

Tourism Development Strategy at Minang Rua Beach, Kelawi Village using Differentiation Strategy

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ABSTRACT

Tourism development is an important effort to improve the economy of a region. One of the tourist attractions that has natural and cultural potential is Minang Rua Beach. Minang Rua Beach is a tourist destination that has its uniqueness to find great opportunities for sustainable tourism development. Minang Rua Beach implements a strategy for tourism development, namely a differentiation strategy. The differentiation strategy has been recognized as an effective approach in attracting the attention of tourists and differentiating tourism destinations from others. This research aims to analyze and describe how differentiation strategies are applied in tourism development. The research method used was descriptive qualitative, data was collected through observation, interviews, and documentation. Based on observations at Minang Rua Beach and interviews with Minang Rua Beach Managers who are members of the Tourism Awareness Group (POKDARWIS) as well as tourists who come to this tourist spot, Minang Rua Beach shows unique natural and cultural uniqueness. Minang Rua Beach has become the main pawn in implementing differentiation strategies such as natural beauty, cultural diversity, or exclusive activities. Researchers found that marketing efforts that emphasize the uniqueness and specialness of destinations have succeeded in attracting market attention.

INTRODUCTION

The development of the tourism sector in Lampung Province has its characteristics and diversity. This is what can cause competition in each region, one of which is Minang Rua Beach in Kelawi Village, Bakauheni District, South Lampung Regency. This tourist destination is more than just a means of vacation but is also a need for many people. It is not surprising that tourism development is increasingly rapid and has even become a promising business opportunity. With so many new tourism resources discovered, there is an urgent need for tourism development to manage tourism optimally and turn it into a tourism resource.

In Lampung Province, competition between the tourism sectors is very tight and various efforts are made to obtain various competitive advantages by demonstrating superior tourism resources. According to Kotler (2009), one of the competitive advantages for manufacturers is differentiating their products by providing more value to consumers compared to what competitors offer. The same thing also happens in the tourism sector, to make these facilities the main attraction to bring back tourists.

This research utilizes Michael Porter's differentiation strategy as a strategy to increase competitive advantage. A differentiation strategy is an initiative or action that allows producers to create meaningful differences in the products or services they offer, creating a unique and meaningful perception while providing value to consumers. Differentiation allows manufacturers to offer more differences and unique features than their competitors and allows consumers to place greater value on the products and services offered because of those differences.

Based on the background above, the formulation of the research problem is What is the tourism strategy for Minang Rua Beach in Kelawi village using a differentiation strategy? aims to develop Minang Rua beach tourism in Kelawi village through strategic management based on a differentiation strategy. The benefit of this research is that it can add to and enrich research related to the development of the Minang Rua beach tourism sector which is better known and in demand by tourists. And can develop the tourism sector by using a Differentiation Strategy.

THEORETICAL REVIEW

Definition of Strategy

Strategy is a systematically planned plan or approach to achieve certain goals or results in a certain context. The strategy involves a series of actions that are carefully structured and directed to optimize the use of available resources to achieve excellence and defined goals. In a business context, strategy refers to a long-term plan made by a company to achieve its business goals, including determining business goals, identifying company strengths and weaknesses, market analysis, identifying external environmental opportunities and threats, and developing specific action plans to achieve these goals.

Defining Strategy According to Michael Porter (1985), strategy is a tool for achieving competitive advantage. Strategy is a general way to achieve long-

term goals. Strategy can be defined as the selection of unique and different steps taken by a company to create added value and achieve a competitive advantage in the market. In Porter's perspective, business strategy is not just about what the company wants to do, but also about what it does not do.

(Differentiation Strategy)

Differentiation is a strategy to maintain customer loyalty, and by using a differentiation strategy, consumers obtain higher value compared to other products. According to Kotler (2009), company strategy should be focused on creating unique added value for customers, which differentiates their products or services from competitors. This can be seen in product innovation, higher quality, superior customer service, or other attributes that the market deems valuable.

Differentiation advantage occurs when a company can create a product or service that is unique and considered valuable by customers so that they are willing to pay a higher price than a similar product or service from competitors. Differentiation can take the form of products, higher quality, additional features, as well as superior customer service. This differentiation strategy aims to create a strong brand image and create customer loyalty.

In Porter's theory, differentiation is considered as one way to achieve a competitive advantage, apart from low-cost strategies, differentiation strategies, and low-cost strategies can be implemented simultaneously or separately depending on market conditions and company goals. For companies that choose differentiation as their main strategy, the main focus is to create and maintain strong product or service differentiation to win competition in the market.

Tourism Development

Tourism development means increasing the attractiveness of tourism resources and developing them in line with the vision and mission. The development of tourism cannot be separated from the direction of development of Indonesian national culture. This development is the most important development to be achieved in the tourism industry. As development progresses, attractive packaging is needed and existing facilities and infrastructure need to be further improved.

Tourism development refers to efforts made by the government, tourism institutions, and other stakeholders to increase tourism potential. Tourism development aims to increase the number of tourists visiting, increase local economic income, preserve culture and the environment, and provide benefits to local communities.

The following are some aspects that are usually covered in tourism development:

1. Tourism infrastructure: development and improvement of infrastructure such as airports, roads, public transportation, accommodation, and other tourism facilities to increase accessibility and comfort for tourists.

2. Marketing and promotion: efforts to market tourist destinations to appropriate target markets through various channels, including advertising, social media promotions, participation in tourism exhibitions, etc.
3. Diversification of tourism products: development of various types of tourism products such as cultural tourism, natural tourism, adventure tourism, culinary tourism, etc. to attract various types of tourists with different interests.
4. Destination management: effective management of tourist destinations to ensure a positive tourist experience, including environmental management, regulation of tourist traffic, protection of local culture, etc.
5. Community participation: involving local communities in taking direct benefits from the tourism industry, as well as ensuring that tourism development has a positive impact on local communities.
6. Education and training: increasing the skills and knowledge of local communities in the tourism industry, including training in customer service, tourism management, environmental conservation, etc.
7. Cultural and environmental preservation: safeguarding and preserving cultural, natural, and environmental heritage from the negative impacts of tourism, as well as adopting environmentally friendly practices.

Partnership and collaboration: building partnerships between government, the private sector and civil society to support sustainable and inclusive tourism development. Pengembangan pariwisata yang berkelanjutan dan berdaya saing membutuhkan perencanaan yang cermat, koordinasi yang efektif antara berbagai pihak, dan pengelolaan yang bijaksana dari sumber daya alam dan budaya

METHODOLOGY

Object of Research

According to Sugiyono (2018), a research object is a study, object, or activity of a person with certain variations that are determined to be studied by researchers and draw conclusions from them. The theme of this research is tourism development strategies that utilize differentiation strategies. A research place is an environment, location, or area planned by researchers to be used as a research subject to collect the necessary data. Location is the region or region where a topic or research object is studied. This research was conducted at Minang Rua Beach, Kelawi Village, Bakauheni District, South Lampung Regency. The reason I chose this tourist spot as my research location was that I often visit this tourist spot and thought it would be easier to collect research data from that location. This tourist attraction is one of the tourist attractions that is much sought after by the people of Lampung, especially teenagers.

Types of Research

This type of research is a type of field research. It is called field research because the data and information obtained were carried out by direct interviews with key informants and informants. The method used is a qualitative research method that uses observation and interviews to collect field

data. To achieve optimal results in research, appropriate methods must be used, which means describing in the form of discussions, and describing data and words so that they are not in the form of numbers.

Research Subject

The qualitative method used in this research is descriptive analysis. The sample used in this research was purposive. This means that the samples that are also used as research sources or informants are those who were initially identified based on predetermined criteria.

Main Research Questions (Grand Tour of Questions)

"How the use of differentiation strategies can influence tourism development towards Minang Rua Beach"

Minor Research Questions

1. How does Minang Rua Beach define and experience a differentiation strategy in tourism development?
2. What are the positive and negative impacts of using a differentiation strategy in tourism development on Minang Rua Beach?

Data Collection Technique

1. Observation Technique

Researchers use direct observation to observe how events occur in the field.

2. Interview Techniques

The interviews conducted by researchers consisted of interviews with key informants and informants as well as visitors to the Minang Rua Beach tourist attraction. In this research, researchers conducted interviews with informants, especially the management of the Minang Lua Bahari Tourism Awareness Group (Pokdarwis) and several tourists who visited Minang Rua Beach. On the other hand, researchers will explain how the Minang Rua Bahari Tourism Awareness Group (Pokdarwis) plans its development strategy, as well as the activities and work carried out by Pokdarwis starting from program planning to program implementation and program evaluation. We will carry out data collection techniques using interviews. Can we find out whether the development strategy planned by Pokdarwis uses a differentiation strategy?

3. Documentation Techniques

Documentation is a collection of data used to obtain supporting data through documents related to research, namely technology. Documenting this research means collecting the necessary research data. The data collected can be in the form of photos, text, images, and data that is appropriate to the research topic.

RESULTS AND DISCUSSION

Based on the results of research studied using qualitative research methods, tourism development management strategies are steps or processes to achieve tourism activity goals within a certain period. The strategy

implemented relies on specific tourism-related themes such as marketing, advertising, investment, tourism resources, etc. to simplify the development process. Tourism development aims to improve the quality of tourism and make it worthy of being a tourist destination.

In Porter's differentiation strategy, service and product differentiation is very important to create an identity so that the innovation is easy to remember and implement. Porter also explains that companies can leverage marketing, product features, and the use of the latest technology to increase popularity and turn it into profits. When an organization has a differentiation strategy, whether the strategy develops naturally or not, the organization tends to be more flexible and have better coordination between stakeholders in the organization. On the other hand, when an organization is aligned with a defense strategy, it is more efficient and its coordination is centralized and closely monitored.

The results of the research based on the findings collected are that Minang Rua Beach is a tourist destination that is often visited by many tourists from within and outside the region. Minang Rua Beach is located in South Lampung Regency, precisely in Kelawi Village, Bakauheni District, not far from Bakauheni Harbor. Minang Rua Beach is a beach that has its unique characteristics because, on Minang Rua Beach itself, there are several interesting spots that we can enjoy, such as turtle nesting places, interesting adventure caves, the charm of the green canyon, and beautiful trees on the beach. still very beautiful. Minang Rua Beach is a clean and comfortable beach with various facilities and services provided.

The unique nature and culture of Minang Rua Beach has become the main pawn in implementing differentiation strategies such as natural beauty, cultural diversity, or exclusive activities. Researchers found that marketing efforts that emphasize the uniqueness and specialness of destinations have succeeded in attracting market attention. A marketing process that focuses on local stories, unique experiences, and a strong brand image has been key in highlighting Minang Rua Beach among other destinations. Through interviews with visitors, researchers found that their experiences at Minang Rua Beach often exceeded visitors' expectations. Adequate facilities include a large parking area, prayer room, clean bathrooms, accommodation for relaxing, and places to eat for visitors.

CONCLUSIONS AND RECOMMENDATIONS

In this research, it was found that Minang Rua Beach has implemented a differentiation strategy to prioritize excellence at Minang Rua Beach. Even though Minang Rua Beach has implemented a differentiation strategy, it is also important to maintain the uniqueness and differentiation of the destination. Researchers are also aware of the challenges in maintaining a balance between tourism growth and preserving the environment and local culture. Therefore, the researcher's recommendations include the development of sustainable and responsible strategies. By implementing a differentiation strategy, Minang Rua Beach has succeeded in increasing tourist visits which has had a positive impact

on the local economy. This research shows a significant increase in income from the tourism sector and employment opportunities for local communities.

A differentiation strategy can help identify certain markets that are more responsive to the unique characteristics of Minang Rua Beach, visitors appreciate and recognize the differences that differentiate Minang Rua Beach from other destinations. Researchers found that Minang Rua Beach shows a differentiation strategy in the form of activities, attractions, or unique tourism experiences that contribute to the attractiveness of Minang Rua Beach. By using a differentiation strategy to develop tourism, Minang Rua Beach provides many benefits for tourists who visit, Minang Rua Beach also offers a variety of activities around the beach, from snorkeling, banana spot, rolling donut water sports, riding an ATV to adventure trace the tropical rain around it. Minang Rua Beach also often hosts various activities such as live music, film screenings, workshops, BBQ parties, and tourist trips. Minang Rua Beach emphasizes marketing strategies using social media, Minang Rua Beach managers launched a marketing campaign that emphasizes the uniqueness and special attraction of Minang Rua Beach. Through marketing materials carried out by Minang Rua beach managers, they try to showcase the stunning natural beauty, various activities available, and the comfort of the facilities provided.

FURTHER STUDY

After knowing that the tourism development strategy has used a differentiation strategy, it is hoped that Minang Rua Beach will continue to develop tourism by highlighting its uniqueness, as well as adding facilities and justifying the road to Minang Rua Beach tourism so that more tourists visit.

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