



## MARKETING STRATEGY OF TAMAN ANYAR TOURIST ATTRACTION AS A CULTURAL EDUCATIONAL TOURISM IN PENARUNGAN TOURISM VILLAGE, MENGWI DISTRICT, BADUNG REGENCY

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### ABSTRACT

*Penarungan Village offers several tourism potentials to visitors, including the Lazy River, Jogging Track, Beji Paluh Park, and Taman Anyar. The Taman Anyar Tourist Attraction has become one of the popular destinations for tourists visiting Penarungan Tourism Village, which positively impacts the local economy. The planning and marketing of the tourist attraction provide opportunities for the community to gain hope and expectations from the development of Taman Anyar Tourist Attraction in Penarungan Tourism Village, Mengwi District, Badung Regency.*

*The problem in this research is: What is the marketing strategy for Taman Anyar Tourist Attraction as a cultural educational tourism in Penarungan Tourism Village, Mengwi District, Badung Regency?*

*This research uses a qualitative descriptive analysis method with a phenomenological approach. The results obtained are as follows: The marketing strategy for Taman Anyar Tourist Attraction as cultural educational tourism adopts the Pentahelix model by collaborating with (1) academics, communities, the government, and media by developing flagship cultural tourism, (2) businesses, communities, and the government by developing tourism infrastructure and facilities such as accommodation and parking areas, (3) businesses, communities, and media by promoting through influencer marketing.*

**Keywords :** *Marketing Strategy, Tourist Attraction, Educational tourism*

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## I. INTRODUCTION

The development of Bali tourism is supported by the increasing development of tourism facilities and infrastructure in Bali, including the provision of tourist transportation services, travel agents/guides, hotel/villa accommodations, airports, ports, and toll roads. The numerous five-star hotels/villas in Bali, along with tourist destinations in each regency, enhance the appeal of Bali tourism, making it a worthy and high-quality destination for visitors. As a result, Bali ranked second in the category of the world's best destinations in the 2024 Traveller's Choice Awards by TripAdvisor.

High-quality tourist attractions are one of the driving factors for tourists to visit. Ismayanti (2010:147) states that tourist attractions are the main focus in driving tourism or the key driver that motivates tourists to visit a place. Regarding this, in Indonesian Law No. 10 of 2009 on Tourism, Article 1 states: "Tourist attractions are the diversity of natural, cultural, and man-made products that have uniqueness, beauty, and value as targets or attractions for tourists" (Indonesian Law No. 10 of 2009 on Tourism, 2009). A quality tourist attraction is expected to have objects and attractions, and meet several criteria: what to see, what to do, and what to buy (Wirawan, 2022:33). Meeting these requirements at a tourist destination can encourage tourists to stay longer or make repeat visits.

Educational tourism is a concept that emphasizes learning and experience in every activity undertaken (Wijayanti, 2019:38). In recent years, educational tourism has begun to attract tourists, especially those seeking to understand the importance of cultural tourism and to learn about the nation's cultural heritage. Cultural educational tourism has grown in popularity as awareness of cultural assets has increased. One way to introduce and understand culture is by offering cultural educational tourism. Such tourism can foster pride and awareness to preserve, maintain, manage, and market cultural heritage effectively. Tourists who engage in educational tourism can not only enjoy the beauty of travel but also gain new knowledge and education. Tourist attractions are one of the products of educational tourism that motivate and provide the main reasons for tourists to visit a particular site (Putri, 2023:13).

One such attraction is Taman Anyar, located in Penarungan Tourism Village, Mengwi District, Badung Regency. Taman Anyar Tourist Attraction is a site that offers cultural educational tourism and is situated in Penarungan Tourism Village, Mengwi District, Badung Regency. Penarungan Tourism Village ranked in the top 45 out of over 1,000 participants in the 2023 Nusantara Tourism Village competition in the category of Exemplary Tourism Village (Ministry of Tourism and Creative Economy). Penarungan Tourism Village offers peaceful rural nature tourism with a traditional Balinese agricultural atmosphere flowing through rivers, and well-preserved agricultural and religious culture passed down through generations. Penarungan Tourism Village has several tourist spots, including Taman Anyar, Lazy River Tubing, Penarungan Jogging Track, and Pancoran Solas (Pancoran Beji Paluh).

The current phenomenon is that Taman Anyar Tourist Attraction is not yet popular or well-known among international or domestic tourists due to a lack of information about the site. This issue arises because there are no experts in social media management technology. The marketing target for Taman Anyar focuses only on group tours (GIT) since educational tourism activities require a large human resource, and the management has not yet considered individual tourists (FIT). Another issue in managing cultural education activities related to contributions to the community is the challenge in human resources, which directly affects the product and timing of educational tourism activities.

The purpose of this research is to analyze the marketing strategy of Taman Anyar Tourist Attraction as a cultural educational tourism in Penarungan Tourism Village, Mengwi District,



Badung Regency, and the impact of this marketing strategy on the management and the community.

## METHOD

This research is a qualitative study with a phenomenological approach. Qualitative research is conducted with the aim of interpreting phenomena that occur using various available methods (Helaluddin, 2019: 27). The phenomenological approach is a method that studies the lived experiences of individuals or explores how individuals subjectively experience and give meaning to a phenomenon (Fatmawati, 2021: 28). In relation to this research, the researcher presents the findings on the marketing strategy of Taman Anyar Tourist Attraction in descriptive form, consisting of descriptions or visuals related to the issues being studied.

### Data Collection Techniques

The data collection techniques used in this research include observation, interviews, and literature review. Field observation is carried out by directly observing the real conditions at Taman Anyar. Interviews are conducted with the management, owners, and tourists at the tourist attraction. The literature review is done by re-reading relevant literature related to the issues at the tourist attraction.

## II. RESULT AND DISCUSSIONS

### Marketing Strategy of Taman Anyar Tourist Attraction as a Cultural Educational Tourism in Penarungan Tourism Village, Mengwi District, Badung Regency

This marketing activity is carried out by tourism businesses such as hotels, travel agencies, transportation companies, and recreational spots, ranging from regional, district/city, provincial levels to national levels (Sudiarta, 2020). Taman Anyar Tourist Attraction uses a strategy of Segmentation, Targeting, and Positioning (STP) along with a marketing mix, with the hope that these strategies will yield new findings in the form of effective marketing strategies that can enhance the existence of tourism in Penarungan Tourism Village, Mengwi District, Badung Regency.

#### Several variables form the basis for market segmentation:

Geographic segmentation groups visitors by country, district/city, or village. At Taman Anyar, geographic segmentation includes domestic tourists from various regions in Indonesia, predominantly from Java, and international tourists from France, the Netherlands, the UK, and Singapore.

Demographic segmentation groups the market by age, gender, income, education level, religion, occupation, and so on. At Taman Anyar, demographic segmentation includes tourists from specific organizations such as doctors' associations and corporate gatherings, which are attended by people ranging from children to the elderly.

Psychographic segmentation divides the market based on social class, lifestyle, purchasing motives, and so on. At Taman Anyar, psychographic segmentation targets tourists interested in learning about Bali's culture and natural beauty.

Behavioral segmentation divides the market based on knowledge, attitudes, and responses to a product. At Taman Anyar, behavioral segmentation includes tourists who typically spend 2-3 hours at the attraction to gain an authentic cultural experience of Bali.

### **Targeting at Taman Anyar Tourist Attraction**

Targeting involves selecting a market with good potential that is appealing and can be prioritized according to the tourist attraction. Taman Anyar targets both domestic and international tourists interested in nature and cultural tourism. The age target is 12-60 years old, of both genders, with a tendency to travel in large groups.

### **Positioning at Taman Anyar Tourist Attraction**

Positioning is the act of designing a product and its marketing mix so that it creates a particular impression in the consumer's mind. Taman Anyar positions itself as a tourist attraction offering village tours for group visitors, known by the tagline *balinesevillage\_tamananyar*, which provides various cultural activities in Bali, such as education about nature, traditions, and Balinese culture. It offers unique and authentic tourism experiences not found elsewhere.

According to Heriyati (2022), the STP (segmenting, targeting, positioning) strategy has several advantages in directing and focusing marketing strategies, including targeted advertising, innovative product development, or brand differentiation with proper resource allocation. The STP strategy at Taman Anyar creates significant added value for tourists and helps achieve competitive advantages and strengthen its market position.

### **Marketing Mix**

The marketing mix consists of 7Ps: Product, Price, Place, Promotion, Process, People, and Physical Evidence, designed by marketers to provide value in the tourism products and services offered.

#### **Product at Taman Anyar Tourist Attraction**

The product is what is offered to the market to meet customer needs. Tourism products are intangible and lack standard evaluation criteria, so they must be unique, distinctive, and of high quality. Taman Anyar offers various products, including cultural educational tourism packages known as village tours. These involve introducing tourists to Balinese culture and offering hands-on experiences such as visiting local schools, temples, and participating in traditional farming and crafts. The attraction also caters to corporate gatherings that combine educational tourism with recreational activities.

#### **Price at Taman Anyar Tourist Attraction**

Price setting is closely related to the services marketed. Affordable pricing increases tourist satisfaction. The price for the village tour is USD 65 for adults and USD 25 for children, with discounted prices for those booking through travel agents and driver associations.

#### **Place at Taman Anyar Tourist Attraction**

Place refers to where services are provided. Taman Anyar is easily accessible by both private and public transportation and is located in a strategic area with beautiful views.

#### **Promotion at Taman Anyar Tourist Attraction**

Promotions make a product or brand known to tourists. Taman Anyar promotes itself through social media like Facebook, Instagram, and its website, in addition to collaborating with tour agencies and local driver groups.

#### **People at Taman Anyar Tourist Attraction**

People in tourism refer to those providing services to tourists. At Taman Anyar, around 26 local residents and young people are involved in offering cultural educational activities. The number of staff increases depending on the volume of visitors.

### **Process at Taman Anyar Tourist Attraction**

Process refers to how local residents interact with tourists. The management is encouraged to provide excellent service and focus on improving foreign language skills, as many visitors are from abroad.

### **Physical Evidence at Taman Anyar Tourist Attraction**

Physical evidence includes the facilities, buildings, and symbols. Taman Anyar offers educational tourism with authentic Balinese cultural experiences. However, it only has three rooms for tourists who wish to stay longer.

### **Marketing Strategies Offered**

Marketing strategy refers to the process of planning tourism activities to attract visitors. The suggested strategies include:

1. Advertising on paid media like radio and television.
2. Sales promotions to quickly increase brand awareness.
3. Personal selling by directly introducing products to potential tourists.
4. Public relations to build brand awareness.
5. Direct selling from business to consumer.
6. Word of mouth by sharing information from one tourist to another.
7. Event marketing through direct interactions with tourists.
8. Influencer marketing by collaborating with individuals who have a large following on social media.

Thus far, Taman Anyar has employed personal selling, direct selling, and word of mouth.

By adopting the pentahelix model, Taman Anyar can collaborate with five key stakeholders—Academics, Business, Community, Government, and Media—to enhance marketing efforts and boost the tourist attraction's growth (Putro et al., 2024:20).

Table 1.  
Strategi Daya Tarik Wisata Taman Anyar with model  
Pentahelix

| No | Stakeholder                                | Strategi   |
|----|--|--|
| 1  | Academiton, Community, Goverment and media | Development of tourist attraction with cultural tourism  |
| 2  | Businessman, Community, and Goverment      | Carrying out development of tourism infrastructure and facilities such as accommodation and parking area |
| 3  | Businessman, Community, and media          | Carry out promotions using social media and using services influencers                                   |

*Source : Research analysis, 2024*

In general, the marketing strategy of Taman Anyar Tourist Attraction as a cultural educational tourism involves collaboration with (1) academics, communities, government, and media, focusing on developing key attractions, specifically cultural tourism, (2) collaboration with businesses, communities, and government to develop infrastructure and tourist facilities, such as accommodation and parking areas at Taman Anyar, and (3) collaboration with businesses, communities, and media to promote the attraction using social media and influencer services. The involvement of all stakeholders is carried out according to their respective capacities. For example, academics conduct in-depth research, businesses develop infrastructure as investors, while communities and media use promotional tools to introduce the tourist attraction.

### III. CONCLUSIONS

Based on the explanations provided in the previous chapters, several conclusions can be drawn from this research. The marketing strategy for Taman Anyar as a cultural educational tourist attraction involves: (1) collaboration with academics, communities, government, and media to develop key tourist attractions, particularly cultural tourism; (2) partnership with businesses, communities, and government to improve infrastructure and tourist facilities, such as accommodation and parking at Taman Anyar; and (3) working with businesses, communities, and media to promote the attraction using social media and influencer marketing.

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