

MARKETING COMMUNICATION STRATEGIES OF TOURISM IN @OASIS SUKABUMI INCREASING TOURIST VISITS

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ABSTRACT

Marketing communication strategy is one of the factors that greatly influences the number of visitors at a tourist attraction because it is a design for how to influence the public in various ways so that people know, are then interested in visiting and even revisiting for tourists who have already visited. This research aims to find out and find the formulation of an oasis tourism marketing strategy in Sukabumi Regency. The research method uses case studies. The results of the research show that the marketing and public relations division of Oasis Nature Tourism in conducting tourism marketing uses integrated tourism marketing communications (marketing communication mix), but several aspects such as promotion, human resources, development of small and medium business units and media relations are still weak, so they need to be strengthened. and further guidance accompanied by evaluation and monitoring regarding these aspects. One thing that needs to be developed in the long term is to try to form the branding of tourist destinations to further increase the attractiveness of tourist visits.

Keywords: Marketing Communication Strategy, Tourism, Case Study.

INTRODUCTION

The tourism sector (Kementerian Pariwisata dan Ekonomi Kreatif 2024) plays a vital role in enhancing the economy by facilitating foreign exchange. In Indonesia, the development of tourism has been on an upward trajectory, evidenced by the increasing influx of tourists to its renowned destinations, which are celebrated for their natural beauty, warm hospitality, and rich cultural diversity. The Covid-19 pandemic has had a profound impact on Indonesia's tourism industry; however, following the pandemic period from 2020 to 2022, there has been a notable resurgence in tourist numbers, driven by a concerted effort towards national economic recovery. The revival of the tourism sector and the creative economy in Indonesia is beginning to exhibit

promising signs (Štefko, Királ'ová, and Mudrík 2015).

Data from the Ministry of Tourism and Creative Economy (Kementerian Pariwisata dan Ekonomi Kreatif 2024) indicates a significant rise in both domestic and international tourist activity. In the first half of 2023, domestic tourist movements reached 433.57 million trips, reflecting a 12.57% increase from the previous year. Concurrently, foreign tourist arrivals as of July 2023 totaled 6.31 million, marking a remarkable increase of 196.85% compared to 2022 (Štefko et al. 2015).

To support these developments, external stakeholders, particularly the Ministry of Tourism and Creative Economy (Kemenparekraf/Baparekraf) (Kementerian Pariwisata dan Ekonomi Kreatif 2024), have

undertaken initiatives such as conducting a survey involving 84 experts and leaders from academia, government, and industry for the 'Tourism and Creative Economy Outlook 2023.' The survey revealed that 76.19% of experts believe that Indonesia's tourism sector is currently in a recovery phase. Furthermore, based on the tourism trends observed in 2022, 35.71% of experts expressed optimism that tourism conditions could return to pre-pandemic levels by 2024, with projections estimating 7-9 million foreign tourist visits in 2023 (Štefko et al. 2015).

The data indicates that 46.15% of experts consider the development of high-quality and innovative tourism destinations to be a crucial factor in the future expansion of the tourism industry. Additionally, other influential factors in the growth of the tourism sector in Indonesia include the role of technology in facilitating travel (43.59%), the rise in income among domestic travelers (38.46%), and the expansion of infrastructure and international flight routes (35.90%). Furthermore, a majority of experts believe that the Southeast Asian and East Asian traveler markets will be the main drivers of growth in Indonesia's tourism sector, with China, Malaysia, and Australia identified as potential countries to fuel this growth (Mele, Kerkhof, and Cantoni 2021)

(Firman et al. 2023) The impact of eco-innovation, ecotourism policy and social media on sustainable tourism development: evidence from the tourism sector of Indonesia Over the last thirty years, the global tourism (Gato et al. 2022) industry has experienced significant growth. This upward trajectory began with the recognition of its untapped

potential, leading to strategic initiatives aimed at harnessing it. Consequently, this vibrant sector has generated numerous employment opportunities worldwide.

While tourism may seem contemporary (Firman et al. 2023), its roots trace back to the earliest days of human civilization, characterized by the travel of individuals for religious pilgrimages and similar activities. As a social phenomenon, tourism encompasses the myriad interactions and relationships that develop among tourists, businesses, local governments, and communities engaged in attracting and accommodating visitors. The tourism sector is poised for perpetual existence, as the demand for its services remains constant across the globe. In numerous countries, tourism stands as a pivotal industry or a primary economic driver, recognized as the fastest-growing sector worldwide. Furthermore, the advancement of tourism is crucial for the development of various other industries, consistently pursued in a sustainable manner, integrating diverse elements and supporting sectors (Binh Nguyen, Pham, and To Truong 2023).

The robust economic growth in the Asia Pacific region (Firman et al. 2023) presents significant opportunities for the expansion of tourism markets in Southeast Asian countries, including Thailand, Malaysia, and Indonesia. Indonesia, in particular, exhibits considerable potential for tourism development. The nation boasts rich cultural heritage and natural environments that serve as a foundation for its tourism sector. The tourism industry plays a crucial role in fostering economic advancement for both the country and its citizens. Since its

inception in the 1970s, this sector has experienced substantial growth, particularly accelerating from the 1990s onward. However, while the tourism industry has positively influenced the nation's economic progress, it has also led to various adverse effects on social, cultural, and environmental aspects within the country (Dadová and Soviar 2021).

However, in order to maintain tourism alive and well in the country, a sustainable development strategy is required (Gato et al. 2022). The tourism sector was affected badly in 2019 due to covid. This pandemic has not only slowed down but, in the initial stages of the pandemic, has marked a full stop in this industry. As a result of this pandemic, the basic controlling measures were taken as social distancing, movement from one place to another place, lockdown, blockage of food, and the hospitality industry. These changes have shown their impact on the bottom line of society. This also results in an increase in unemployment which badly affects the common man's life. There is an urgent need to express a special interest in this industry with the view to bringing it back to the sustainability stage. Keeping in view, the present study has selected this industry (Zheng et al. 2023).

The tourism sector in Indonesia is experiencing significant growth. In 2017, the country welcomed over 14 million international visitors, an increase of more than 2 million compared to the previous year. This rapid influx of tourists, along with the substantial foreign currency they contribute, is expected to persist. This trend is not merely accidental; it is the result of a strategic and deliberate initiative by the government to

enhance the industry's development. In 2015, the Ministry of Tourism set an ambitious goal of attracting 20 million foreign tourists by 2019 (Kementerian Pariwisata dan Ekonomi Kreatif 2024).

Indonesia's tourism industry (Firman et al. 2023), with a population of around 9 million at the time, set an ambitious goal that seemed challenging to achieve. However, recent statistics indicate that they are on track to not only meet but also surpass this target. To ensure the success of Indonesia's tourism sector, it is crucial to establish clear metrics that can help avoid potential challenges. This necessitates the implementation of sustainable tourism practices that align with the country's tourism strategy and overall development (Zhang 2023). The ultimate objective should be to create positive outcomes for all parties involved, as outlined by the World Tourism Organization (WTO) and the United Nations Environment Program (UNEP). Sustainable tourism, as defined by, involves activities that take into account both present and future economic, social, and environmental impacts while also addressing the needs of tourists, the industry, the environment, and the local community. These principles are consistent with the definition provided by UNEP in 2005 (Firman et al. 2023).

Indonesia's tourism industry, with a population of approximately 9 million at the time, established an ambitious goal that appeared to be quite challenging to achieve. Nevertheless, recent data suggests that they are on course not only to meet but also to exceed this target. To ensure the success of Indonesia's tourism sector, it is essential to set clear metrics that can help mitigate potential

obstacles. This requires the adoption of sustainable tourism practices that are in line with the country's tourism strategy and overall development (Firman et al. 2023). The ultimate aim should be to generate positive outcomes for all stakeholders, as outlined by the World Tourism Organization (WTO) and the United Nations Environment Program (UNEP). Sustainable tourism, as defined by (Buhalis, Leung, and Lin 2023) encompasses activities that consider both current and future economic, social, and environmental impacts while also addressing the needs of tourists, the industry, the environment, and the local community. These principles are in line with the definition provided by UNEP in 2005.

Sukabumi Regency has introduced a new tourist attraction known as Oasis Nature Tourism. Officially soft opened on April 23, 2023, this destination is designed to be family-friendly, offering a range of outdoor activities suitable for both children and adults. The vision behind Oasis Nature Tourism is to create a recreational space for families, featuring amenities such as a playground, waterpark, swimming pool, scenic photo spots, boat rides, and various culinary options.

For those interested in visiting Oasis Nature Tourism, it is located on Jalan Mayor Mahmud in Sukajaya Village, within the Sukabumi Sub-district. Although it falls under the jurisdiction of Sukabumi Regency, it is conveniently situated just 3 kilometers (approximately an 8-minute drive) from the center of Sukabumi City, effectively positioned at the boundary between the city and the regency. During the soft opening phase, the entrance fee for Oasis Nature

Tourism is set at Rp 15,000 per person. Additional charges apply for specific activities, such as boat rides at Rp 10,000 per person, waterpark access at Rp 10,000 per person, costume rentals for Rp 50,000 for a duration of 30 minutes, and animal feeding experiences at Rp 5,000.

The operational hours for Oasis Nature Tourism during the soft opening are from 09:00 to 17:00 WIB daily. Plans for the grand opening include extending these hours to 09:00 to 22:00 WIB. Attractions within Oasis Nature Tourism include:

European-themed photo spots: The park features several photo opportunities inspired by European landmarks, including miniature replicas of Santorini, Greece, and various sites from the Netherlands. Visitors can take unlimited photographs upon paying the entrance fee. Waterpark: Another highlight of Oasis Nature Tourism is its waterpark. Access to the waterpark requires an additional ticket priced at IDR 10,000 per person. The facility includes slides and bucket dump rides, providing enjoyment for both children and adults alike.

At Oasis Nature Tourism, guests have the opportunity to enjoy a boat ride around the pond. The ticket for the boat ride costs IDR 10,000 per person and lasts for approximately 10 minutes. It is important to note that the boat ride ticket is separate from the entrance ticket. During the boat ride, visitors can capture picturesque moments in the pond with vibrant Dutch-style buildings in the background. 4. For those looking to add a touch of fun to their visit, costume rental is available at Oasis Nature Tourism. Guests can rent cowboy or Dutch costumes along with props to take thematic photos. The rental

fee for costumes is IDR 50,000 for a duration of 30 minutes.

Oasis Nature Tourism features a playground specially designed for children. The playground area is partially outdoor, allowing visitors to engage in play activities amidst the natural surroundings. An exciting activity offered at Oasis Nature Park is the opportunity to feed the fish in the pond. By purchasing fish feed for Rp 5,000 per pack, tourists can enjoy feeding the fish while enjoying the serene pond environment. Additionally, Wisata Alam Oasis is currently in the process of developing a mini zoo, promising a wider range of animal collections in the near future.

Although (Sumiyati and Murdiyanto 2018), strategy for marketing communication plays a crucial role in determining the volume of visitors to a tourist destination, as it encompasses various methods aimed at engaging the community. This engagement is essential for raising awareness, generating interest, and encouraging repeat visits from tourists. This research seeks to explore and develop effective tourism marketing strategies for Suwuk Beach in Kebumen Regency. The methodology employed in this study is SWOT analysis. Findings indicate that the Kebumen District Youth and Sports and Tourism Office has implemented a marketing communication mix for promoting tourism at Suwuk Beach. However, certain elements, including promotion, human resources, community empowerment (Pokdarwis), and media relations, remain underdeveloped. Therefore, there is a pressing need for enhanced support and guidance, along with ongoing evaluation and monitoring of these components. A long-term

objective should be the establishment of a strong brand identity for the tourist destination, which would significantly enhance its appeal to potential visitors.

The Indonesian government has recently undertaken initiatives to enhance and develop various tourism attractions across the country, aiming to boost visitor numbers from both domestic and international markets (Azzahrani 2019). The tourism sector in Indonesia, overseen by the Ministry of Tourism, has adopted distinct branding strategies: "Wonderful Indonesia" targets foreign visitors, while "Pesona Indonesia" is aimed at local tourists. This paper will investigate the marketing communication strategy employed by the Ministry of Tourism in promoting the "Pesona Indonesia" brand for local audiences. The research methodology utilized in this study is qualitative description, with data collected through interviews with three individuals from the Tourism Marketing and Development division of the Ministry. The findings, analyzed through the lens of Public Relations theory and the characteristics of social media platforms like *YouTube*, indicate that the Ministry's marketing communication strategy for "Pesona Nusantara" involves a digital campaign that includes endorsements from artists and vloggers. This approach is designed to enhance public awareness and encourage both viewership of the campaign videos on *YouTube* and visits to local tourism sites (Azzahrani 2019)..

The tourist activity in Sukabumi (Sanubari 2024) Regency experienced a decrease at the end of the eid holiday 024 holiday period. On Sunday, April 14, 2024,

the number of tourists visiting Sukabumi Regency decreased to approximately 29,000 people, compared to the 31,000 visitors the day before, on Saturday, April 13, 2024. The decline continued on Monday, with only 15,000 tourists visiting the 26 marine tourism points in Sukabumi Regency. This significant decline has had a notable impact on the local economy, particularly affecting community stakeholders and the Oasis tourism sector. It is evident that the decrease in tourist numbers can be attributed to various factors, such as the emergence of new attractions, insufficient promotion, and ineffective marketing communication strategies. Addressing these issues is crucial in order to attract more visitors to the marketed tourist attractions (Sanubari 2024).

The challenges identified highlight the significance of investigating the marketing communication strategy employed by Oasis tourism. Oasis serves as a compelling tourist destination, characterized by its accessibility and the natural beauty it offers to visitors. The scenic allure of Oasis Sukabumi provides a recreational experience amidst lush green fields and shaded trees. This location effectively merges elements of European-style vacations, featuring accommodations, cafes, and restaurants, alongside various enjoyable activities. It is anticipated that a well-executed tourism marketing communication strategy could lead to an increase in visitor numbers. The primary aim of this research is to examine the marketing communication strategies implemented by the public relations team of Oasis tourism to enhance tourist attendance.

Marketing

Philip Kotler and Kevin Lane Keller (Tjiptono et al. 2020) define marketing as a social and managerial process through which groups satisfy their needs and wants by creating and exchanging products and values. This definition is grounded in fundamental concepts such as needs, wants, and demands, as well as products, utility, value, satisfaction, exchange, transactions, market relationships, marketing, and marketers.

The core concepts can be defined as follows: a) Necessity: A state experienced by individuals due to the absence of fulfillment on a particular basis. This necessity is not artificially created by society or marketers, but rather it is an inherent condition within the human body. b) Craving: An intense longing for the specific fulfillment of deeper needs. c) Demand: The desire for a particular product accompanied by the ability to purchase it. d) Commodity: Something that can be presented to an individual to meet a need or desire. e) Usefulness: A consumer's evaluation of a product's overall ability to fulfill a need. The closer a product aligns with a need, the greater its utility value. f) Transaction: The process of acquiring a desired product from someone by offering something in return. In addition, (Aladag et al. 2020) define marketing as a comprehensive system of business activities focused on planning, pricing, promoting, and distributing goods and services that cater to the needs of both current and potential customers.

From this definition, it can be seen that marketing is actually an activity to offer goods or services by an individual or a group aimed at satisfying consumers to be loyal and

become regular consumers through activities related to making a product, pricing, promotion, product distribution, so as to achieve the desired target (Gato et al. 2022).

In relation to this research, the marketing product is the Oasis tourist attraction including facilities and infrastructure as well as the facilities contained in the Oasis tourist attraction located in Sukabumi Regency. Oasis Tourism is one of the natural tourist destinations in Sukabumi Regency, this cannot be separated from several aspects of marketing carried out by the local government and also various tourism activists. The decline in the number of visitors is important to see from the marketing aspects both in terms of products, namely the tourist attraction itself, ticket prices and promotions carried out to increase the number of visitors.

Marketing Communications

Communication plays a crucial role in marketing endeavors. Marketing communications (Tjiptono et al. 2020) are tasked with delivering messages that engage and inspire potential customers by imparting knowledge about their needs and the various categories of those needs. Within the realm of marketing, there exists a brand that must be introduced to the public. Brands inherently rely on publicity, thus existing solely within the realm of communication. As stated by (Gato et al. 2022), marketing communication is a strategic marketing activity aimed at disseminating information, influencing, persuading, and reminding the target market about the company and its services, encouraging them to inquire, purchase, and remain loyal to the offerings provided by the

company in question (Binh Nguyen et al. 2023).

Marketing communication (Tjiptono et al. 2020) is a crucial aspect for marketers, as it is the key to informing consumers and society about the availability of products in the market. The design of marketing communication should be accurate in order to ensure that all promotional elements and marketing activities work together to convey a consistent message to customers (Dadová and Soviar 2021). highlights the main components of marketing communications, including the communication strategy which involves using visuals and the right message to achieve success in promotional programs. The stages of communication and message strategy are aimed at creating awareness, generating interest, and fostering customer loyalty towards a product or service (Tjiptono et al. 2020).

In communication studies, these stages are known as AIDDA (Attention, Interest, Desire, Decision, and Action) (Tjiptono et al. 2020). Potential Segmentation: Segmentation has specific characteristics that are limited by: age, gender, occupation, education and geographical boundaries. From several targeted segmentations, it is necessary to determine which segmentation is considered potential. Errors in determining potential segmentation can result in wasted promotional costs and wasted time. If potential segmentation is associated with a marketing communication strategy, then the determination of this potential segmentation can affect the determination of the time required for determining the stages of communication, the use of any media related or close to the intended segmentation, how

many times a message should be exposed and what messages are more easily understood and able to attract consumer attention. Media Planning: Mass media is considered a medium that is able to reach a wider target (Gato et al. 2022).

Media (Geng et al. 2024) selection is linked to how much money must be prepared compared to the amount achieved. This is certainly done through a careful study, where the best study is done through media research. The results of media research can be used as important input to help determine when an advertisement is exposed (exposure), how long (duration) the exposure time, and how many times (frequency) the advertisement should be exposed. In outdoor media (outdoor promotion) the selection of the right location, size, and shape becomes an important consideration in addition to message and visual factors. 4) Creative Messages and Visuals: Differentiation of messages and visuals in relation to marketing communication activities is comprehensively studied, so that the messages conveyed are able to attract attention and foster a strong effect. In mass media such as television media, sound effects, visual effects and story content must be creatively designed so that they have a high level of differentiation. Creativity can produce a work that has strong message characteristics (Petr and Caudan 2024).

The purpose of producing a strong message is so that the message conveyed through the media is able to attract the attention of the audience. 5) Communication Costs and Advertising Expenditure: In every deployment of a new product, a company can spend a considerable amount of advertising

expenditure in a certain period of time, especially at the stage of achieving product awareness (Potter et al. 2022).

The advertising (Binh Nguyen et al. 2023) expenditure prepared during this period is usually almost half of the total production cost charged for the product. A new product that is produced can lead to new competitors. These conditions make the promotional strategy, which is mainly related to the planned advertising costs, subject to dynamic changes and fluctuations. In general, the determination of the required budget can remain in the range above the average previous advertising expenditure. This aims to maintain brand positioning and strengthen consumer confidence in the product. 6) Marketing Communication Research: In marketing communications research, the level of success is measured based on the extent to which the advertisement or activity is able to influence the level of sales of a product or the use of a service. Marketing communication research can be summarised into four important studies that form a single unit, namely: a) Research on Ad. Likeability, b) Research on Media Effectiveness, c) Research on consumer attitudes and behaviour, d) Research on competitors or what is called Marketing Communication Intelligence (Potter et al. 2022).

Future Business Concepts: Discoveries in scientific fields in line with the changes and achievements of the needs of the world community, the establishment of quality standardisation, changes in the level of competition and prices, are the most prominent part of changes in the business environment. Changes in the environment

can affect changes in a number of concepts and ideas in the field of a particular discipline (Binh Nguyen et al. 2023).

It has been explained above that related to this research, that the marketing product here is a natural tourist attraction, namely Oasis Tourism in Sukabumi. Thus, referring to the main ideas about marketing communication that have been explained by several experts, then in terms of marketing communication aimed at tourism-related activities, or known as tourism marketing communication (Lang, Buu, and Hien 2020).

Marketing Communication Strategies

Not always the policies contained in a programme can run as it should, many programmes are not successful because they are not on target, it could also be due to a lack of effective communication. For this reason, good communication planning and strategy are needed to achieve the expected goals. In terms of communication, strategy is closely related to the communication resources available to achieve the goals to be achieved. While the marketing communication strategy is approached through a marketing communication mix known as Marketing Communication whose elements are Selling, Advertising, Sales Promotion, Direct Marketing, Publicity and Public Relations, Sponsorship, Packaging, Exhibits, Point of sale and merchandise, Word of mouth, e-marketing, Corporate Identity (Gato et al. 2022).

METHOD

This research uses qualitative methodology as described by (Rashid et al. 2019) Case studies serve as in-depth descriptions and interpretations of various

aspects of individuals, groups, organisations (communities), programs, or social settings. Researchers conducting case studies aim to collect a wide variety of data about the subject under study. The methodologies used in case studies are diverse, including observation, interviews, document analysis, and other relevant data to provide a comprehensive picture of the case.

According to Lincoln and Guba (Creswell 2018) Case studies serve as the primary method for emic research by presenting the perspective of the subject under study. Case studies offer comprehensive descriptions that reflect readers' real-life experiences. According to (Creswell 2018) case studies allow readers to identify internal consistency, which includes stylistic and factual coherence, as well as trustworthiness. In addition, case studies offer detailed descriptions that are important for assessing transferability, and case studies are also conducive to evaluating contextual factors that shape the meaning of the phenomenon under study. (Cole 2023).

Data collection activities in this study are using several ways, namely in-depth interviews, non-participatory observations, and documentation. As primary data are the results of in-depth interviews conducted with the Head of Marketing, Head of Public Relations, staff who are directly related to the management of tourist attractions and interviews with several visitors to find out the perceived results, while secondary data is obtained by non-participatory observation, in order to find out directly the Oasis tourist attraction attributes related to marketing communication carried out and document collection such as tourist visit data,

promotional media products both printed and found on social media.

RESULTS AND DISCUSSION

Concept of marketing in general has evolved from 4P (product, price, place, promotion) to 7P (product, price, place, promotion, people, process, physical evidence). This concept is known as the marketing mix. This shows that marketing activities increasingly involve many aspects, both physical and non-physical. The 7Ps that are the core concept of marketing tourist destinations (DTW) in Sukabumi Regency are:

Product: The product is the most important thing that will be sold so that in addition to quality, packaging and branding must be packaged and designed as attractively as possible so that it is attractive to buyers. The product referred to in this context is a tourism product, namely the Oasis tourist attraction and all components in the Oasis tourist area which include: natural panoramic beauty, supporting facilities and facilities, culinary, merchandise, children's rides, and so on. Products in tourism will have more appeal if accompanied by information on something distinctive that distinguishes it from other products such as food, souvenirs and others.

Price: Price is a factor that can affect the sale of a product. Price suitability is often a consideration for consumers in choosing a product. The entrance ticket price (HTM) for Oasis tours is Rp. 15000, (fifteen thousand rupiah). This price has been adjusted from Rp. 10000, when it first opened. HTM is considered very affordable, so it is hoped that the surrounding community can often visit

oasis tours. Likewise, the prices of various rides in Oasis can be categorised as low price.

Location (Place): The ease of reaching a location is an important concern because the location will affect the cost of transport and accommodation for tourists. Oasis Nature Tourism is in a very strategic location, access to provincial roads that connect cities and regencies in West Java and surrounding areas. Small vehicles such as private cars, public transport, and even tourist buses can easily access the Oasis location.

In addition, generally the road conditions are good asphalt, and the time needed to get to the Oasis natural tourist sites can be said to be not too long, because it only takes approximately fifteen minutes from the city centre of Sukabumi, making it easier for tourists who come from outside the city and district Sukabumi. However, from the results of observations there is still a lack of billboards that indicate the existence of tourist sites. To attract the attention of road users, ideally a few kilometres before heading to the entrance to the location, billboards should be installed so that in addition to attracting attention, it also makes it easier for tourists to get to the location.

Promotion: Promotional activities are the activities that have the most programmes related to tourism, because promotion is very important in informing in detail and clearly about matters relating to Oasis Nature Tourism. Promotion of a tourist attraction must be spread out so that it reaches all circles of society. In the era of promotional technology, besides using various print media, it also uses online media. To be right on target and effective, of course, it should be adjusted to the target target so that it is

effective both in terms of communication effectiveness and promotional media costs.

In addition, ideally there should be monitoring and evaluation of the promotional media used. Promotional activities carried out by the Sukabumi District Government involved stakeholders, such as business actors; hotels, travel agencies, restaurants, and also direct promotion (direct sale) to schools, other tourist attractions in Sukabumi, and even special staff of the agency which was packaged in various events/exhibitions. Promotions are conducted through media channels, both print and electronic. What is currently being intensified is online-based promotion through booming social media (medsos), such as WA Group, tik-tok, facebook, twitter or what is now called X, instagram, and the like. The mass media channels used should be programmed and not only local media so that they can reach a wider range of tourists.

People: Human resources are the most important factor of all marketing elements, because human resources are the driving force that not only designs and formulates programmes, but also implements and runs the system. Basic competencies and high performance must be met in order to optimise a programme. To improve the ability of human resources, trainings are carried out according to the field of work and comparative studies. HR training training both from the Tourism Office and people related to object management.

Process: Service and product quality are highly dependent on the process of delivering services to consumers or customers. All types of services and services must be carried out in accordance with

established and standardised systems and procedures. These provisions must be obeyed by all stakeholders who have high competence and loyalty to the institution. In carrying out task activities, the existing regulations are adjusted. In this process activity, there is still a lack of synergy in planning implementation and monitoring and evaluation in the use of promotional media that has not been clearly programmed and involvement with business actors.

Company Physical Evidence (physical evidence):

Physical evidence of the company is a physical building that has added value and can represent the character of the product / institution. All facilities and infrastructure including infrastructure around the oasis tourist attraction can be important for visitors. The layout, building design, equipment, and artworks that reflect local specialities are objects that have their own impressions for visitors. Currently, the physical resources of the tourist attraction are being revamped as a product to be marketed. Marketing activities in the end is the target to be achieved (goals).

Therefore, marketing activities are the power to sell products, however, to reach consumers, a product must be informed. Information about clear product details, the entire production process until the product reaches consumers requires a touch of communication. Through communication, information and understanding of consumers about products can be through various information channels that suit consumer needs. Thus, the role of communication here has the power as a function of information

and understanding to consumers about the products being sold.

According to Kotler (Tjiptono et al. 2020), the communication mix is able to turn consumers or potential consumers into 'knowledge agents' who will tell others. Thus, marketing with communication is an inseparable synergy (marketing communication mix). The elements of communication mix in Smith's marketing communication in advance are Selling, Advertising, Sales Promotion, Direct Marketing, Publicity and Public Relations, Sponsorship, Packaging, Exhibits, Point of sale and merchandise, Word of mouth, emarketing, Corporate Identity.

Marketing communication mix carried out by Internal Stake Holder Head of marketing and Head of Public Relations in order to formulate tourism marketing communication strategies, especially in Oasis tours based on data obtained through interviews and observations in the field are as follows:

are as follows: Sales (Personal Selling): Kotler (Tjiptono et al. 2020) personal selling is the process of delivering information to consumers to persuade them to buy products through personal consumers. With personal selling, marketers or salespeople have the flexibility to tailor messages to meet consumer needs for information. Selling in this context can be implemented through activities such as sales presentations, sales meetings, fairs and trade shows, incentives programmes, samples. At this stage, it is carried out by staff specifically assigned by the marketing and public relations team as 'sales agents' whose job is to directly present tourist objects in the Sukabumi region,

including oasis nature tourism. This activity was packaged as a travel dialogue. The travel dialogue was conducted by visiting other districts and schools.

Advertising: Advertising according to Kotler (Tjiptono et al. 2020) is a mass communication process that involves a particular sponsor, namely the advertiser (the advertiser, for example, through a television broadcast programme). Meanwhile, advertising itself is defined by Kotler (Tjiptono et al. 2020) as 'any paid form of non-personal communication about an organisation, product, service, or idea by an identified sponsor'.

Information on the Oasis tourist destination in Sukabumi Regency is conveyed through various media, both print and electronic. Through print media by making catalogues, brochures and tourist maps left in hotels, billboards or posters on main roads. Advertising that utilises electronic media is also done through local TV and radio, and occasionally through national TV. Recently, online advertising has been intensified through the tourism web, social media and *YouTube*.

Promotion: Promotion is one of the spearheads in marketing a product both goods and services. argues(Gato et al. 2022) that sales promotion is an activity and/or material that in its application uses techniques, under the control of the seller/producer, which can communicate attractive persuasive information about the products offered by the seller/producer, either directly or through parties that can influence purchasing decisions. Promotional activities carried out to increase tourist attraction have been carried out through various events. One of

them is an anime fest event with unique costumes, for example events: art performances and music concerts and so on.

In addition, special discounts and discounts are also given, such as a 50% discount for school students in the Sukabumi district, or a discount of a certain percentage for tourists with a certain number of groups. Although this event has not been routinely programmed, the management of oasis nature tourism and the Sukabumi District Tourism Office continue to try to promote oasis through viral media, for example by making film teasers and posting on social media (Tik-tok, Instagram, Facebook, X) and YouTube under the name 'destination sukabumi'. However, promotional activities such as these events have not been routinely and regularly programmed. With two events that are scheduled and informed to the outside community, it can have an influence on tourists to visit at least especially for tourists who have a high interest in the event being held. The effectiveness of the use of promotional media through social media needs to monitor how many tourists follow the social media used so that information on the media can be strengthened.

Publicity and Public Relations: Public Relations according to the (British) Institute of Public Relations (IPR), is an overall effort that is carried out in a planned and sustainable manner in order to create and maintain good will and mutual understanding between an organisation and all audiences (Hanna, Rowley, and Keegan 2021). Fostering good relationships with stakeholders is very important, because they are the parties who are directly in contact with visitors and act as the spearhead of tourism. Therefore, the oasis

public relations team has collaborated and conducted coaching with various related parties, including: local business traders of oasis natural tourism, namely by conducting MSME coaching and training.

E-Marketing: According to Brenda Kienan (2001) that Emarketing is doing business online whose most obvious form is selling products to consumers online. Simply put, it is creating, managing and expanding commercial relationships online. In the era of information and communication technology and the widespread use of social media, the marketing team and the oasis public relations team in marketing tourism also follow the times by marketing oasis attractions through E-marketing using web media, social media *Twitter, Tik-tok, Facebook, Youtube, Instagram.*

From the results of the research it was found that the prominent marketing communication carried out was e-marketing using social media. Some of the weaknesses that exist are in the planning of activity programmes using the marketing communication mix in programme planning, because it is less involved with business people, activities have not been carried out periodically, especially in advertising, promotion, lack of monitoring and evaluation of activities that have been carried out so that it cannot be known the level of achievement of activities to increase the number of tourist visitors. There is still a lack of budget support from the Regional Government so that it is less able to develop promotional programmes. There is no prominent branding on tourism objects that can attract more tourists to visit.

Targets in the use of promotional media for each group of tourists from groups such as the general public, students, communities and others are still receiving less attention so that the effectiveness of marketing-communication strategies is lacking. The target audience in this case is tourists is very important so that both the message and the media used can effectively reach the target. Monitoring and evaluation of tourism marketing communication strategies also receive less attention, such as the distribution of brochures in hotels and restaurants, and there is no measurement of visitor satisfaction, market research on the sources of information obtained by tourists who visit because this can determine the effectiveness of tourism marketing communication strategies.

Based on the results of discussions with informants from the head of marketing, head of public relations, public relations staff, coordination will be improved with all related parties and try to create branding and improvements are being made, especially strengthening the product itself, namely tourist objects with all related facilities and infrastructure so that they have more selling value.

CONCLUSION

From the results of the study, it can be concluded that the implementation of marketing communication in increasing the number of tourist visits has used marketing communication strategies, both from the marketing mix and communications mix angles but has not been carried out optimally, there are still several activities that have not been programmed properly. Target targets in

the use of promotional media are still not considered so that the effectiveness of the media used is not measurable. Monitoring and evaluation of the marketing communication strategy has not been carried out so that the effectiveness of each activity carried out and its effect on the number of tourist visits is not known.

Recommendations to the Sukabumi District Government to further increase tourist visits in oasis nature tourism and also other tourist attractions in the Sukabumi District include the need to increase and strengthen aspects of tourism marketing communication, especially in terms of promotion and resources in accordance with tourism competencies. The need to increase and strengthen the expansion of partnership networks with various related parties in order to be right on target in accordance with the desired audience segment. The need to build branding that characterises an area and becomes a tourist attraction destination. Reviving tourism awareness groups (pokdarwis) because the group members include traders contained in tourist attractions so that they can provide better service and provide clear and interesting information.

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