi, M. (2022). Analysis Of Competence, Leadership Style, And Compensation In The Bandung City Pasar Bermartabat. *Jurnal Darma Agung*, 30(1), 524-2.
- Yusuf, M., Sutrisno, S., Putri, P. A. N., Asir, M., & Cakranegara, P. A. (2022). Prospek Penggunaan E-Commerce Terhadap Profitabilitas Dan Kemudahan Pelayanan Konsumen: Literature Review. *Jurnal Darma Agung*, 30(1), 786-801.