



Research Paper

Management and Development Strategy Pulisan Beach Tourism in Improving Community Income in Pulisan Tourism Village East Likupang District, North Minahasa Regency

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ABSTRACT

Pulisan Beach in East Likupang is one of the beaches included in the Super Priority Destinations (DSP), has the natural beauty of white sand and savanna hills and offers hiking, surface diving and diving tourism activities. Through PP No.84 of 2019, the Central Government designated Likupang as a Special Economic Zone (KEK). Likupang is one of five Super Priority Tourism Destinations in Indonesia. Pulisan Beach, which is in the Special Economic Zone (KEK), is an area managed by the North Minahasa district government. The management carried out has not been optimal so there is still a lot of other potential that the village has which has not been able to be managed optimally.

Likupang as a super priority tourism destination is a complete package with natural beauty combined with local cultural wisdom. It contains a great responsibility to manage destinations so that they are of high quality, remain sustainable and bring prosperity to the community. Management of the Pulisan beach tourist village requires the involvement of the government and the community to be able to increase tourist visits which have experienced a decline during the pandemic and post-pandemic. This research refers to a management and development model for Pulisan beach tourism in increasing community income in the Pulisan tourist village, East Likupang subdistrict, North Minahasa district.

Key words: advertising, personal selling, sales promotion, public relations.

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I. INTRODUCTION

1.1. Background of the problem

Pulisan Beach in East Likupang is one of the beaches included in the Super Priority Destinations (DSP), has the natural beauty of white sand and savanna hills and offers hiking, surface diving and diving tourism activities. Through PP No.84 of 2019, the Central Government designated Likupang as a Special Economic Zone (KEK). Likupang is one of five Super Priority Tourism Destinations in Indonesia. Pulisan Beach, which is in the Special Economic Zone (KEK), is an area managed by the North Minahasa district government.

The management carried out has not been optimal so there is still a lot of other potential that the village has which cannot be managed optimally.

Likupang as a super priority tourism destination is a complete package with natural beauty combined with local cultural wisdom. It contains a great responsibility to manage destinations so that they are of high quality, remain sustainable and bring prosperity to the community. Management of the Pulisan beach tourist village requires the involvement of the government and community to be able to increase tourist visits which have experienced a decline during the pandemic and post-pandemic. In this research, a marketing strategy is used, in this case a promotional mix consisting of advertising, personal sales, public relations, and word of mouth promotion for the development and management of the Pulisan Beach Tourism Village. Regarding the meaning

of promotional mix according to (1) Sitorus and Utami in Astri (2021: 198) Sales promotion is a method used by companies to encourage potential consumers to buy their products, special advertising, personal sales, sales promotions, public relations in use the company to achieve its advertising and marketing goals. Using the Process Hierarchy (AHP) analysis tool to find the right tourism management and development to increase tourist visits.

1.2. Formulation of the problem

From the background, the problem formulation in this research is:

Analyzing the influence of the promotional mix in this case advertising, personal selling, sales promotion, public relations towards destination management and development Pulisan Beach tourism and its implications for increasing community income in the Pulisan Beach Tourism village, East Likupang sub-district, North Minahasa Regency.

II. LITERATURE REVIEW

2.1. STATE OF THE ART

This chapter discusses the study of state of the art theory in research which refers to previous research related to marketing strategy, in this case the promotional mix consisting of personal selling, public relations, and word of mouth promotion to improve management and development in Pulisan Beach Tourism Village. In this research, the implementation of a marketing strategy, in this case a promotional mix consisting of personal selling, public relations, and word of mouth promotion for development and management in the Pulisan Beach Tourism Village so as to increase community income. This is because the researcher feels that these four factors are variables that are relevant to the current situation so that they will produce something new in the research.

2.2. Understanding Marketer Management

The promotional mix according to (2) Kotler and Armstrong (2021; 116) is "a specific mix of advertising, sales promotion, public relations and personal selling that a company uses to communicate customer value persuasively and build customer relationships". (3) According to Kotler and Armstrong (2020; 116) the promotion mix is more broadly described as follows:

1. Advertising Advertising is a persuasive message carried out by a company to the public through mass media to inform, persuade and also remind the public about the products sold by the company.
2. Sales Promotion Sales promotion is the company's effort to attract consumer attention to the products being sold with various short-term incentives to increase purchases of the product.
3. Public Relations Public relations is building good relationships with various levels of society to get desired publicity, build a good company image, and handle or deal with rumors, news and unpleasant events. The aim of sales promotion according to (4) Fandy Tjiptono (2015), is to inform, persuade and remind target customers about the company and its marketing mix. In detail, the three promotional objectives can be described as follows:
 1. Informing (Informing)
 2. Inform the market about the existence of a new product
 3. Introducing new ways of using a product
 4. Convey price changes to the market
 5. Inform about the services provided by the company
 6. Correct wrong impressions
 7. Reduce buyers' fears or concerns
 8. Building a company image
 - 9 Persuading target customers (Persuading)
 10. Form brand choices
 11. Switching selection to a specific brand

2.2.1. Steps to Developing Effective Promotions

Effective promotion development consists of four steps, namely as follows:

1. Identifying Target Customers The procedure begins with identifying specific target customers. Potential buyers, current users, and buyers who can have a positive impact on the company are all clear target customers. A company's decisions about what to deliver, how to deliver it, where to deliver it, and when to deliver it will be influenced by target customers.
2. Determine communication objectives. Companies must seek purchasing responses after identifying target customers. Purchases are the result of a long decision-making process on the part of the consumer. Customers typically go through the following stages when making a purchase: awareness, knowledge, liking, preference, trust, and purchase.
3. Designing Communication Designing communication to achieve the desired response requires three problems: what to say (message strategy), how to say it (creative strategy), and who to say it (message source).

4. Selecting Communication Channels There are two types of communication channels according to (5) Kotler and Armstrong (2019:128). "First, private communication channels. Channels where two or more people communicate directly with each other include communicating face to face, by telephone, or e-mail. Some private communication channels are controlled directly by the company, but other private communications about products may reach buyers by channels that are not directly controlled by the company.

This research is also in accordance with the road map for superior fields at Sam Ratulangi University for the next five year period (2021–2025) regarding the field of Social Humanities and culture research in the areas of increasing tax revenues and regional economic potential as well as accelerating poverty reduction and equality. Geopolitically, North Sulawesi in the Asia Pacific region has many tourism areas which can be used as a source of regional income. Minahasa is one of the districts that has potential tourism areas to be developed. One of the tourism potentials that North Minahasa district has is the Pulisan beach tourist village in LikupangTumur district, North Minahasa. This research is important to carry out to make the priority destination of Pulisan Beach able to increase again with good management and development of this destination. By using Process Hierarchy Analysis you can improve tourist visits which are experiencing a decline. Analysis.

2.3.EMPIRICAL STUDY

Research from ⁽⁶⁾ Al Buchori, et al (2020) to determine "the influence of delivery services, promotions and prices both partially and simultaneously on purchasing decisions with 100 respondents using the total sampling method. The data collection technique used was distributing questionnaires, then the data was analyzed using multiple linear analysis with SPSS tools. The results of this research show that delivery services do not have a positive and significant effect on purchasing decisions, while promotions and prices have a positive and significant effect on purchasing decisions. "Simultaneously, delivery services, promotions and prices have a positive and significant effect."

Rosyida and Widayanti, et al (2020) conducted research to determine "the influence of marketing mix on consumer purchasing decisions with 50 respondents, using the purposive sampling method. Data collection techniques used were interviews and distributing questionnaires. The data analysis technique used was path analysis with the SEM-PLS analysis with wrappls 6.0 tool. "The results of this research show that the marketing mix consisting of product, price and place has a significant influence on consumer purchasing decisions, while the promotion variable does not have a significant influence on consumer purchasing decisions."

III. RESEARCH OBJECTIVES AND BENEFITS

3.1.Special purpose :

This research has the following specific objectives:

The aim of the research is to analyze the application of marketing strategy concepts in this case advertising, personal selling, sales promotion, public relations to improve management and development of tourist interest in priority village destinations Pulisan tourism, LikupangTmur sub-district, North Minahasa. In this research, Process Hierarchy Analysis (AHP) is used for management and developing tourist villages to be able to increase the number of tourist visits.

Benefits of this research:

1. As input to the tourism industry, especially tourist destinations in the Pulisan beach tourist village which is included in the priority tourist destinations which are the leading sector in North Sulawesi which is currently experiencing a decline.
2. Next, with the Hierarchical Process Analysis, we are able to find the management and development of the Pulisan beach tourist destination, and find the right marketing strategy in promoting the Pulisan tourist village at the national and international level.
3. The results of the RDUU research can be a reference for future researchers in their studies apply marketing concepts using marketing strategies in this case advertising, personal selling, sales promotion, public relations to improve management and development of tourist interest in priority village destinations Pulisan tourism, LikupangTmur sub-district, North Minahasa.

IV. RESEARCH METHODS

4.1. Scope of Research

1. This research uses a quantitative approach with analytical methods Process Hierarchy(AHP).
2. The research object is the management and development of MSMEs and the community who are directly involved in local destinations.
3. Research location for Pulisan Beach Tourism Village, North Minahasa Regency
4. Research data collection is carried out by making observations directly, interview, and continue with distributing questionnaires using techniques sampling is incidental sampling with an accidental approach.
5. The proposed research time is 8 months.

According to ⁽⁷⁾Saaty, T. L, (2001) Analytical Hierarchy Process (AHP) was developed by Thomas L. Saaty in the 1970s. The characteristic of this model is determining the priority scale for alternative choices based on a tiered analytical process, structured on decision variables. This method is a multi-criteria decision making model that can help the human thinking framework where the factors of logic, experience, knowledge, emotions and feelings are optimized into a systematic process. AHP is a decision making method developed for prioritizing several alternatives when several criteria must be taken into consideration, as well as allowing decision making to organize complex problems into a hierarchical form or a series of integrated levels.

4.2. Data Collection Method

6. Survey Method

Collect all necessary data by making observations or direct observations

7. Interview Method

Collect data by conducting oral and written interviews with relevant parties related to the research.

8. Questionnaire

9. Literature Study

Collect data sourced from books, the internet, and others.

4.3. Analysis Methods and Tools

Basically, AHP according to (8) Saaty, T. L, (2001) is a decision making method using the Analytical Hierarchy Process (AHP) steps as follows:

Identify the problem to be solved and determine the goals of the AHP process. Identify criteria: Identify the criteria necessary to evaluate the available alternatives.

Hierarchy formation: Create a hierarchy from the identified criteria by placing the highest criteria at the top level and the smallest criteria at the bottom level. Pairwise comparison analysis: Pairwise comparison analysis is used to determine the relative weight of the identified criteria. This is done by asking respondents to compare two criteria on a certain scale. Determination of relative weights: Calculate the eigenvectors of the pairwise comparison matrix to determine the relative weights of each criterion.

Determination of alternative scores: Calculate alternative scores by multiplying the relative weight of each criterion by the answers from the questionnaire for each alternative.

Decision making: Compare alternative scores to determine the alternative that best meets the identified criteria. Verification and interpretation of results: Verify and interpret the results obtained from AHP and verify with other methods if necessary.

V. RESULTS AND DISCUSSION

5.1. PROOF USING THE ANALYTICAL HIERARCHY PROCESS (AHP) METHOD.

Special purpose :

This research has the following specific objectives:

The aim of the research is to analyze the application of marketing strategy concepts in this case advertising, personal selling, sales promotion, public relations to improve management and development of tourist interest in priority village destinations

Pulisan tourism, LikupangTmur sub-district, North Minahasa.

In this research, Process Hierarchy Analysis (AHP) is used for management and developing tourist villages to be able to increase the number of tourist visits.

Preparing the Pulisan village community to accept future market opportunities by creating competitive advantage for culinary and cultural products in the Pulisan Village area. Analytical Hierarchy Process (AHP) is a multi-criteria decision making method used for complex problems. The Analytical Hierarchy Process (AHP) method was developed by Prof. Thomas L. Saaty. The AHP method is a functional hierarchy with the main input being human perception. This AHP algorithm method supports multi-criteria decision making to get the best decision from various alternative choice criteria and then rank alternative decisions.

Five processes for preparing the AHP method:

1. Aspects of priority criteria and priority of alternative criteria
2. The process of creating a hierarchy
3. Determine priority criteria
4. Determine the priority of alternative criteria
5. Calculation of final AHP results

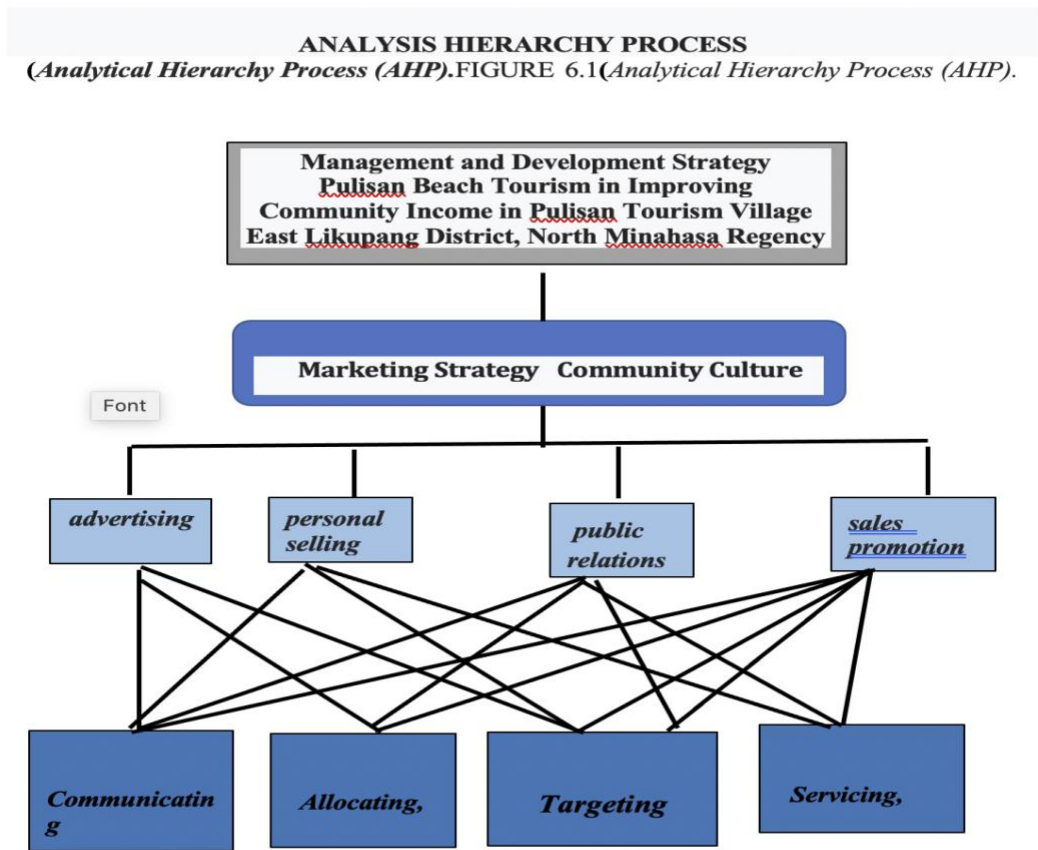
In this analysis, to determine respondents, there is no minimum number required, as long as the respondents selected are experts in their field. In this case, the researcher interviewed 6 expert respondents in their respective fields, consisting of: 2 experts in the government sector, in this case old law, 2 experts in the

culinary sector, 2 experts in the tourism sector. Expert here means someone who understands the field they are currently working in. From the questions asked to expert respondents, they provide assessment criteria for the questions asked.

The role and function of Personal Selling According to Wahyudi and Aruan (2013:23), the function of personal selling includes:

1. Prospecting, namely looking for buyers and establishing relationships with potential customers.
2. Targeting, namely allocating the seller's scarce time to the buyer.
3. Communicating, namely providing information about the company's products to customers.
4. Selling, namely approaching, presenting, demonstrating, overcoming objections, and selling products to customers.
5. Servicing, namely providing various services and services to customers.
6. Information gathering, namely conducting market research and intelligence.
7. Allocating, namely determining which customers to target.

VI. ANALYSIS HIERARCHY PROCESS
(Analytical Hierarchy Process (AHP)).
 FIGURE 6.1 *(Analytical Hierarchy Process (AHP))*



Processed by researchers: (2024).

researchers: (2024).

This research uses a multi-criteria hierarchical structure that influences each other between the levels used in this research. Each criterion at a level influences every criterion below it. This hierarchical structure is used to obtain priority for the criteria that will be formulated. Based on the results obtained from several criteria and sub-criteria, the hierarchical structure indetermining the right product marketing strategy in the analysis of regional culinary products and regional culture can be shown in Figure 6.1

Table 6.1 marketing strategies on regional culture on Pulisan Beach

Basis Of Election	Marketing strategy	Weight	CRITERIA	Community Culture	Weight
Obstacle factor	<i>Communicating</i>	5	1 = equally important	Maengket	1
	<i>Targeting</i>	3	3 = slightly more important	Pulisan	1
	<i>Allocating,</i>	1	5 = more strongly important	culinary	1
	<i>Servicing,</i>	7	7 = more important in a very strong way	-	

Processed by researchers: (2024).

Table 6.2 Create a pairwise matrix for typical regional culinary products

Paired Matrix	<i>advertising</i>	<i>personal selling</i>	<i>public relations</i>	<i>sales promotion</i>
<i>Communicating</i>	1	3	1	1
<i>Targeting</i>	0,3333	1	5	1
<i>Allocating</i>	1,0000	0,2000	1	3
<i>Servicing</i>	1	1,0000	0,3333	1
Jumlah	3,3333	5,2000	7,3333	6,0000

Processed by researchers: (2024).

Obtained from dividing each element by the number of each column.

Table 6.3. Find the average of each criterion (criteria divided by the number).

	<i>advertising</i>	<i>personal selling</i>	<i>public relations</i>	<i>sales promotion</i>	Rata-rata
<i>Communicating</i>	0,3000	0,5769	0,1364	0,1667	0,2950
<i>Targeting</i>	0,1000	0,1923	0,6818	0,1667	0,2852
<i>Allocating</i>	0,3000	0,0385	0,1364	0,5000	0,2437
<i>Servicing</i>	0,3000	0,1923	0,0455	0,1667	0,1761

Processed by researchers: (2024)

Find the average of each criterion by adding up each row and then dividing by the number of existing criteria. For this case, the number of criteria is 4, namely: Communicating, Targeting, Allocating, Servicing (. So the weight factor is obtained:

1. Communicating = 0.2950.
2. Targeting = 0.2852.
3. Allocating = 0.2437.
4. Servicing = 0.1761.

To find the most important ranking priority by multiplying the weights by the pairwise matrix.

1	3	1	1		0,2950	=	1,8817
0,3333	1	5	1		0,2852		1,6020
1,0000	0,2000	1	3		0,2437		0,3991
1	1,0000	0,3333	1		0,1761		0,6010

So the results for the Communicating criteria were 1.8817, Targeting 1.6020. Allocating 0.3991 and Servicing 0.6010. Where Communicating gets priority

- 1, Targeting gets priority
- 2, 3rd priority servicing and Allocating gets 4th priority.

To test the consistency of the 4 marketing strategies, use them sparingly As follows : Rare

1 :Multiply the weights by the pairwise matrix as above.

Step 2: to find the t value by dividing the results in step 1 by each weight, then total them all, after that divide by the number of criteria (4) using the formula below:

$$t = 1/4 \times (1,8817/0,2950 + 1,6020/0,2852 + 0,3991/0,2437 + 0,6010/0,1761)$$

$$t = 0,2500 \times (6,3789 + 5,6173 + 1,6375 + 3,4126)$$

$$0,2500 \times (17,0463)$$

$$4,2616$$

Step 3: Calculate the consistency index (CI) by using t above with the number of criteria. The results are divided by the number of criteria.

$$CI = (t - n) / n$$

$$CI = (4,2616 - 4) / 4 = 0,0654.$$

Step 4: Calculating the Consistency Ratio (CR) using the CI/RI method. RI is obtained from the table with the figure RI = 0.9. Obtained:

CR = CI / RI = 0.0654 / 0.9 = 0.0727 where CR < 0.1, thus CR is consistent because it is below 0.1 or below 10%. The Consistency Ratio (CR) figure is 0.1 percent. According to Zakiyah (2008), the hierarchical consistency ratio must be 10% or less. If the results show less than 10% or close to 0.1 then the results are consistent. If the result is more than 0.1, it means it is inconsistent, the paired matrix must be repeated to be created.

The results are more clearly seen in the table below:

Table 6.4. Weight of Basic Priorities Selecting the right strategy for regional culture

BASIS OF ELECTION	FACTOR	CRITERIA	WEIGHT GIVEN	PRIORITY	CONSISTENCY RASIO (CR)
Obstacle factor	<i>Communicating</i>	0,2950	1,8817	1	CR < 01
	<i>Targeting</i>	0,2852	1,6020	2	
	<i>Allocating</i>	0,2437	0,3991	4	
	<i>Servicing</i>	0,1761	0,6010	3	

Processed by researchers: (2024)

Not having an appropriate marketing strategy for regional culture is the main obstacle in marketing their regional culinary products. The constraint factor criterion Communicating is the first priority in selecting alternative marketing strategies with a weight of 1.8817, the second criterion is Targeting with a weight of 1.6020, the third criterion is Servicing with a weight of 0.6010 and the last constraint factor is Allocating with a weight of 0.3991.

From the table above Communicating has priority no. 1 Targeting, no. 2 no. 3 Servicing, and Allocating occupy priority no. 4.

The choice of the right marketing strategy is a very determining factor used in the management and development of Pulisan beach tourism to increase community income in the Pulisan tourist village, East Likupang sub-district, North Minahasa Regency.

By analyzing the data in the form of AHP we are able to find which approach is most appropriate to use in the management and development of Pulisan beach tourism. With good communication between the management and the community, harmony will be created between all parties which is the main priority in managing a tourism destination, as well as good communication with the culinary management and tourism destination.

Targeting is in second place. Target Market (Targeting) Determining the target market or targeting is the activity of evaluating and selecting the market that will be the target for offering products, in this case the products that will be marketed at the destination. Pulisan beach tourism, such as culinary products, maengket dance. The decision to determine which market to serve is the most decisive business strategy decision. These strategic choices are implemented by management decisions about how to compete in each product market of interest. Servicing with a weight of 0.6010 ranks 3rd. This must be improved in service at Pulisan Beach. Managers at Pulisan Beach must improve their services so that they are able to provide the best service for visitors, the impact

of which can increase tourist visits to Pulisan Beach. The correlation of this is that an increase in visitors, which is an indicator of good service, will have an impact on increasing the income of the people of the area.

Allocating is priority no. 4. This is a main priority in improving management at the Pulisan Beach destination. Allocating in this case how the placement of MSMEs which is one of the determinants of the success of a tourist destination close to Pulisan Beach is not located far outside Pulisan Beach so that visitors who want to enjoy culinary delights or buy souvenirs typical of the area are easy to get.

The importance of using the right marketing strategy, in this case, is promoting the Pulisan Beach destination on social media such as Facebook, IG and even YouTube which has an impact on increasing tourist visits. Thus, the increase in visitors will have an impact on the community's economy, thereby increasing community income in the Pulisan tourist village, East Likupang subdistrict, North Minahasa district.

VII. CONCLUSIONS AND RECOMMENDATIONS

7.1. CONCLUSION

1. The choice of the right marketing strategy is a very determining factor used in the management and development of Pulisan beach tourism to increase community income in the Pulisan tourist village, East Likupang sub-district, North Minahasa Regency.

2. The constraint factor criterion Communicating is the first priority in selecting alternative marketing strategies with a weight of 1.8817, the second criterion is Targeting with a weight of 1.6020, the third criterion is Servicing with a weight of 0.6010 and the last constraint factor is Allocating with a weight of 0.3991.

3. The level of technological readiness (TKT) is at levels 1 to 4 in basic research, namely to find a model for management and development of Pulisan beach tourism in increasing community income in the Pulisan tourist village, East Likupang subdistrict, North Minahasa district.

7.2. SUGGESTION

Of all the obstacles that exist in management to increase people's income, efforts are needed from the local government to mobilize MSMEs in the Pulisan Beach area by creating a more representative location for them to sell comfortably.

The importance of using the right marketing strategy, in this case, is promoting the Pulisan Beach destination on social media such as Facebook, IG and even YouTube which has an impact on increasing tourist visits.

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