Research Paper

Analysis of Marketing Mix Promotion, On Tourism in Pantai Lilang, North Sulawesi '',

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ABSTRACK

Background As an archipelagic country, Indonesia has marine resources that are well known to foreign countries. No wonder foreign tourists are always fascinated by marine tourism in Indonesia. Through marine tourism, such as the beauty of the sea, beaches, islands which are popular surfing and diving locations, it is targeted to be able to bring in four million foreign tourists (tourists).

Moreover, currently cruises and yachts are starting to come to Indonesia because they are supported by government policies. Minister of Tourism Arief Yahya explained that foreign tourists are interested in visiting Indonesia because of its potential in the form of nature (nature) by 35 percent, culture (culture) 60 percent, and Manmade 5 percent. "We develop 35 percent of natural potential as marine tourism. 35 percent, ecological tourism (eco tourism) 45 percent, and adventure tourism (adventure tourism) 20 percent including the geopark, "said Minister of Tourism Arief Yahya, it is important to promote Indonesian marine tourism. One of them is through the Maritime Ambassador. Maritime Ambassadors are selected through the 2018 Indonesian Maritime Princess Putera event. Kemenpar, Jakarta, (2018).

In 2017, residents of Lilang Village, Kema District, North Minahasa Regency, led by Hukum Tua Frangky Rorong, again held an annual event 'Marijo Baku Dapa di Pante Lilang' which involved the entire village community, this event brought in thousands of tourists both living in Lilang Village and those who had wander out of the area. The North Minahasa Regent, Vonnie Anneke Panambunan, appreciated the event as an annual event for the Lilang community. The event should be held every month to increase tourism interest in the village. According to the Old Law of Lilang Village, this event is deliberately held with the intention that all residents can again establish brotherhood, kinship and harmony. This tradition is the custom of parents who every second day invite relatives, acquaintances and friends to Lilang beach and bathe together. This annual event is expected to become a Minut tourism agenda that can attract tourists. (tribun.com 2017).

KEY WORD : *Mix Marketing promorion, Advertising, Personal selling and Tourist interest.*

I. INTRODUCTION

Currently, marine tourism in North Sulawesi, or beach tourism, is very attractive to foreign and domestic tourists. Tourism promotion has not yet occurred on Kema beach, even though every year they hold the Kema beach "bakudapa Wisata" festival, this is due to the lack of promotion, marketing personnel in personal selling, and the absence of advertising used by the local government in holding marine tourism on Kema beach cauditan sub-district of North Sulawesi. The stimulus can be in the form of stimulation to advertising, people in Lilang tend to be ignorant or don't really care about the advertisements displayed, for that advertising must be able to convey the advantages of the products being sold or the spread of ideas. Sales promotion activities are one of the stimuli that can be done by companies in order to attract the attention of consumers. Sales promotion activities must be carried out intensively either in the form of discounts or providing various bonuses that can be arranged to stimulate consumers.

Personal selling activities can be carried out to increase the sales promotion directly carried out by the salesperson itself which has been prepared by the local tourism agency. Below is the number of visitors in Lilang Village, Kema Sulut District.

Figure 1.1 Visitors at Lilang Beach, Kema District
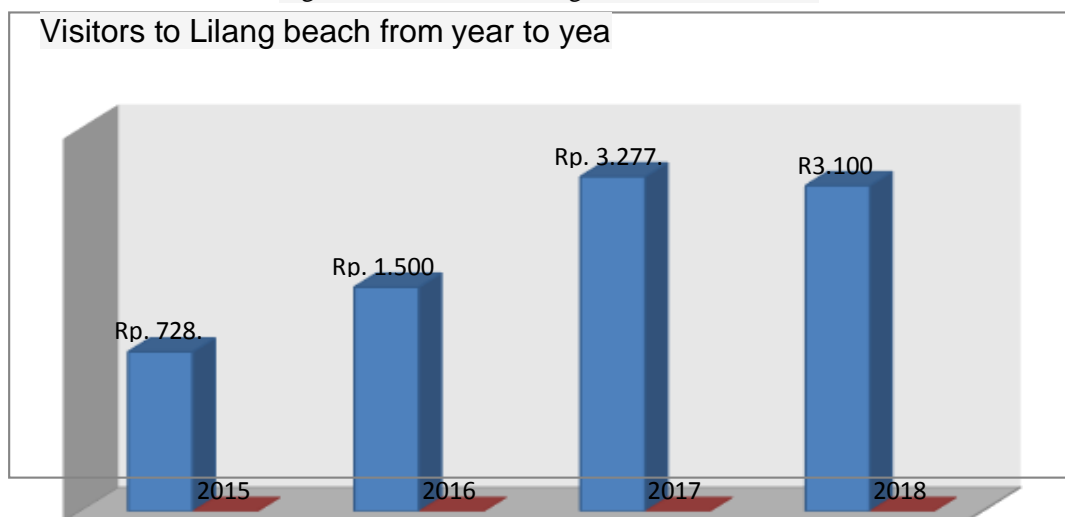
Source: processed by researchers (2019)

Based on the bar chart above, it can be seen that there is a surge in visitors on Lilang beach, this shows that there is a positive delay shown by tourists on the interest in visiting the Lilang beach tourism. although visitors in 2016 experienced a decline, this is what the local government must overcome to think about what strategies are right for increasing the number of tourist visits to Lilang beach. Tourist visits that have fluctuated from the last few years (2015 - 2018) show that consumer interest in beach tourism is very large. Lack of promotion in terms of advertising, personal intervals have not been carried out at Lilang beach to increase tourist interest in Lilang Beach to increase. Based on this background, the researcher intends to conduct research on the Marketing Analysis of the Promotion Mix on Tourism Interest in Lilang Beach, North Sulawesi

II.   LITERATURE REVIEW

2.1. Definition of Marketing

Management Marketing, management in general has the task of stimulating demand for company products and services. Management influences the level, timing and composition of demand to help the company reach the threshold. According to Buchari (2013: 10), it defines that marketing management is the analysis, planning, implementation and control of programs designed to create, build and maintain exchanges that benefit the target market with a view to achieving organizational goals.

2.2. Promotion Mix

This promotional mix is the company's choice when introducing its products to consumers. According to Kotler and Armstrong (2013: 247) the definition of promotion mix is as follows: promotion mix or marketing communication mix is the specific blend of promotion tools that the company uses to persuasively communicate customer value and build customer relationships. The promotional mix elements put forward by Kotler and Armstrong as in the above definition are Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing.

2.3. Advertising

Assauri (2013: 288) advertising is a way to promote goods, services or ideas / ideas financed by known sponsors, in order to attract potential consumers to make purchases, so as to increase product sales from the company concerned.

Sales promotion The definition of promotion according to Kotler and Armstrong (2014: 77), Promotion can also help introduce consumers to a product to be able to choose which product they want through messages that persuade, remind, inform, and encourage consumers to buy the products offered. Sales promotion tools according to Kotler and Armstrong (2014: 662): 1. Sample product (sample) is a particular product offer for trial. 2. Price packs are discounted prices marked by the manufacturer directly on the label or package. 3. A gift (premium) is an item that is offered free or at a low price as an incentive for purchasing a product. Discount is an immediate reduction in the price of a purchase for a certain period. Free goods is giving goods scales to intermediaries, if they buy a certain amount (buy 2 get 1 free or buy 1 free 1).

2.4.Personal Selling

According to Kotler & Armstrong (2014: 484) personal selling consists of personal interactions with customers and potential customers to make sales and maintain relationships with customers. Personal selling is the interaction between individuals, face to face, which is intended to create, improve, control or maintain mutually beneficial exchange relations with other parties.

2.5. Buying decision

The purchase decision process is part of consumer behavior. Kotler and Keller (2016: 195) state that the purchasing decision process consists of five stages as follows. Purchasing Decisions Source: Kotler and Keller (2016: 195) Problem recognition The buying process starts when the buyer recognizes a problem or needs to be triggered by internal or external stimuli. With an internal stimulus one's normal needs. 2. Information search Consumers may or may not be looking for further information. If consumer interest is strong and a satisfying product is imminent, he may buy it later.

Yousif's research (2016) Yousif (2016), an international journal with the research title "The Impact of Personal Selling on the Purchasing Behavior towards Clothes: A Case Study on the Youth Category (the effect of personal selling on clothing purchasing decisions: a case study in the youth category)" This study aims to determine the effect of personal selling on clothing purchasing decisions (a case study in the youth category). The results showed that 76.7% of men and 99.1% of women preferred to buy from clothing retail stores. This study recommends the importance of training and qualifications for salespeople to handle customers and develop negotiation skills.

III.   RESEARCH OBJECTIVES AND BENEFITS
3.1. RESEARCH PURPOSES

The objectives of this research are: In general: the purpose of this study is to apply the concept of promotion mix, in this case advertising, personal selling to increase tourism interest in Lilang Beach, Kema sub-district which has an impact on increasing the income of the community. Specifically: the purpose of this study by using a promotional mix strategy, namely advertising, personal selling can increase the attractiveness of tourists on Lilang beach as well as increase the standard of living of the local community.

3.2.BENEFITS OF RESEARCH

Benefits of this research in general and specifically: Benefits in general: is that the tourism sector is a leading sector in North Sulawesi and in increasing competitiveness in the tourism industry, the importance of tourism promotion, promotion mix approaches such as advertising, personal selling and sales promotion, which must be done by the local government to increase the number of tourist visits and at the same time increase the income of the people of Lilang village in Kema sub-district.

Specific benefits: is the development of Marketing Management concepts and theories, especially promotional strategies, by using a promotional mix, namely advertising, personal selling and sales promotion in local tourism in the Lilang area, Kemah sub-district so that tourism interest increases while increasing the income of the village community.

IV.   RESEARCH METHODS
4.1. TYPES OF RESEARCH

This type of research is quantitative research with associative research methods in the form of relationship patterns, namely causal relationships. According to Sugiyono (2016: 62), a causal relationship is a relationship that is cause and effect. So here there are independent variables (variables that affect) and dependent (influenced). The approach used in this research is a quantitative approach, which aims to test the reliability of theory time which will then produce conclusions.

4.2. Population and Sample Research

Population According to Furchan (in Taniredja & Mustadifah) population is defined as "all members of a group of people, events or objects that have been clearly defined". Or a larger group that is the target of generalization. The population in this study were tourists / visitors who visited Lilang beach, Kema district.
Data collection technique The types of data used in this study are: 1. Primary Data Primary data is data that comes directly from data sources, specifically collected, which are related to research problems (Cooper & Emory, 1995). Primary data is empirical data obtained directly from respondents in Lilang Village.
Research Location

This research was conducted in Lilang Village, Kemah District, North Minahasa Regency, North Sulawesi Province with a population of approximately 700 people, most of whom are Christians.

V.   RESULTS AND OUTPUTS ACHIEVED
5.   RESEARCH RESULT
5.1. Validity test

In this study using multiple linear regression, to test the validity of a research data can use the pearson correlation analysis where if the total pearson correlation shows the value of r count > r table or at least 0.3, it can be said to be valid. The results of data validity testing can be seen in the following tables 5.1, 5.2, and 5.3:

Table 5.1. Advertising Variable

Validity Test Results late Sig. r Table Description

Tabel 5.1. Advertising Variable Validity Test Results

Statement Item	Correlation value / r Calculate	Sig.	r Tabel	Description
1	0,718	0,000	0,187	Valid
2	0,589	0,000	0,187	Valid
3	0,400	0,000	0,187	Valid
4	0,688	0,000	0,187	Valid
5	0,654	0,000	0,187	Valid
6	0,667	0,000	0,187	Valid

Source: Data processing using SPSS 25 (2019)

From the results of advertising data processing in table 5.1, it can be seen that all question items in the variable are declared valid because all question items have r count greater than r table (r Count> r Table) or the value of sig is below 0.05.

Table 5.1 shows that the highest r count is at the number one statement indicator, which is 0.718 and the lowest r count is at number three, namely 0.400.

Table 5.2. Validity Test Results of Personal Selling Variables

Statement Item	Correlation value / r Calculate	Sig.	r Tabel	Description
1	0,606	0,000	0,187	Valid
2	0,658	0,000	0,187	Valid
3	0,705	0,000	0,187	Valid
4	0,727	0,000	0,187	Valid
5	0,721	0,000	0,187	Valid
6	0,747	0,000	0,187	Valid

Source: Data processing using SPSS 25 (2019)

From the results of data processing in table 5.2, it can be seen that all question items on the personal selling variable are declared valid because all question items have r count greater than r table (r count > r table) or the value of sig is below 0.05.   In table 5.2. It can be seen that the highest r table value is at number six, which is equal to 0.747 and the lowest r is at the statement indicator number one this to 0,606.

Table 5.3. The results of the validity test of tourism interest variables

Statement Item	Correlation value / r Calculate	Sig.	r Tabel	Description
1	0,475	0,000	0,187	Valid
2	0,450	0,000	0,187	Valid
3	0,694	0,000	0,187	Valid
4	0,563	0,000	0,187	Valid
5	0,678	0,000	0,187	Valid
6	0,549	0,000	0,187	Valid
7	0,566	0,000	0,187	Valid
8	0,711	0,000	0,187	Valid
9	0,658	0,000	0,187	Valid
10	0,662	0,000	0,187	Valid

Source: Data processing using SPSS 25 (2019).

From the results of data processing in table 5.3. It can be seen that all question items in the tourism interest variable are declared valid because all question items have r count greater than r table (r Count> r Table) or have a sig value below 0.05. In table 5.3. shows the results of the highest r count is in the statement indicator number eight which is equal to 0.711 and the lowest r count is at the indicator statement number two, namely 0.450.

Reliability test is used to determine the consistency of measuring instruments, whether the accuracy tool can be relied on for further use. The results of the reliability test in this study used the Cronbach's alpha coefficient, which according to Ghozali (2009: 133) that the instrument is said to be reliable if it has a Cronbach's alpha coefficient equal to 0.60 or more.

The results of the data reliability test can be seen in table 5.4. the following :

Table 5.4 Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
Advertising (X1) Personal selling	0,666	Reliabel
(X2) Tourist interest (Y)	0,783	Reliabel
	0,800	Reliabel

Source: Data processing using SPSS 25 (2019)

Based on the table of reliability test results above, it can be seen that Cronbach's alpha for each of the variables X1 (0.666), X2 (0.783) and Y (0.800) is greater than 0.6. This shows that the indicators in this study can be said to be reliable by using the independent variable advertising (X1), personal selling (X2), and the dependent variable tourism interest (Y).

So it can be concluded that all variable measuring items from the questionnaire are reliable, which means that the questionnaire used in this study is a reliable questionnaire.

5.2. Multiple Regression Analysis

The analysis of the results of research on advertising and personal selling on tourism interest in Lilang Beach was analyzed using data processing methods through multiple linear regression equations with the help of the SPSS 25 program.

This proof is intended to test the variation of a regression model used in explaining the independent variable (X) to the dependent variable (Y) by testing the significance of the regression coefficient. The results of processed data using the SPSS 25 program can be seen in table 5.5. Below is the regression equation as follows:

$$Y = 22.595 + 0.286 (X1) + 0.430 (X2)$$

From the results of the regression equation above, an explanation of the regression equation will be presented, namely, the constant results of 22,595, it means that without the influence of the independent variables of advertising (X1) and personal selling (X2), tourism interest is on a scale value of 22,595.

For the b1 coefficient of 0.286, this indicates that every one scale increase in advertising (X1) will result in an increase of 0.286 in tourism interest. Likewise, the personal selling variable b2 is 0.430, which means that every one scale increase in personal selling (X2) will result in

an increase of 0.430 in tourist interest at Lilang beach.

Based on the results of the regression equation, it shows that the independent variables, namely advertising (X1) and, personal selling (X2) have a positive relationship to the dependent variable, namely tourism interest (Y) as indicated by the variable coefficient which is positive.

In addition, there is a difference between the two values between the independent variables, where the personal selling variable (X2) has a greater effect on tourism interest in Lilang beach, this can be seen from their respective coefficients, where personal selling (X2) 0.450> from the advertising variable (X1) 0.286.

5.3. DISCUSSION
5.3.1. PROMOTION MIX MARKETING ANALYSIS ON TOURISM IN LILANG BEACH, NORTH SULAWESI

Based on the results of the tests carried out, advertising (X1) and personal selling (X2) have a simultaneous effect on tourism interest (Y). Shows that the influence of the variable (X1) advertising and personal selling (X2) on tourism interest (Y) is significant, as indicated by the sig value of 0,000 or less than 0.05. Also seen from the calculated F value, it states that all independent variables simultaneously have a significant effect on The dependent variable is because the calculated F value is greater than the F table (11.062> 3.08).

These results also indicate that the research model, namely the advertising variable (X1) and personal selling (X2) on tourism interest (Y), has a strong relationship, namely 0.414 or 14.4%, meaning that advertising and personal selling and tourism interest variables have a relationship. strong and can be utilized properly to significantly increase tourism interest from visitors in Lilang Beach, North Sulawesi.

In the results of this study it was also found that the independent variable that shows the promotion mix in this case advertising (X1) and personal selling (X2) in this study is able to have a contribution to the

dependent variable in this case tourism interest of 0.171 or 17.1% and the remaining 82.9% is influenced by other variables which are not used in this study.

5.3.2. The influence of advertising on tourism interest in Lilang beach

Based on the test results in this study, it is stated that the promotional mix in this case advertising and personal selling has a significant effect on tourism interest and has a positive value. These results can be seen at a significant value of 0.174 which is smaller than the significant level of 0.05 (1.74% > 0.05%) or the t value is greater than the t table (1.368 <1.982) and has a positive B value, namely equal to 0.286.

This explains that the results of this study indicate a significant condition which means that the higher the advertising, the higher the level of tourism interest or an increase of 0.286 or 28.6%.

For tourist purposes, Lilang beach has good mobility access by opening the Manado Bitung toll road with the time taken to go to Lilang beach which can be reached in 1.5 hours from Manado. By promoting it on various social media, it can increase the interest in tourism on Lilang beach.

5.3.3. The influence of personal selling on tourism interest in Lilang Beach.

Based on the test results, this study states that personal selling has a positive and significant effect on purchasing decisions. Personal selling variable (X2) has a significant value of 0.430 <0.05, seen also from the calculated table value, the resulting value is 2.353> 1.982, and the value of B has a value of 0.430.

Thus, personal selling partially has a significant and positive effect on tourism interest in Lilang beach (Y), because the significant value is smaller than the limit used or less than 0.05 or the value of t is greater than t. table so that it is said to be significant while the value of B has a positive value so that it has a positive effect.

This shows that in this study personal selling has a positive influence on tourism interest in Lilang beach, North Sulawesi. If seen from the results of the existing questionnaire, the respondents are more dominant in agreeing and even strongly agree with the existing statements, this proves that the respondents included in this study are satisfied with the current personal selling variable, although there are also some respondents who choose to be neutral or disagree. in fact, strongly disagree with the personal selling.

VI. CONCLUSIONS AND SUGGESTIONS

6.1. Conclusion

Based on the table of reliability test results above, it can be seen that Cronbach's alpha for each of the variables X1 (0.666), X2 (0.783) and Y (0.800) is greater than 0.6. This shows that the indicators in this study can be said to be reliable by using the independent variable advertising (X1), personal selling (X2), and the dependent variable tourism interest (Y).

Based on the test results in this study, it is stated that the promotional mix in this case advertising and personal selling has a significant effect on tourism interest and has a positive value. These results can be seen at a significant value of 0.174 which is smaller than the significant level of 0.05 (1.74% > 0.05%) or the t value is greater than the t table (1.368 <1.982) and has a positive B value, namely equal to 0.286.

Based on the test results in this study, it is stated that personal selling has a positive and significant effect on purchasing decisions. The personal selling variable (X2) has a significant value of 0.430 <0.05, seen also from the t table value with t count, the resulting value is 2.353> 1.982, and the value B has a value of 0.430. Thus, personal selling partially has a significant and positive effect on tourism interest in Lilang beach (Y), because the significant value is smaller than the limit used or less than 0.05 or the value of t is greater than t. table so that it is said to be significant while the value of B has a positive value so that it has a positive effect.

6.2. Suggestion

With the opening of mobility access, namely the Manado Bitung toll road with the time taken to go to Lilang beach, it can be reached in 1.5 hours from Manado, has a huge impact in increasing coastal tourism in Lilang.

To improve coastal facilities and infrastructure, the right strategy to be applied in developing coastal areas in increasing tourism interest is one of which is to collaborate between the three pillars of good governance, namely government, private sector and society. This cooperation must be supported by the readiness of each pillar to optimize their respective roles.

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