

Marketing Communication Strategy of Organic Argotourism Beji Makmur by Gapoktan in Increasing the Number of Visitors in Wonogiri

Siti Aminah^{1*}, Pawito², Mahendra Wijaya³

Universitas Sebelas Maret

Corresponding Author: Siti Aminah s.amilyas1707@gmail.com

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ABSTRACT

The development of tourism objects in Beji cannot be separated from the role of the local Gapoktan. Gapoktan's main obstacle in promoting organic village tourism is the lack of knowledge about using social media. The purpose of this study was conducted to determine the marketing communication strategy for Beji Makmur organic agrotourism by Gapoktan in increasing the number of visitors to Wonogiri. The method used in this research is a qualitative research method. This type of research uses a qualitative descriptive type. The informants interviewed were Gapoktan, PPL and visitors. The results of this study are Gapoktan as the manager in carrying out the marketing communication strategy for Organic Agrotourism in increasing the number of visitors including three marketing activities, namely first promotion, the second is personal selling and then the third is public relations activities

INTRODUCTION

Tourism is a social phenomenon, which concerns society, organizations, culture and so on which are objects of sociological study. However, sociological studies have not been carried out on tourism for so long, even though tourism has a very long history. This is related to the fact that tourism was initially seen as more of an economic activity, and the main goal of tourism development is to gain economic benefits for the community and the region. (Pitana & Garyati, 2005:33).

So far, the development of tourism objects has only been developed in places that contain history. Nowadays, the development of tourist objects has begun to be developed in areas that have natural tourism potential, such as in villages or tourist villages, so tourism villages are also regional assets that are still should be sharpened or more attention to its benefits. One effort that can be done is by having training by the government and private institutions to create welfare for rural communities by taking advantage of the advantages of regional tourism so that they can become advanced regional tourism, while to attract visitors a tourism object must have its own charm and characteristics from the area.

One area with good potential with several tourist objects is Wonogiri Regency, one of which is the Nguntoronadi sub-district to be precise in Beji Village. The development of tourism objects in the village cannot be separated from the active role of the local Farmers Group Association (GAPOKTAN) with assistance from Field Extension Extensionists (PPL) who play an active role in supporting the successful development of tourist attractions in the area.

Beji Village is one of the hilly areas that has rain-fed land irrigation. Irrigation of agricultural land only relies on water from rain, so that during the dry season the Beji Village often experiences drought. Many efforts have been made to overcome drought, but have not been able to meet the demand for water for agriculture. During the dry season, the people of Beji Village can only rely on their yard plants for their family's food source.

Utilization of yards that have developed in one area can be one of the economic sources in that area. Beji is one of the areas in Nguntoronadi District, Wonogiri Regency which can be developed into agro-tourism.

Agro-tourism in the Beji Village originates from the development of the KRPL Program into an agro-tourism area. Utilization of yards in the agricultural sector starting from the beginning of production or cultivation until agricultural products are obtained in an effort to increase people's income. The development of KRPL into agro-tourism is expected to increase farmers' income, conserve land resources, and maintain local culture and technology which are generally in accordance with their natural environmental conditions (Ministry of Agriculture 2005). The main attraction for agro-tourism in Beji Village is the utilization of the

yard and the farming system by applying an organic farming system with dry land conditions.

Seeing the potential it has, Beji Village is directed to become Agrotourism in the southern region of Wonogiri with superior products in the form of organic dragon fruit. The development of tourism in urban villages is expected not only to increase local revenue (PAD) but also to be able to provide benefits to the community, both in terms of economy, development, education, and culture. Several tourist support facilities such as more adequate roads, viewing posts, and gazebos are increasingly being developed to entertain tourists who come to visit.

One of the efforts that have been made by the Manager of Organic Agrotourism is to increase the number of tourist visits by conducting outreach about Organic Agrotourism to the local community, so that it is hoped that it can be spread to distant relatives, and through this socialization it is hoped that more and more outsiders will know about agrotourism in Beji. especially in the Nguntoronadi area, as a new tourist attraction in Wonogiri, it is very important to carry out organic agrotourism so that more people know about it, both local and outside the region.

One of the reasons the author chose organic agro-tourism is because in Indonesia, especially Central Java, organic agro-tourism is not very familiar, with the Yard Land Utilization program held by Beji Nguntoronadi residents, it can make visiting tourists interested in all walks of life. With limited quantity of residents can attract visitors from within the city and outside the city and even abroad. With tourism that is still categorized as new, but in terms of attracting tourists, Organic Agrotourism can compete with surrounding tours such as the Gajah Mungkur reservoir, wayang village, etc.

After carrying out a major renovation of Organic Agrotourism, he was finally able to develop his village tourism and was able to compete with local tourism. Organic Agrotourism itself still has a lot of improvements in the arrangement of tourist objects, such as the arrangement of parking lots and the need for increased management of promotional media in informing or introducing Organic Agrotourism to the general public. Currently media promotion used by Gapoktan Beji Makmur in providing information to the public via Facebook from the Gapoktan account. Organic Agrotourism is a special attraction as a tourist destination in Wonogiri which is visited by many people. There are even several online news portals such as Solopos.com which write that Organic Agrotourism is one of the tourist destinations whose marketing can be exported to Germany.

Tourists who come to Organic Agrotourism are tourists from the community around Wonogiri and from outside Wonogiri. On normal days the number of tourists is quite a lot, especially on weekends there is an increase in

visitors. For the amount of income and the number of tours as said by the head of the Gapoktan, students here said "during the weekend, on average it is visited by quite a lot of visitors, yes, from among the whichever is the most from university students and other women's farming groups". (Siswarsini, 15 August 2022).

Organic Agrotourism itself is a tourist attraction that presents villages that are still beautiful and made into an organic system. Previously, only ordinary villages were surrounded by forests and there was no public awareness of this tourism. After having a companion from the agriculture service, the Yard Land Utilization program was carried out to build organic agro- tourism.

Efforts to increase the number of tourists in Organic Agrotourism, in this study, researchers will use a marketing communication strategy by applying its elements, namely advertising, personal selling, sales promotion, internet marketing, public relations. In marketing, Gapoktan itself has not maximized in terms of promotion via social media.

The Marketing Communication Strategy is considered very important to implement, by linking the elements in the marketing communication strategy and these activities are very important to be implemented for promotion so that the public knows about Organic Agrotourism so they are interested in visiting.

Based on the description above, the research problem is formulated as follows:

1. How to use social media as a promotion for Organic Agrotourism in Beji Nguntoronadi Wonogiri?
2. What are the Benefits of Visitors traveling in Organic Agrotourism?

METHOD

The type of research used in this study is a phenomenological method using a qualitative approach. According to Creswell (2010: 4), the qualitative assessment process involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing specific data from participants, analyzing data inductively starting from the themes specific themes to general themes, and interpreting the meaning of the data.

This study does not prioritize the size of the population or sampling, even the population or sampling is very limited. If the data collected is in-depth and can explain the phenomenon under study, then there is no need to look for other sampling. What is emphasized here is the depth (quality) of the data, not the amount (quantity) of the data.

The paradigm of this research is constructivism, where this research aims to assess human behavior that is fundamentally different from natural behavior, because humans act as agents who construct their social reality, either through giving meaning or understanding behavior. This paradigm is influenced by the perspective of symbolic interaction and functional structural perspective. This

symbolic interaction perspective says that humans actively and creatively develop responses to stimuli in their cognitive world (Bungin, 2008:69).

Researchers are an integral part of the data, meaning that researchers participate actively in determining the type of data desired. Thus, the researcher becomes a research instrument that must work directly in the field. Because of that this research is subjective and the results are more casuistic not to be generalized.

Research Subjects

Research subjects or informants are people who provide information about the situation and conditions from the research background. Informants are voluntary to be part of the research, even if informally.

In this study, the informants were people who were considered to understand and know about the object of research. The informants included guests/tourists in the vicinity of the research site, the Chairperson of Gapoktan as the manager of Organic Agrotourism and Field Extension Extension.

As for the location, this research is at Argowisata Organic which is addressed in Beji Village, Nguntoronadi District, Wonogiri Regency.

Description of Research Locations Overview Object Tourorganic

Organic Village Tourism is a new tour that has begun to develop since 2014 since the socialization of organic farming through the Pelangi Women Farmers Group (KWT) institution with sub- activities for optimizing the use of yard land, as for the types of commodities developed, various types of vegetables and fruits that are cultivated organically .

In 2015 this tour developed through increasing the institutional function of the Pelangi Women Farmer Group (KWT) and implementing organic cultivation in accordance with Standard Operating Procedures and in 2016 the implementation of the organic certification stage, that year succeeded in obtaining an organic certificate of the Indonesian National Standard from the Organic Certification Agency (LSO). namely LESOS rice commodity. Whereas in 2017 he received an Organic Certification Institute (LSO) for horticultural commodities of vegetables and fruits.

In 2018 this tour developed with an increase in certification class, namely by obtaining international organic certificates of European and American standards from the control union for commodity preparation for export scale, and at the end of 2018 it has succeeded in obtaining international organic certificates and the first marketing of organic fruit exports to Germany.

In 2019 the first survey visit was held for international organic certification to increase the number and types of export commodities. It can be said that village tourism is organic because the concept of the Women Farmers group forms the application of more environmental management educational tourism and has succeeded in obtaining an organic certificate from the government.

Data collection technique

Primary data is data that is collected directly from the source in the form of object opinions individually or in groups. The primary data in this study are the results of interviews with several informants from visitors (tourists), the Chairperson of Gapoktan as the manager of Organic Agrotourism and Field Extension Extension. Informants are people who really know and are involved

in the research subject. Researchers ascertain and decide who can provide relevant information that can help answer research questions.

While secondary data is data obtained from readings and various other sources consisting of official letters, meeting minutes, newspapers, magazines, tourism books to official documents from various government agencies. Data collection techniques in this study were interviews. In addition, documentation techniques are carried out to find and collect data and information regarding matters in the form of notes, transcripts, books, newspapers, magazines, photographs or drawings, agendas related to the object of research.

Data analysis method

According to Patton (in Moleong, 2001: 103), data analysis is a process sort order data, organize it into a pattern, category, and basic descriptive units. After obtaining data in the field by observation, interviews, and documentation, then the data is written down and analyzed.

Qualitative data analysis begins with analyzing various data obtained by researchers from the field, namely in the form of sentences or statements as well as documents. The data analysis technique in this study uses the Miles and Huberman model. According to Miles and Huberman (in Ardianto, 223) there are three types of activities in data analysis:

a. Data reduction

Reduction is a form of analysis that sharpens, selects, focuses, arranges data in a way where the final conclusion can be drawn. Data reduction occurs on an ongoing basis until the final report before data is actually collected.

Data reduction means summarizing data. Focusing on the data obtained with the object of research, namely the marketing communication strategy in increasing organic agrotourism visits. The data obtained is separated by grouping and categorizing using codes and making notes (memo) regarding the research theme so that researchers are able to find data patterns.

The researcher fully analyzed the results of the interviews then compiled the data and interpreted it using scientific logic, connecting theory and facts in the field and including direct quotations from the sources.

b. Data Presentation

Presentation of data is a collection of structured information allow description conclusions and taking action. Aims to facilitate reading and draw appropriate conclusions and suggestions, therefore data must be presented properly and correctly.

At the stage of presenting this data, the researcher compiled the information that had gone through the reduction stage about the Beji Makmur Organic Argotourism Marketing Communication Strategy by Gapoktan in Increasing the Number of Visitors in Wonogiri into a statement that allows drawing conclusions. The form of presentation is in the form of narrative text, the researcher will explain in detail so that you can see the whole process of the Beji Makmur Organic Argotourism Marketing Communication Strategy by Gapoktan in Increasing the Number of Visitors in Wonogiri.

c. Withdrawal / Verification of Conclusions

At this stage, researchers will conclude the meaning of the data collected by testing the validity of the data using triangulation techniques.

RESEARCH RESULTS AND DISCUSSION

The results of observations, interviews and documentation that the author obtained are related to the marketing communication strategy for Organic Agrotourism by Gapoktan in attracting visitors, that in implementing a marketing communication strategy, managers carry out the following activities:

1. Promotion

Promotion aims to attract or stimulate the audience to buy a product or service (Hermawan, 2012: 128). Gapoktan as the manager of Organic Agrotourism also carries out promotional activities to attract visitors, namely

a. Sales promotion

In sales promotion activities, Gapoktan offers various outreach, education and training for visitors in learning about agriculture such as how to make fertilizer, make nurseries, and how to plant and harvest, that is one of the attractions for visitors to tour Organic Agrotourism. Apart from that Gapoktan also offers visitors to learn how to make international standard fruits and vegetables, the manager also promotes it by placing banners or mmt in various corners of Organic Agrotourism.

b. Internet promotion

Development technology information like now is indeed easier to communicate with the internet. The presence of the internet in human life makes it easy to access the information needed. The internet is also useful for the development sector, one of which is in the tourism sector.

Internet marketing is marketing that uses internet technology as a channel for delivering message content to many people simultaneously and instantly within a certain period of time. The benefits of the internet as a promotional medium are

1) Promotional costs are relatively cheap

If compared to with promotions conventionally, internet marketing promotions do not require large costs. And of course you don't need a lot of human resources to do internet promotion. Likewise with the promotional activities of the Manager Organic Agrotourism which also implements internet promotion.

For direct or conventional promotion, it also requires a lot of human resources, while the human resources in Gapoktan itself are very limited. So Gapoktan also applies internet promotion to introduce Organic Agrotourism to netizens.

The advantage of using internet media as a means of promotion is that it is cheap but can reach people the wider community. Because also compared to the number of users from young people to the elderly. However, lack of depth using internet media as a promotion is for ordinary people, especially parents who don't understand the internet, can't know about promotional activities Gapoktan uses Internet.

2) Wider information load

Benefit with using marketing the internet is the availability of large amounts of information, flexible and affordability. In media use social as promotion, target promotion, namely in children norteen, remember that in this millennial era, young people or teenagers are inseparable from social media Facebook and Instagram.

Use of social media by Gapoktan Bejias the means for promotion are felt to be not optimal by Gapoktan as the manager, seen infrequently Gapoktan post visitor activities. Even though the majority of people, both teenagers and parents, have social media, such as Facebook and Instagram.

Facebook and Instagram users in Indonesia are the 4th largest in the world. Ever launched from news portal on line okezone.com in July 2019, the news wrote that Indonesia is the 4th largest Facebook and Instagram user in the world after Brazil which occupies number

The 3 most Facebook and Instagram users. The total social media users in Indonesia have 120 million users or 44.94% of the total population. Seeing the very rapid development of social media, the village government as the supervisor will start to think more and optimize the use of social media as a promotional medium. Because maybe Organic Agrotourism itself is in a rural area where many people don't know much about social media, the Agrotourism Manager will conduct outreach about promotions with social media. Gapoktan chairperson

Ibu Siswarsini said: "We as tourism managers also want to socialize about the media social promotion for mass promotion, with the development of Organic Agrotourism, it is certain that if the promotion is maximized, visitors will be able to increase even more." (Interview with Gapoktan Chairperson, Ibu Siswarsini, December 11, 2022) By optimizing promotions through social media about the tourism potential of Organic Agrotourism, it is certain that more will visit these tours.

2. Sale individual

According to Nickels William in (Harmawan, 2012: 107) defines individual selling as a form of interaction between individuals on a face-to-face basis advance to create and repair and maintain mutually beneficial exchange. Personal selling activities carried out by Gapoktan are as follows:

1) **Setting goals**, namely determining the visitors to be targeted in setting targets, Gapoktan targets visitors on group tours ranging from children to adults, with adequate facilities such as training on making fertilizer and how to make it for adults and children. So that the target visitors are very suitable, starting from children, adults, to the elderly. Furthermore, in looking for sales targets for Training Packages in Organic Agrotourism, Gapoktan made sales to one of the agrotourism managers. Sales of the training package cover how to make fertilizer, make nurseries, and make fruit as well as how to plant and harvest. The target is also aimed at all ages, from children to adults.

2) **Serving visitors well**

By conducting direct sales face to face with visitors, managers or Gapoktan can provide direct services to visitors who need information, ensuring security in Organic Agrotourism. as explained by Mrs. Siswarsini: "Gapoktan members are on the tour every day, so visitors who need it can go directly to me or another manager. And for security, in Organic Agrotourism there are also guards like Linmas who are ready to maintain security in Organic Agrotourism."

3. **Public relations or public relations**

Public relations are various promotional activities in a program and as an effort to build the image of an agency (Hermawan, 2012: 153). For this reason, public relations is very important in carrying out marketing communication activities by Gapoktan or managers of Organic Agrotourism. Public relations activities carried out by Gapoktan include:

a. Internal and external communication activities

In carry out internal and external communication, Gapoktan as the manager of Organic Agrotourism is well implemented. Internal communication carried out by Gapoktan as the manager is by holding regular meetings which are held once a month and attended by Gapoktan members. As explained by the head of Gapoktan, Ibu Siswarsini: "we as manager also conduct regular meetings or gatherings held once a month, attended by all members of Gapoktan "(Interview with Gapoktan chairman, Ibu Siswarsini, 11 December 2022).

The purpose of holding regular meetings is to discuss tourism management issues, tourism development, because in Organic Agrotourism there are still many unfinished tourism plans, as well as

evaluating what has been done in the last 6 months. In addition, external communication activities carried out by Gapoktan, namely by communicating reluctantly visitors for example introducing new rides in Organic Agrotourism, managers also provide clear information for visitors who need information related to Organic Agrotourism.

External communications established between the management and visitors is a positive activity. The importance of external communication for Gapoktan as the manager is the interaction between managers and visitors directly or face to face. Thus, managers can find out what input or what is needed by visitors related to training in Agrotourism and from Gapoktan management. That way Gapoktan can fulfill what is input from visitors to improve satisfaction of visitors who come to Organic Agrotourism.

b. Maintain press relations

Collaborating with the media is very effective in introducing Organic Agrotourism to the wider community. It cannot be denied that the role of the media, be it print, online or television, is very strategic in conveying information to the public. The media will function optimally if they can synergize with various elements that supply news or information.

Gapoktan as the manager also did not escape from collaborating with the press. For this reason, Gapoktan in carrying out its public relations activities also collaborates with media such as Solopos, Sinar Tani Tabloid. The purpose of establishing press relations here is to provide information that is as clear and correct as possible to the media who need related information in covering news about Organic Agrotourism. If there are journalists who come to Organic Agrotourism to find news, it requires that Gapoktan treat them well and provide clear information to journalists so that good relations with the press are established.

CONCLUSIONS AND RECOMMENDATION

The results of the research that has been carried out by the author by conducting observation, interviews and documentation related to the marketing communication strategy of Organic Agrotourism by Gapoktan in increasing the number of visitors. That communication activities carried out by Gapoktan by implementing a marketing communication strategy, namely by carrying out promotional activities, personal selling, and public relations activities.

For promotions carried out by Gapoktan, namely sales promotions, in this activity Gapoktan offers a variety of socialization, education and training for visitors in learning about agriculture such as how to make fertilizer, make nurseries, and how to plant and harvest in Organic Agrotourism. Apart from that, they also carry out promotions with the internet, in carrying out internet promotion activities, Gapoktan uses social media such as Facebook and

Instagram in carrying out promotions. Furthermore, in carrying out marketing communication activities, Gapoktan also implements personal selling or individual sales. In this activity, Gapoktan sells training packages and always serve visitors well. Then for further marketing communication activities, namely by carrying out public relations activities by holding regular meetings and collaborating with the press.

From the marketing communication activities carried out by Gapoktan as the manager of Organic Agrotourism, in implementing promotions, individual sales and public relations activities are considered very optimal. However, in implementing promotions using social media, it is not optimal, because managers rarely upload the potential and activities within these tourist attractions to their social media. So this needs to be optimized so that it is more effective in carrying out promotional activities via the internet. Gapoktan as the manager in conclusion will continue to make efforts do activitiesmarketing communications optimally so that people are interested in visiting Organic Agrotourism.

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