

The Effectiveness of Marine Tourism Promotion to Increase Tourist Visits at Mutiara Beach Trenggalek by PaguyubanKakangMbakyu

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ABSTRACT

The Mutiara Beach in Trenggalek Regency has become a very coveted destination for tourists lately. The reasons that have developed in the community are the opening of access to the South Cross Road (JLS) and the promotion of the PaguyubanKakangMbakyuTrenggalek (PKMT). This research aims to (1) Describe the tourism promotion used by PKMT in promoting Mutiara Beach, (2) Find out, describe and analyze the effectiveness of PKMT in promoting Mutiara Beach, (3) Find out the number of tourist visits to Mutiara Beach before after promoted by PKMT. The research method used is descriptive with a qualitative approach. Data collection uses interviews and documentation studies. The results of this research are the promotions used by PKMT to promote Mutiara Beach, including advertising, personal selling, and public relations. Promotional activities carried out by PKMT have been effective as measured by indicators of goal achievement, integration, and adaptation of Steers. The number of tourists at Mutiara Beach after being promoted by PKMT has increased over time. This research concludes that the promotional role carried out by PKMT is very useful and contributes positively to increasing the number of tourist visits at Mutiara Beach Trenggalek.

Keywords: Promotion, destination, advertising, tourist, KakangMbakyu.

INTRODUCTION

The Trenggalek Regency Tourism and Culture Office formed a tourism ambassador association called PaguyubanKakangMbakyuTrenggalek (PKMT) to help promote tourism in Trenggalek Regency. The formation of the KakangMbakyuTrenggalek Association was carried out in a competition event called the KakangMbakyuTrenggalek(PKMT) Election. The PKMT as tourism ambassadors in Trenggalek Regency, of course, has certain tourism promotion techniques to support the development of tourism in Trenggalek Regency. Through this research, researchers want to find out how effective PKMT's strategy is in promoting tourist destinations, especially marine tourism in Trenggalek Regency, namely Mutiara Beach. Based on this, the researcher is interested in conducting research entitled "Effectiveness of Maritime Tourism Promotion by the PKMT. Indonesia is a country with a region blessed with great natural wealth. It also has various diversity such as customs, religion, ethnicity, and language. From these potentials, it is necessary to manage natural resources and local cultural wisdom optimally, so that they can be used as a source of income for the state development aimed at advancing the nation and making the people prosperous (Vedrian, Rakib, Mustari, Dinar, and Ahmad, 2022). The development is an effort to improve people's welfare through equal distribution of national income (Mardiana, 2016).

Tourism is one of the strategic sectors in national development. For countries that are developing and have

natural wealth such as Indonesia, the tourism industry can be said to be a medium for economic development that does not require too large an investment. Natural and cultural tourist attractions are one of the main capital for tourism development, and this is already available in Indonesia (Aliansyah and Hermawan, 2019).

Tourism is an industrial sector that has the potential to be developed as a source of income in Indonesia, especially in its regions. The main characteristic of a region being able to implement autonomy is that it is viewed from the regional financial capacity. It means that the regions must have the authority and ability to explore their financial resources which are sufficient to finance the administration of their government (Halim, 2001). One effort that can be made is to utilize exotic resources to become tourism destinations. This matter is supported by Law Number 10 of 2009 Article 14 in which it states that the tourism sector includes several tourism businesses, namely: tourist attractions; tourism area; tourist transportation services; tourist travel services; food and beverage services; provision of accommodation; organizing meetings, incentive trips, conferences, and exhibitions; tourism information services; tourism consultant services; tour guide services; water tourism; and spa (Aliansyah and Hermawan, 2019).

Mutiara Beach is a beautiful and exotic beach located in Tasikmadu Village, Watulimo District, Trenggalek Regency, East Java. This beach has been officially opened recently and it has special concerns compared to other marine tourism destinations in Trenggalek Regency. The Mutiara Beach is located approximately 40 km from the center of Trenggalek Regency with a travel time of around 1 hour 30 minutes. The government opened of the Southern Cross Route (JLS) to ease the access to the beach. This JLS road connects the Southern Coast of Trenggalek Regency and Tulungagung Regency. This access has an impact on the increase in tourist visits to Mutiara Beach, according to Mr. Dianto, the Field Coordinator of the Mutiara Beach Tourism Awareness Group (Pokdarwis) in Trenggalek, Sunday (19/11/2023).

After efforts to develop many tourist destinations, the next challenge is how to market the resources that have been created into destinations to the public or potential tourists in visiting them. The development of the tourism industry requires support from various parties or stakeholders, such as from the government, local communities in tourist areas, and from the younger generation in the area. Until now, the government's efforts to involve the younger generation has been conducted in advancing regional tourism by means of youth cadre formation in the tourism sector. One of which is holding the election of regional tourism ambassadors (districts, cities, provinces, and countries). With this tourism ambassador selection event, it is hoped that it can produce superior and competitive human resources (HR). Therefore, the tourism industry in the region experiencing progress (Wulandari, 2016).

Several studies on marine tourism have been carried out previously. Study conducted by Li L. Wu B., and Patwary A. K. (2023) on "How marine tourism promotes financial development in a sustainable economy: new evidence from South Asia and implications for future tourism students. This research shows that a 1% increase in long-term tourism economic growth is adjusted by 2.95% annually. This research paper aimed to provide policies related to South Asian economic activities and the economic significance of maritime and maritime tourism. Protecting local marine protected areas (MPAs) would increase the benefits of the marine economy and the marine economy. The policy suggested that there should be laws that ensure that marine tourism was high quality and environmentally friendly.

Briandana R., Doktoralina C. M., Sukmajati D. (2018) researched "Promotion analysis of marine tourism in Indonesia: A case study". The research results showed that the promotional strategy was not in line with the strengths and opportunities needed by Banten Province as well as the weaknesses and threats that had to be solved to become a leading tourist destination in Indonesia.

Research was conducted by Wulandari Y. S., Fatchiya A. (2019) regarding "The Promotion Effectiveness Through Twitter on Marine Tourism Company "Ibu Turtle". The results of this research were that Twitter

was effective in carrying out promotions. Factors related to promotional effectiveness were age, education level, income level, frequency of message feedback, level of message attractiveness, and clarity of information delivery.

Wijayanto D., Triarso I., Sugianto D. N. (2019) researched on “Strategies of Marine Tourism Development in Talaud Islands Regency, Indonesia”. This research Recommended that strategies for developing marine tourism in Talaud Islands Regency were (1) developing human resources, (2) improving infrastructure, (3) increasing tourism investors, (4) controlling environmental impacts, (5) developing marine tourism destinations, (6) promoting tourism, (7) earthquake and tsunami disaster mitigation, (8) development of culinary tourism, and (9) development of local souvenirs.

However, the current research focuses on the effectiveness of the Paguyuban Kakang Mbakyu Trenggalek (PKMT) in increasing tourism, in which it has not been discussed in several previous studies.

LITERATURE REVIEW

a. Tourist

Based on Law No. 10 of 2009 concerning Tourism, considering that the state of nature, flora, and fauna as gifts from God Almighty, as well as historical, artistic and cultural heritage owned by the Indonesian people are resources and capital for tourism development to increase prosperity and the welfare of the people as contained in Pancasila and the Preamble to the 1945 Constitution of the Republic of Indonesia. Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments. Meanwhile, the tourism industry is a collection of interrelated tourism businesses in order to produce goods or services to fulfill tourists' needs in organizing tourism. As stated in Chapter II Article 3, the function of tourism is to fulfill the physical, spiritual and intellectual needs of every tourist with recreation and travel as well as increasing state income to realize people's welfare.

Host and Guest (in Kusumanegara, 2009) clarifies the types of tourism: Ethnic Tourism, Cultural Tourism, Recreational Tourism, Natural Tourism, City Tourism, Resort city, and Agro tourism. Ethnic tourism refers to travel to observe the manifestation of interesting culture and lifestyle of the people. Cultural tourism, then, is travel undertaken to absorb or experience a lifestyle that has disappeared from human memory. After that, recreational tourism, namely tourism activities carried out to relieve tension and make social contact in a relaxed atmosphere. Meanwhile, natural tourism is traveling to a place that is relatively pristine or has not been exposed to any pollution, to study, admire, enjoying the scenery, plants, and wild animals as well as cultural manifestations that exist or have existed in that place. City tourism means traveling within a city to enjoy the scenery, wild plants and animals as well as cultural manifestations that exist or have existed in that place. Furthermore, a Resort city is a city or village whose life depends on the supply of tourist facilities or infrastructure, namely accommodation, restaurants, sports, entertainment, and other recreational supplies. And finally agro tourism. It is a travel undertaken to study agricultural, plantation, livestock, and forestry activities. This type of tourism aims to invite tourists to think about nature and its sustainability.

b. Tourism Ambassadors

According to Andriyani (2014), tourism ambassadors are sons and daughters who represent their region to promote their region's tourism potential and assets. It is hoped that by holding the title of tourism ambassador, the chosen tourism ambassador will be a creative, innovative, confident, experienced, and authentic tourism ambassador. This is supported by a sympathetic appearance, which is then directed towards achieving the vision of realizing tourism ambassadors as a generation that is qualified, polite, and

dedicated, to preserving culture in their region. Apart from that, they can also play an active role in promoting tourism, tourism ambassadors are tourist attractions that aim to preserve regional culture. As well as a means of developing the potential talent, creativity, and intelligence of the younger generation to become figures who can play a role in promoting the richness of art, culture, and tourism.

A tourism ambassador is a figure whose role is expected to be the face of a region in introducing existing tourism potential. They are also expected to be role models for the younger generation who are intelligent and creative. Therefore, in the selection process as a tourism ambassador, a sympathetic appearance is also paid attention to, which is then directed towards achieving the vision of realizing a tourism ambassador who is qualified, polite and highly dedicated to preserving one's culture. Tourist ambassadors also play a spearheading role in the Department of Tourism and Culture in helping to promote tourism potential. This is also referred to as an icon or tourism ambassador as an extension of the government whose role is to introduce tourism in the area.

c. Tourism Promotion

According to Suryadana, et al., (2015), promotion in tourism is a one-way flow of information created to direct prospective tourists or tourism business institutions to actions that can create exchanges (buying and selling) in marketing tourism products. According to Sunaryo in Rachmadi (2018), tourism promotion activities are in principle communication activities, carried out by tourism organizing organizations (destinations) that try to influence the tourist audience or market which is the focus or target of selling their tourism products. Promotional activities in the tourism sector function to stimulate tourism product purchase transactions carried out by consumers or tourists with tourism companies.

In carrying out tourism promotional activities, there must be a plan to implement good promotional instruments so that the products produced can be known and meet the desires and needs of consumers. According to Kotler (1997), promotional instruments include:

1. Advertising

Advertising has a role in building awareness of potential consumers or tourists regarding the products or destinations offered, increasing tourists' knowledge about the destinations or services offered, and persuading potential tourists to want to visit the tourist destination. This instrument is the right way to provide information on product results to consumers who have never heard of the product. The advantage of using advertising is that it can reach a large audience through mass media, both print and electronic (Yoeti, 1996). Advertising communication can be carried out using images, sounds, or words conveyed through the media or directly.

Advertising is said to be successful if it causes action from consumers, namely purchasing. There are several stages before a purchase occurs which are called Hierarchy-of-Effect (HOE). Hierarchy of Effect is the level of influence of an advertisement to influence consumers.

The most widely known Hierarchy-of-Effect theory is (Attention, Interest, Desire, Action (AIDA). AIDA was first proposed by E. St. Elmo Lewis in 1898 as AID (Attention, Interest, Desire). Then it became AIDA by adding action in 1900 by E. St. Elmo Lewis for sales guidelines that initially target potential consumers into a perfect sales process (Barry and Howard 1990 in Wijaya 2011). This stage (attention) is the stage when producers must be able to make consumers aware of the existence of the product. So that the audience's attention is focused on the product being offered. At this stage (interest), the producer provides information about the product that is persuasive and contains reasons why consumers should make a purchase transaction for the product being offered. Desire, in this stage, by the time the manufacturer makes an offer that consumers cannot refuse, with the target of creating a desire and desire to carry out a

transaction to purchase the product. And the last is an action. This stage aims to ensure that interested consumers have the desire and desire to buy the product immediately and make a purchase transaction.

2. Sales promotion

Apart from advertising, activities to encourage the effectiveness of consumer and intermediary purchases by using promotional tools are sales promotion. Promotional tools commonly used in this activity include brochures, pamphlets, exhibitions, and demonstrations. Sales promotion is the activity of companies or producers to sell their products that are being offered in such a way that consumers will see them more easily. Sales promotion is a promotional activity that aims to increase products from producers to sales. The essence of this promotional activity is the benefits or reasons why consumers should buy products in the form of goods or services that are being offered. The benefits of each product, whether in the form of goods or services, can be grouped into three, namely: function (what the role of the product is), image or prestige, and emotional value of a product. Another benefit is that it is not the main part of the product.

Sales promotion activities have several objectives to attract potential consumers by offering old and new products. These objectives include 1) Increased trial and repeat product purchases, 2) Increased product frequency and quantity, 3) Calculate offers from competitors, 4) Building a customer database and increasing consumer memory, 5) Cross-selling and expanding the use of a brand, and 6) Strengthen brand image and brand relationship.

3. Personal selling

Individual selling or personal selling is a communication activity between producers, represented by salespeople, and potential consumers, involving thoughts and emotions and dealing directly with buyers. An important element in personal selling promotional activities is humans, as the sales force. It is still the same as other promotional activities, namely the aim of introducing products, whether in the form of goods or services, to the public or consumers so that they know about the existence of the product. Once they know about the product, they are then expected to make purchases and repurchase, until these consumers communicate to other people about the product.

Personal selling or individual selling is an interaction between individuals, face to face to create, improve, control, or maintain exchange relationships that are mutually beneficial to each other (Kusniadji, 2018). This face-to-face communication then forms consumer understanding of the product being promoted so that it can speed up the sales process. The essence of this promotional activity lies in promises regarding the advantages and disadvantages of the product so that at that time consumers buy the product being offered with the expectation that the specifications of the product match what was previously promised.

According to Villamor and Arguelles (2014), there are four dimensions of personal selling. They are tangible, reliability, responsiveness, and quality perception. Tangible refers to physical or real evidence, which is the salesperson's ability to show his or her presence or existence to external parties. This dimension can be reflected in the appearance and completeness of the seller's attributes. Reliability, then, is the personal selling dimension related to the ability to provide services as promised or with accurate and accountable information. Meanwhile, responsiveness is the seller's willingness to help and serve customers responsively by conveying clear information. And finally, quality perception, means the consumer's or customer's perception of the overall quality or advantages of a product in the form of goods or services that are the same as expected.

4. Direct marketing

Direct marketing is a direct-to-consumer marketing model. Meanwhile, according to Kotler & Armstrong

(2014), direct marketing means that direct marketing is a direct relationship between sellers and carefully targeted individual consumers, to get an immediate response and foster lasting customer relationships. Meanwhile, Tjiptono (2015), states that direct marketing is an interactive marketing system that utilizes one or several advertising media to generate responses from potential buyers.

Direct marketing is communication activities with consumers directly to obtain direct responses from consumers and potential consumers. The form of direct marketing activities is using mail, fax, email, or the internet to communicate directly by asking for responses from customers (Kotler and Keller, 2012).

5. Public relations

Promotional activities are activities related to establishing good relations with the target public, and public relations establishing communication with external and internal organizations. The term “public relations” or public relations here has a scope with individuals, groups, and organizations that have the potential to influence and be influenced by a particular company. Public relations has the responsibility to determine and maintain two-way communication between producers and consumers at all levels of society and to foster positive opinions and views regarding the products offered.

According to Cutlip, Center & Broom (2011), the implementation of a public relations strategy in communication is known as the 7-Cs of Public Relations Communication which consists of credibility, context, content, clarity, continuity and consistency, channels, and capability of the audience. Credibility is the value of public trust in the communicator. Context refers to the factor that connects the content of the message with the reality in the environment. Meanwhile, content is comprehended as the meaning contained in the message that can be understood by the communicant. Clarity is the simplicity and clarity of a formulation in the message conveyed. Continuity and Consistency are the factors of whether there is conflict or difference in the message. And then, channels mean the media that are appropriate and chosen by the audience as targets. And finally, the capability of the audience (capability) is the ability to provide explanations that need to take into account the target’s capacity to translate the message conveyed.

6. Marine tourism

Marine tourism is a type of tourism that exploits the potential of coastal areas and marine nature. This type of special interest tourism can be done either directly, such as swimming, boating, snorkeling, and diving, or indirectly, such as having a picnic on the beach, or enjoying the surrounding panorama. According to Law no. 10 of 2009 concerning Tourism, the definition of Marine Tourism or Tirta is a business that organizes tourism and water sports, including the provision of facilities and infrastructure, as well as other services that are managed commercially in sea waters, beaches, rivers, lakes, and reservoirs. According to Yulius, et al, (2018) that, in general, marine ecotourism covers three areas, namely at sea level, under the sea, and on the coast.

A coastal area that has the potential for panoramic beauty certainly requires the preparation of facilities and infrastructure if it is to be developed into a tourist destination that attracts visitors. This development must of course pay attention to the preservation of nature and coastal and marine ecosystems. The potential for marine tourism that is developed sustainably will bring benefits to both the government and local communities living in coastal areas.

7. Effectiveness

Effectiveness according to Kurniawan (2005) is the ability to carry out tasks, functions (an activity, program or mission) of an organization or the like without any pressure or tension between the implementers. Meanwhile, according to Andjauhar (2013), effectiveness is the relationship between outputs and goals.

This means that effectiveness is a measure of how far the outputs, policies, and procedures of an organization to achieving the stated goals.

Duncan (in Steers, 1985) claimed that regarding effectiveness measures. They are as follows:

a. Achievement of objectives

All efforts to achieve goals must be assessed as a process. Therefore, to ensure that the goal is achieved, phasing is needed, both in the sense of phasing in the achievement of its parts and phasing in the sense of periodization. The goals that have been prepared are said to be achieved if they are fulfilled within a certain period and reach the targets that have been set as targets. The more goals that are achieved, the more effective an activity or organization will be.

b. Integration

According to Duncan (in Steers, 1985) Integration is a measurement of the level of an organization's ability to carry out socialization, develop consensus, and communicate with various other organizations. Integration is a way for one party to communicate with another party. In this research, the field discussed is tourism so integration is related to the socialization and communication process carried out by tourism ambassadors with the general public or tourists. The integration carried out aims to inform tourists so that they will generate interest in visiting tourist attractions that have been promoted. Therefore promotion must be carried out through effective media.

c. Adaptation

When an organization implements a new system and program, it does not directly result in the organization running it perfectly. During the process of program planning, implementation, and evaluation, an adaptation process certainly occurs. Adaptation is the ability of organizational members to adapt to their environment. Relating to the suitability of program implementation to conditions in the field. In this case, it means that tourism ambassadors are required to be able to adapt or adjust to various environmental settings, including within organizations and when they carry out tourism promotion tasks.

RESEARCH METHODS

This research uses a descriptive method with a qualitative approach. According to Sugiyono (2014), qualitative research methods are used to examine the condition of natural objects where the researcher is the key instrument. The collection technique is a triangulation (combination), data analysis is qualitative. The results of qualitative research emphasize meaning rather than generalization.

The research focus that has been determined by the researcher is stated below:

- a. Promotion used by PaguyubanKakangMbakyuTrenggalek(PKMT) in promoting Mutiara Beach.
- b. The effectiveness of the PaguyubanKakangMbakyuTrenggalek(PKMT) in promoting Mutiara Beach.
- c. Number of tourist visits to Mutiara Beach before and after promotional activities carried out by PaguyubanKakangMbakyuTrenggalek (PKMT).

The location of this research is in Mutiara Beach, Karanggongso Hamlet, Tasikmadu Village, Watulimo District, Trenggalek Regency. The reason why researchers chose this location is because Mutiara Beach is a newly opened tourist destination in Trenggalek Regency. Mutiara Beach has a very beautiful and potential natural panorama attraction. Apart from enjoying the view at Mutiara Beach, tourists can also do water

sports activities such as snorkeling, banana boating, etc.

In this research, the data used was obtained from two sources; primary and secondary data. Using interview data collection methods and documentation studies. Interviews were used to search for primary data with informants including the Mutiara Tourism Awareness Group (Pokdarwis) Publication Section Coordinator, Secretary of the KakangMbakyuTrenggalek, Public Relations of the KakangMbakyuTrenggalek, and four participants, tourists. Meanwhile, documentation studies are used to collect secondary data. In this research, researchers used several documents in the form of data on the number of tourist visits to Mutiara Beach, the organizational structure of Pokdarwis, the structure of the PaguyubanKakangMbakyuTrenggalek, photos of KakangMbakyuTrenggalek's activities at tourist exhibitions, and photos of brochures of water rides at Mutiara Beach.

Researchers tested the validity of the data using source triangulation techniques, comparing data from interviews from several informants with data from documentation studies obtained by researchers. In this case, check the validity of information from the PaguyubanKakangMbakyuTrenggalek (PKMT) with tourist destination managers and tourists. This research used Miles and Huberman's interactive data analysis model. Activities in this interactive data analysis are in the form of data reduction, data display, and conclusion drawing.

RESEARCH RESULTS AND DISCUSSION

1. Location Overview

Mutiara Beach is located in Karanggongso, Tasikmadu Village, Watulimo District, Trenggalek Regency, East Java. The distance between Mutiara Beach and the center of Trenggalek Regency is around 43 km with a travel time of approximately 1 hour 30 minutes using a private vehicle. This beach is in one of the bays with beaches that were previously opened as tourist destinations, such as Cengkong Beach, Prigi Beach, PasirPutih Beach and Karanggongso Beach. Pearl Beach, including tourist destinations that were recently inaugurated in Trenggalek Regency.

Figure 1. The Mutiara Beach



Source: researcher's data

2. The Existence of Mutiara Beach

The name Mutiara Beach was born in 2016 from deliberations of the Mutiara Tourism Awareness Group. From 2009 to 2015, Mr. Kacuk, who is currently the Publication Section Coordinator of PokdarwisMutiara, pioneered the beaches in Karanggongso into tourist attractions. Bangkokan Beach is one of the beaches that has been opened to tourists with an entrance ticket price of IDR 5,000.00. Apart from that, Kalirau, Kaliagung, Watulunyu and PedenCiut beaches were also opened, which are located close to each other in one area. Then in 2016 the local Pokdarwis discussed the name of the destination with the aim of making it easy for the public to remember. Initially, consisting of several beach names, the name Mutiara Beach then, was coined. This was inspired by the existence of Japanese pearl cultivation near the beach.

3. Attractions and facilities offered

This tourist visit is of course closely related to the tourist attraction at Mutiara Beach. With an entrance ticket price of IDR 12,000.00, tourists can enjoy the panoramic view of the beach and can choose to rent the water rides offered at Mutiara Beach. The water rides available at Mutiara Beach are rolling donuts, banana boats, jet skis, speedboats, snorkeling, canoes, water bikes and water balls.

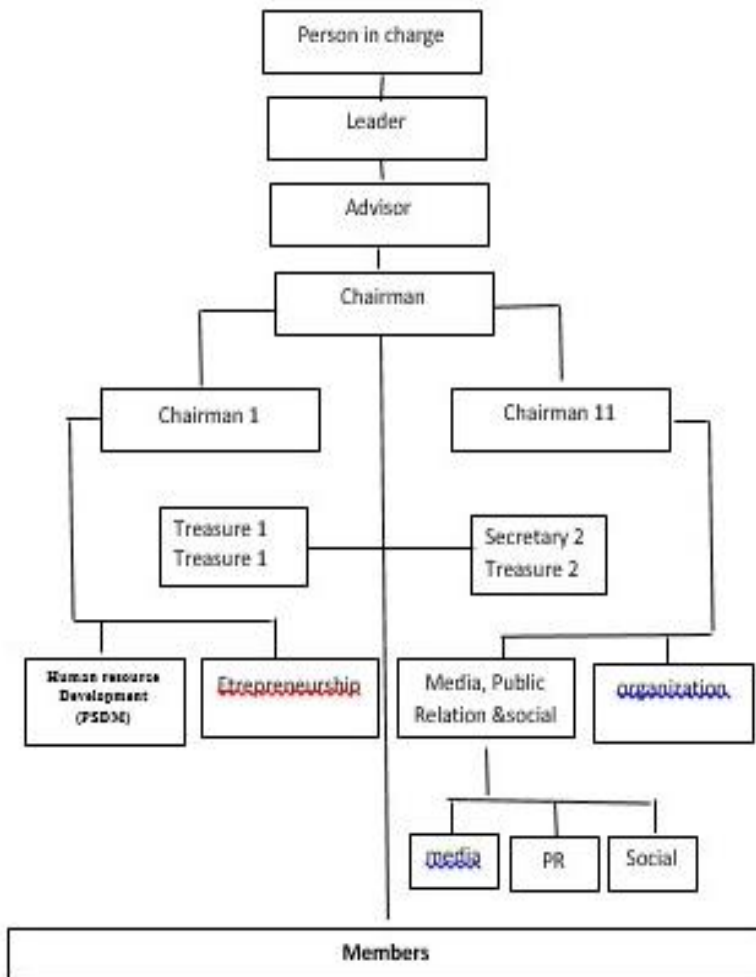
Figure 2. Pamflet of the Mutiara Beach



Source: Department of Tourism and Culture

4. Organizational structure

Figure 3. Organization Structure of Mutiara Beach



Source: Department of Tourism and Culture

This organizational structure shows a flow of orders that describes the work that is the responsibility of each employee (Tanjung, et al., 2021). The organizational structure of PokdarwisMutiara includes supervisor, advisor, protector, chairman, deputy chairman, secretary and treasurer, as well as sections that supervise members which include field coordinators, public relations and HR, and publications. Meanwhile, the organizational structure of PaguyubanKakangMbakyuTrenggalek (PKMT) includes protector, supervisor, advisor, general chairman, chairman I and II, secretary and treasurer I and II, as well as divisions that supervise members including PSDM, entrepreneurship, public relations and organization.

5. Data presentation

Promotions Used by PaguyubanKakangMbakyuTrenggalek (PKMT) in Promoting Mutiara Beach Based on the results of interviews with Public Relations of the PaguyubanKakangMbakyuTrenggalek (PKMT), it is known that the promotional activities carried out by KakangMbakyuTrenggalek (PKMT) in promoting tourism in Trenggalek Regency including advertising, personal selling and public relation. The promotion is implemented to promote tourist destinations, including Mutiara Beach .elations.

a. Advertising

PaguyubanKakangMbakyuTrenggalek (PKMT), under the auspices of the Trenggalek Regency Tourism and Culture Office, has made efforts to promote tourist destinations, one of which is non-personal advertising via electronic media aimed at the public.

Presentation of non-personal advertising through electronic media such as the television program, namely Ragam Indonesia on Trans7. In this program, KakangMbakyuTrenggalek was given the task of being a talent who explores tourist attractions on Mutiara Beach.

b. Personal selling

In personal selling activities, this means that KakangMbakyuTrenggalek has a role in carrying out promotional activities by explaining directly the tourist attractions at Mutiara Beach. PKMT has the aim of getting the attention of the public. One of the personal selling activities carried out by PKMT is serving at tourist exhibitions.

Based on the results of interviews with exhibition visitors, the service provided by the representative of KakangMbakyuTrenggalek who was in charge of the tourism exhibition to visitors was good, complete, and easy to understand in its delivery. Visitors also felt interested in visiting Mutiara Beach after hearing the promotional presentation for Mutiara Beach by representatives of PKMT.

c. Public relations

In this case, PKMT uses YouTube social media to convey information related to tourism. PKMT carries out promotional activities by creating video content called SrawungWisata which is uploaded on KakangMbakyuTrenggalek's YouTube channel. Based on interviews with tourists who have watched the video SrawungWisataMutiara Beach Edition, it shows that in public relations activities, KakangMbakyuTrenggalek can present content that conveys information related to Mutiara Beach well and can fulfill the information needs of MutiaraBeach for its viewers.

6. Effectiveness of PaguyubanKakangMbakyuTrenggalek (PKMT) in Promoting Mutiara Beach

a. Achievement of objectives

PKMT in collaborating with the management of Mutiara Beach carries out promotional activities that can increase tourist visits over time. Even though this increase is not immediate, it always increases over time. This shows that the promotion carried out by PKMT has achieved its goal, increasing tourist visits to Mutiara Beach.

b. Integration

In this integration indicator, PKMT carries out socialization or communicates information related to Mutiara Beach. It is through advertising, personal selling, and public relations promotional activities. It also communicates to the public by conveying information regarding Mutiara Beach.

c. Adaptation

As a tourism ambassador, PKMT in its duty to promote tourist destinations, is required to go directly into the field and be able to adapt professionally. As a result of interviews with tourists, it is known that KakangMbakyuTrenggalek's adaptability when carrying out promotional activities in tourist destinations,

especially at Mutiara Beach, is good in terms of non-technical skills.

7. Number of Tourist Visits at Mutiara Beach Before and After Promotion by PaguyubanKakangMbakyu

The number of tourists at Mutiara Beach has fluctuated. However, every year there is a significant increase except in 2021, in which it is seen a decrease in the number of tourist visits due to the pandemic that required tourist destinations to be closed for a while. The number of tourist visits at Mutiara Beach reached 17,430 in 2018, from only 5,760 in 2017. The increase in the number of tourists reached 202.6%, which is the largest increase during the period of 2017 to 2021. There was a decline in 2021 of 37.3% .

8. Analysis and Interpretation

a. Promotions used by PaguyubanKakangMbakyuTrenggalek(PKMT) in Promoting Mutiara Beach.

According to Yoeti (1990) the meaning of the word promotion is to inform, persuade or remind more specifically. As time went by, the promotion of Mutiara Beach was carried out by various parties, including PKMT. Promotions used by PaguyubanKakangMbakyuTrenggalek to promote Mutiara Beach include advertising, personal selling, and public relations.

1) Advertising

Based on research, KakangMbakyuTrenggalek ran advertising for Mutiara Beach through a program entitled Variety Indonesia on Trans7, which aired on October 12, 2020 on television and October 13, 2020 on the TRANS7 OFFICIAL YouTube channel. Lewis (Barry and Howard 1990 in Wijaya 2015) put forward attention, interest, desire, and action(AIDA) in carrying out advertising activities as a sales guide. Attention is defined as attention or intention. Based on research, this first stage was reflected in the attention of tourists who had watched the Mutiara Beach edition of Ragam Indonesia.

From the impression created by the Mutiara Beach edition of Ragam Indonesia, interest arose among tourists and viewers. Based on the research results, tourists who watched the show. They felt enthusiastic and enjoyed it until the show ended. In this second stage, an interest means that the message conveyed in the Mutiara beach edition of Ragam Indonesia shows a feeling of curiosity by listening more carefully.

Figure 4. Atv reporter reporting the situation of Mutiara beach



Source: a researcher's data

Next is the desired stage, after interest arises in the minds of viewers or tourists. They, then, want to visit Mutiara Beach to find out more. The results of the interview show that broadcasted is succeeded in making viewers interested in visiting Mutiara Beach. In the final stage is the action. It is the stage that aims for the communication to decide to buy the product being offered. In this research, it shows that after tourists watch the PantaiMutiara edition of Ragam Indonesia, they will visit Mutiara Beach when they are on holiday. Furthermore, they recommend it to other people.

2) Personal selling

The research results show that PKMT has carried out its duties in terms of personal selling, namely by being a representative at tourism events organized by the regional government. According to Villamor and Arguelles (2014), there are four dimensions of personal selling; tangible, reliability, responsiveness, and quality Perception.

Tangible (physical evidence) is the ability of salespeople to demonstrate their existence to external parties. In this case, it can be reflected in the appearance of KakangMbakyu, who is obliged to wear batik clothes and occasionally wears the KakangMbakyuTrenggalek sash as an attribute when working at the tourist exhibition booth. Apart from that, this was also reflected in the booth appearance presented by KakangMbakyuTrenggalek in promoting tourism in Trenggalek Regency, including Mutiara Beach.

The next component is reliability, research shows that the ability of KakangMbakyu representatives in charge of presenting tourist attractions has provided information from trusted sources to visitors. Visitors feel that the KakangMbakyu representative in charge understands well what has been presented regarding Mutiara Beach information to visitors.

Next is responsiveness, booth visitors felt that KakangMbakyu was interactive in explaining tourist attractions. Then the next component is quality perception. The results of the research show that, when working at the tourist exhibition, KakangMbakyu received a positive impression from visitors. KakangMbakyu's ability in presenting can make visitors or audiences interested in visiting Mutiara Beach in Trenggalek Regency. This positive impression was focused on the attractiveness of Mutiara Beach which was presented by the KakangMbakyu representative on duty.

3) Public relations

Based on the research results, the public relations activities carried out by KakangMbakyuTrenggalek for Mutiara Beach took the form of creating video content called SrawungWisata. SrawungWisata is content uploaded on KakangMbakyuTrenggalek's YouTube channel which contains an introduction to tourist destinations in Trenggalek Regency, including Mutiara Beach.

The implementation of the public relations strategy proposed by Cutlip, Center & Broom (2011) in carrying out communication is known as the 7-Cs of public relations communication which consists of: credibility, context, content, clarity, continuity and consistency, channels, capability of the audience. Credibility is the value of public trust in the communicator. KakangMbakyuTrenggalek is the communicator in the content of the PantaiMutiara edition of SrawungWisata.

The context, based on research, is reflected in the content of the PantaiMutiara edition of SrawungWisata which is made informative and persuasive. Content, namely the meaning of the message can be understood by the communicant.

The explanations and narration in the SrawungWisata video content in the PantaiMutiara edition were delivered by representatives of MbakyuTrenggalek using easy-to-understand Indonesian. Based on the

research results, Mbakyu, who is a presenter in this content, has good public speaking skills.

Next is clarity, namely the clarity factor of a formulation in the message conveyed. The research results show that what is conveyed in the content of the Mutiara Beach edition of SrawungWisata is clear and focused on the tourist attractions offered at Mutiara Beach. The information conveyed contains the attractions or attractions of Mutiara Beach so that the audience is not confused and can easily grasp the information conveyed. Continuity and consistency are factors in whether there are differences in messages. Research shows that from the beginning to the end of the video, the information conveyed is continuous. Starting from the opening on the beach, then exploring the water rides there by KakangMbakyunya, to conduct interviews with the management regarding further information.

Channels, namely using the right channels that can reach audiences easily and quickly. Based on the research results, the Mutiara Beach edition of SrawungWisata was uploaded on the YouTube platform to be precise on the KakangMbakyuTrenggalek channel, and promoted on Instagram @kakangmbakyutrenggalek. The capability of the audience, namely the ability of potential audiences or tourists to reach media or information related to the promotion of Mutiara Beach. Based on the research results, the media used by PaguyubanKakangMbakyuTrenggalek to convey tourism information is Instagram.

b. Effectiveness of PaguyubanKakangMbakyuTrenggalek in Promoting Mutiara Beach

1) Achievement of objectives

The main aim of PKMT in promoting Mutiara Beach is to increase the number of tourist visits to Mutiara Beach. According to Steers, 1985 that we can measure effectiveness from the achievement of goals. So to achieve the goal of PKMT in promoting Mutiara Beach to increase tourist visits to Mutiara Beach, it has been achieved and is running effectively.

2) Integration

In terms of integration, KakangMbakyuTrenggalek has carried out communication through promotional activities, namely advertising, personal selling, and public relations. Based on the research results, KakangMbakyuTrenggalek has carried out outreach and communication regarding the promotion of Mutiara Beach. According to Steers (1985), to measure effectiveness it can be seen from integration, referring to this opinion, integration is effective, because it can be seen from the socialization and communication activities carried out by KakangMbakyuTrenggalek in promoting Mutiara Beach.

4) Adaptation

Based on research, in advertising and public relations activities, KakangMbakyuTrenggalek members who are tasked with carrying out promotional activities at Mutiara Beach by exploring existing water rides are already good. Likewise, in personal selling activities, the adaptability of KakangMbakyuTrenggalek representatives in charge of serving visitors is good.

It was concluded that there was harmony between KakangMbakyuTrenggalek and their duties to promote tourist destinations, including Mutiara Beach. According to Steers (1985), that measuring effectiveness can be seen from adaptation, referring to this opinion, adaptation is effective.

c. Number of Tourist Visits at Mutiara Beach Before and After being promoted by PaguyubanKakangMbakyuTrenggalek

Based on data on the number of tourist visits to Mutiara Beach obtained by researchers from the destination management, it shows that over time it has increased.

The Number of tourists visiting Mutiara Beach in 1917-2021

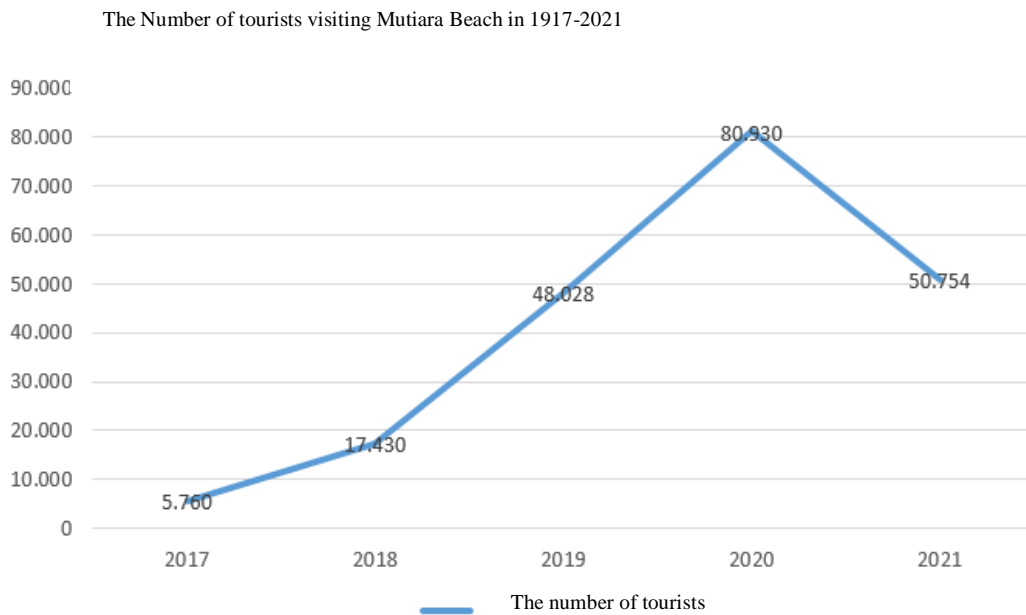


Table 1. The Number of tourists visiting Mutiara Beach in 1917-2021 (Source: Department of Tourism and Culture of Trenggalek regency).

CONCLUSION

The existence of PaguyubanKakangMbakyuTrenggalek(PMKT) in promotingMutiara Beach has positive impact in developing the tourist intentions to visit the tourism destination. The duty for the PKMT includes advertising, personal selling and public relations.To measure the effectiveness of this PKMT is based on goal achievement, integration, and adaptation. The PMKT supports the development of the Mutiara beach in making the number of tourist visit to the beach increased, the intention of people to enjoy the beach by the PMKTmsuggest positive image.

SUGGESTIONS

Suggestions for the PMKTis to form a special team to create promotional content for tourist destinations and utilizePMKT’s social media more actively in providing information related to tourist destinations in Trenggalek Regency. Meanwhile, the suggestions for Mutiara Beach managersisto create a special team to promote Mutiara Beach to focus more on efforts to increase tourist visits, to make documentation, and upload tourist moments when the visitors coming to Mutiara Beach and some tourist attractions at Mutiara Beach social media more actively. Finally future researchers are that they can conduct research that formulates the effectiveness of promotional activities carried out by tourism ambassadors using a qualitative approach and using participatory observation data collection methods so that researchers know directly the process of promotional activities carried out by tourism ambassadors.

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