



{ MUDIMA }



Marketing Communication Strategy of Youth Works Breakfast Week (Pasar Kamu) in Increasing Local Tourist Visits in Kampoeng Lama Tourist Village, Deli Serdang Regency

Muhammad Fadli^{1*}, Rahmanita Ginting², Dewi Kurniawati³

University of North Sumatra

Corresponding Author: Muhammad Fadli mhd.fadlilupus@gmail.com

ARTICLE INFO

Keywords: Marketing Communication Strategy, Promotion Mix, Pekan Sarapan Karya Anak Muda (Pasar Kamu), Kampoeng Lama Tourism Village, Viral Marketing

Received : 12 August

Revised : 16 September

Accepted : 21 October

©2024 Fadli, Ginting, Kurniawati: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research aims to analyze the marketing communication strategy and analyze the obstacles of the marketing communication strategy of the Youth Works Breakfast Week (Pasar Kamu) in increasing local tourist visits in Kampoeng Lama Tourism Village, Deli Serdang Regency. This research uses constructivism paradigm with descriptive method and qualitative approach. The results of this study are that the marketing communication strategy of Pekan Sarapan Karya Muda (Pasar Kamu) in increasing local tourist visits at Kampoeng Lama Tourism Village, Deli Serdang Regency is by implementing marketing communication with the application of a marketing mix consisting of personal selling, advertising, as well as public relations, publicity and viral marketing. Through personal selling, managers and traders play an active and direct role in promoting to visitors who come Pasar Kamu. Advertising carried out by Pekan Sarapan Karya Anak Muda (Pasar Kamu) in collaboration with Metro Kampung as print media to promote activities that take place at Pekan Sarapan Karya Anak Muda (Pasar Kamu). Pasar Kamu's public relations role does not have a big impact because there is no public relations field. However, with the publicity carried out by Pasar Kamu to reach its target audience such as using goodie bags produced to do marketing with the public. There is viral marketing where visitors take the initiative to spread content containing information about Pasar Kamu on their Instagram and Tiktok social media accounts so that it becomes viral and succeeds in increasing tourist visits to Pasar Kamu

INTRODUCTION

Indonesia, with its thousands of islands and ethnic, religious, and linguistic diversity, has great tourism potential. This diversity attracts local and foreign tourists, encouraging the development of tourist villages to introduce local culture, natural beauty, and cuisine. According to the Ministry of Tourism and Creative Economy (Kemenparekraf),

in 2023 there will be 4,674 tourist villages in Indonesia, an increase of 36.7% from the previous year. This program aims to empower local communities to manage village tourism potential, with a target of 244 independent tourist villages by 2024.



Figure 1. Data on the number of tourist villages in 2023

Table 1. Data on the Distribution of Tourist Villages in Indonesia in 2023

Desa Wisata di Indonesia Tahun 2023			
Aceh	128 desa	Kalimantan Barat	86 desa
Sumatera Utara	241 desa	Kalimantan Tengah	41 desa
Sumatera Barat	384 desa	Kalimantan Selatan	49 desa
Riau	98 desa	Kalimantan Timur	83 desa
Jambi	61 desa	Kalimantan Utara	36 desa
Sumatera Selatan	93 desa	Sulawesi Utara	95 desa
Bengkulu	70 desa	Sulawesi Tengah	77 desa
Lampung	137 desa	Sulawesi Selatan	480 desa
Kepulauan Bangka Belitung	83 desa	Sulawesi Tenggara	188 desa
Kepulauan Riau	30 desa	Gorontalo	34 desa
DKI Jakarta	31 desa	Sulawesi Barat	59 desa
Jawa Barat	335 desa	Maluku	97 desa
Jawa Tengah	388 desa	Maluku Utara	28 desa
DI Yogyakarta	168 desa	Papua	31 desa
Jawa Timur	453 desa	Papua Barat	21 desa
Banten	69 desa	Papua Barat Daya	22 desa
Bali	137 desa	Papua Pegunungan	1 desa
Nusa Tenggara Barat	219 desa	Papua Selatan	-
Nusa Tenggara Timur	122 desa	Papua Tengah	-

Source: <https://kemenparekraf.go.id/>

Tourism villages have an important role in encouraging the creative economy and opening up employment opportunities for local communities. The uniqueness of tourism villages, which focus on local potential such as culture, culinary, nature, and history, attracts tourists and strengthens the regional economy (Bahri, et al., 2019). The Ministry of Tourism and Creative Economy through the 2023

Indonesian Tourism Village Award (ADWI) gives awards to villages that highlight their local uniqueness, such as Pulau Penyengat Village and Muntei Tourism Village. In North Sumatra, there are 241 tourism villages, with the majority in the pioneering category, but none have achieved independent status.



Figure 2. Tourism Village Data in North Sumatra 2023

Source: <https://sumut.jadesta.com/>

One of the famous tourist villages in North Sumatra is the Kampoeng Lama Tourism Village. The Kampoeng Lama Tourism Village is located in Denai Lama Village, Pantai Labu District, Deli Serdang Regency with coordinates of 3.640041 (latitude) and 98.930404 (longitude), has an area of 295 hectares, consisting of 125 hectares of land and 174 hectares of rice fields. The Kampoeng Lama Tourism Village has four supporting tourist spots, namely: traditional art and character education studios, Paloh Naga Agrotourism, Pekan Bedah Karya Anak Muda, and a production house for the UMKM training center.

The supporting tourist spot that the researcher wants to discuss is Pekan Sarapan Karya Anak Muda or

abbreviated as Pasar Kamu. Pasar Kamu is one of the tourist destinations that offers traditional culinary with a nuance of local wisdom. Pasar Kamu was initiated by the old friend community, where this community is a community of young people in Denai Lama village, as well as MASATA or the Tourism Awareness Community in Deli Serdang during COVID-19 which had an impact on the loss of jobs for the surrounding community.

Pasar Kamu is crowded with tourists on Sundays because this market is only open on Sundays from 06.30-11.00 WIB to enjoy breakfast dishes from various traditional snacks. The area that has conditions that are close to traditional culture can be enjoyed by tourists when entering the Kamu Market area. The area that has an area of 1 hectare where there are wooden huts surrounded by trees and used for selling makes the atmosphere feel comfortable. There are 65 foods in Kamu Market, including rasidah cakes, dangai cakes, kekaras cakes, torak plate cakes, grilled sticky rice cakes, prosperous cakes, grilled yellow sticky rice, dangai cakes, rasida, kekaras cakes, boiled taro keladi apple kenduri cakes, rasidah raja cakes, kekaras cakes, lemang pulut, nasi lemak, telang rice, gudeg, and several traditional drinks. Typical Indonesian

food is marketed by 100-150 traders with food that mainly comes from Java and Malay. The atmosphere is thick with culture besides traditional food, it can be seen from the clothes of traders at the Youth Work Breakfast Week wearing traditional clothes. To accompany tourists who come to visit. Pasar Kamu also presents traditional music and entertainment performances from Indonesia. Traditional entertainment at Pasar Kamu includes regional music from Malay, Karo, Javanese, Chinese, and Batak. Pekan Sarapan Karya Anak Muda also provides mobile photo services, educational tour packages, traditional games for children and teenagers in addition to entertainment and typical Indonesian food.

Pasar Kamu was formed with the aim of being able to echo traditional culinary from Indonesia, accustoming Indonesian people to eat food with good and healthy nutritional content and natural ingredients, which does not contain preservatives, flavorings or artificial colors so that it is safe for tourists of all ages. The price of food at Pasar Kamu can be said to be very affordable for tourists from all economic levels. The means of exchange at Pekan Sarapan Karya Anak Muda is in the form of "tempu" or what is known as a coin made from coconut shell and one coin is worth Rp. 2,000. Tourists who come to visit can exchange coins or tempu for their money at the purchase counter, if the coins or tempu are not used up by tourists, they can be exchanged back for their money at the purchase counter by making a refund.

Based on the explanation above, it can be said that a communication process that is built is very important in an effort to develop the Pekan Sarapan Karya Anak Muda tourist location. The marketing communication activities of a village are considered very important considering that a village has various unique potentials that can be marketed or sold to the wider community. Marketing communication activities are closely related to marketing communication which is a form of communication that utilizes existing media to achieve a marketing goal (Ramadhan, 2020).

Integrated Marketing Communication activities, namely advertising, personal selling, sales promotion, public relations, and direct marketing. Marketing through advertising is done both using conventional media such as television, radio, print and electronic media as well as adding new media, namely social media using internet networks. Compared to conventional media, new media, namely social media has a fairly rapid development, especially in Indonesia with an increasing number of active users. The social media in question, namely twitter, instagram, facebook and tiktok, youtube, and websites have their respective advantages and disadvantages (Patrianti, et al, 2022). Marketing communication can be said to be a means used by companies to provide information, persuade and remind consumers either directly or indirectly about their products. Marketing communication must be integrated to deliver consistent messages and achieve strategic positioning (Fariastuti & Azis, 2019). The marketing communication strategy in Indonesia shift from traditional into digital one. The presence of Instagram as a result of technology advancement is getting benefits and develop repeatedly, Instagram is an application that allow users to share photos and videos. Social media can provide convenience to both sides for good producers as well as consumers (Maghfira, Razzak & Ginting, 2020). Marketing Communication Strategy is a way of marketing products to the market with the aim of achieving the desired targets. A company carries out a communication strategy with activities such as disseminating information, persuading and reminding about the products offered (Ekalista & Tri Hardianto, 2019).

Marketing communication strategy is basically a comprehensive, integrated plan in the marketing field that provides guidelines on actions that must be taken to achieve a company's marketing goals. In other words, a marketing communication strategy is a set of goals, objectives, policies and rules that are applied from time to time and guide the company's marketing efforts at every level and reference to its awards, especially as a company's response to the environment and competitive advantage conditions. Today, the development of communication technology has made human affairs easier, messages and meanings conveyed by someone can be easily accepted by many people. Most of the

community communities that care about local wisdom-based tourism in Indonesia are starting to grow, one of the activities carried out is to raise public awareness for local tourism through mass media and social media (Daulay, Ginting & Saleh, 2020). Proper marketing is impossible without good communication from the company that will be forwarded to customers later. Because communication and marketing are inseparable. An effective marketing communication strategy definitely requires good planning with communication methods or tools. Marketing communication itself refers to effective media tools or communication channels for marketing activities. Likewise for the marketing of Pasar Kamu which aims to inform, entice, bring and enlarge tourist customers so that prospective tourists have the desire to visit Pasar Kamu.

Philip Kotler (in Morissan, 2010: 55-74) said that there are 3 steps that must be taken for marketing communications to be successful, namely segmentation, targeting, and positioning. The use of integrated marketing communications also influences marketing success in addition to these three things. There are 9 elements of integrated marketing communications; namely advertising, sales promotions, direct and interactive marketing, public relations and publicity, events and sponsorships, personal selling, word of mouth, and viral marketing. This is in line with the Manager of the Pekan Sarapan Karya Anak Muda Tourism Village who utilizes social media such as Facebook, Instagram, and Tiktok to share posts that display the atmosphere of Pasar Kamu to attract tourists to visit. The manager is aware that utilizing digital technology is very influential in reaching people who come to the Pekan Sarapan Karya Anak Muda Tourism Village.

Marketing communication strategy planning and market target selection provide guidance to Pasar Kamu managers regarding who the consumers will be the focus of marketing activities and what needs have not been met. For this reason, Pasar Kamu managers need to first know what marketing communication strategies they need to implement, so that marketing is effective and the company's goals are achieved optimally.

METHODS

Paradigm is a perspective that influences a person in seeing reality. In communication science research, Hidayat (2013) identified three main paradigms: positivism, critical, and constructivism. This study uses a constructivist paradigm, which views social reality as a result of social construction through individual interactions. This paradigm emphasizes a subjective approach to understanding the meaning formed by individuals in society.

The researcher used a qualitative approach by interacting directly with the manager of the Pasar Kamu Tourism Village to explore the village's promotional communication strategy in increasing tourist visits. The constructivist paradigm combines various perspectives through consensus to understand the phenomenon being studied.

Research Method

This study uses a descriptive method with a qualitative approach, based on the philosophy of post-positivism. The researcher acts as the main instrument, with sampling carried out purposively and snowball. Data were collected through triangulation techniques, and data analysis was inductive, emphasizing meaning rather than generalization (Fadli, 2021). A qualitative descriptive approach was used to describe the results of interviews and communication strategies of the managers of the Pekan Sarapan Karya Anak Muda Tourism Village in increasing tourist visits.

Study Aspects

Research Aspects Include:

1. Marketing communication strategies of the Kamu Market managers to increase local tourist visits.
2. Obstacles faced by managers in increasing tourist visits.

Research Subjects and Informants

The subjects of the study were determined using a purposive technique, involving managers, traders, the Tourism Office, and visitors. The key informants were managers, while triangulation informants included traders and visitors.

Research Location

The research was conducted at Pekan Sarapan Karya Anak Muda (Kamu Market) in the Kampoeng Lama Tourism Village, Pantai Labu District, Deli Serdang Regency, North Sumatra.

Data Collection Techniques

Data Collection Techniques Include:

1. In-depth Interviews: Collecting information through verbal interactions with informants.
2. Observation: Systematically observing research subjects to record behavior and events.
3. Documentation: Collecting and studying relevant documents.

Data Analysis Techniques

Data Analysis Uses the Miles and Huberman Model, Which Includes:

1. Data Collection: Collecting data through interviews and observations.
2. Data Condensation: Selecting and simplifying data from field notes.
3. Data Presentation: Presenting data in narrative form to understand the phenomena being studied.

Conclusion Drawing and Verification:

Developing conclusions based on findings in the field.

Data Triangulation

Triangulation is done by comparing responses from key informants and triangulation to ensure the validity of the data, including comparisons between observations and interviews, as well as information from relevant documents.

RESULTS AND DISCUSSION

Marketing Communication Strategy for the Youth Work Breakfast Week (Pasar Kamu)

Marketing communication as stated by Kennedy & Soemanegara (in Hamzah et al., 2020: 51) is a marketing activity using communication techniques whose purpose is to provide information to many people so that the company's goals can be achieved. Prisgunanto & Ilham (in Tasnim et al., 2021: 2) stated that communication is a tool to help in decision making, sharing information and is also a tool to increase awareness for consumers and for providers of goods and services themselves. The philosophy of the marketing communication process is a method of delivering information about products, either in the form of goods or services, to targeted targets or consumers.

Based on the results of the study, the researcher can explain that the Youth Work Breakfast Week (Pasar Kamu) continues to increase its activeness in carrying out marketing communications with the aim of maintaining its existence. As a tourist village, the Youth Work Breakfast Week (Pasar Kamu) is required to have mature management and planning. This planning and management itself will greatly determine its sustainability as a tourist village. As is known, in tourism marketing, the products marketed are all the facilities obtained by tourists during their tourist visits. As an initial step in planning and managing the Youth Work Breakfast Week (Pasar Kamu), a plan was formed.

The researcher found that the Youth Work Breakfast Week (Pasar Kamu) has not had any permanent cooperation or collaboration in promoting the Youth Work Breakfast Week (Pasar Kamu) as a tourist village. This is because the Youth Work Breakfast Week (Pasar Kamu) is a decision from the manager who has not or has not accepted it at all because he is afraid of losing his identity. However, the Youth Work Breakfast Week (Pasar Kamu) has collaborated with a print media with the aim of publishing activities organized by the Youth Work Breakfast Week (Pasar Kamu). The Youth Work Breakfast Week (Pasar Kamu) does have its own social media but has not been fully utilized. This is because there are still minimal human resources who can manage social media. The Youth Work Breakfast Week (Pasar Kamu) management is confident and believes in carrying out promotions through direct marketing which is carried out during the interaction. Based on the research results, the researcher found that Pasar

Kamu has implemented a promotional mix, namely personal selling, public relations and publicity and digital marketing (e-marketing). Promotion through personal selling is carried out by managers and traders to visitors who come to Pasar Kamu. They interact and communicate directly with the aim of inviting visitors to come back to Pasar Kamu and bring family, relatives and friends on their next visit. These results were obtained from managers and traders who did indeed carry out personal selling to the community or families who came to visit.

Promotion through public relations and publicity was once carried out through the collaboration of Pekan Sarapan Karya Anak Muda (Pasar Kamu) with Metro Kampung. Metro Kampung as a print media published publications related to activities taking place at Pekan Sarapan Karya Anak Muda (Pasar Kamu). The aim is to introduce Pekan Sarapan Karya Anak Muda (Pasar Kamu) and the various activities in it. Pekan Sarapan Karya Anak Muda (Pasar Kamu) also collaborated with important figures such as officials

who came to visit Pekan Sarapan Karya Anak Muda (Pasar Kamu) such as through the Deputy Governor of North Sumatra at that time. Promotion through digital marketing was carried out by uploading activities and activities at Pekan Sarapan Karya Anak Muda (Pasar Kamu) to Pekan Sarapan Karya Anak Muda (Pasar Kamu) social media accounts such as Instagram, Facebook and also TikTok. Although, the digital marketing carried out by the management has not been fully maximized due to various limitations, one of which is the human resources who manage the social media. However, this digital marketing is quite effective for traders in the Youth Work Breakfast Week (Pasar Kamu), where traders upload Youth Work Breakfast Week (Pasar Kamu) activities on their personal Facebook and Whatsapp to invite and encourage family and relatives to visit. The results obtained by traders who uploaded on their personal social media accounts were quite effective, because from several statements, traders stated that they received a positive response by uploading Youth Work Breakfast Week (Pasar Kamu) activities.



Figure 3. Instagram S

Market Website

Source: Instagram @pasarkamu, 2023

Personal selling at the Youth Work Breakfast Week (Pasar Kamu) involves interaction between managers and visitors. The forms of communication that occur are face-to-face, via telephone, and digital services such as social media. This strategy is implemented by the Youth Work Breakfast Week (Pasar Kamu). The managers of the Youth Work Breakfast Week (Pasar Kamu) have a fairly wide network of relationships, so they are able to build quite effective marketing. The important thing that the managers of the Youth Work Breakfast Week (Pasar Kamu) apply is Sapta Pesona. This Sapta Pesona consists of friendliness, cleanliness and

originality of the product. The implementation of this Sapta Pesona can be seen, among others, through the provision of goodie bags which are one of the marketing strategies of the Youth Work Breakfast Week (Pasar Kamu). This is also included as a form of implementing public relations that is built through interaction between managers and visitors. This public relations effort uses symbols and symbolic actions to inform or influence the public using objects, writing, marketing, advertising and promotion.



Figure 4. Viral Content of Pasar Kamu Market on Tiktok Social Media
 Source: Social Media Instagram and Tiktok with the Account @taukotembung

In addition to going viral on the @minboss_kuliner account, content related to Pasar Kamu has also gone viral on social media Instagram and Tiktok @taukotembung. Instagram and Tiktok @taukotembung also voluntarily promote Pasar Kamu through social media to the public. The promotion that was carried out successfully went viral and reached a large audience. Pasar Kamu is also increasingly well-known even among social media users. Pasar Kamu does not utilize or have a special field to carry out promotions such as public relations.

Pasar Kamu does not have a public relations field to promote its tourist locations. Even without the role of public relations, Pasar Kamu can be said to have survived and has quite a lot of enthusiasts, even coming from various regions. The role of Pasar Kamu's public relations is replaced by the presence of viral content uploaded on several social media such as @taukotembung and @minboss_kuliner. This further introduces Pasar Kamu to the public as a culinary tourism object in Deli Serdang Regency.

Publicity is not only through print media but also through objects such as goodie bags. This is

another effort to establish closeness with visitors. This effort aims to maintain or increase public attention and this is a public relations technique in conveying information about tourist attractions. The form of publication carried out by Pekan Sarapan Karya Anak Muda (Pasar Kamu) through the creation of goodie bags is considered important for marketing Pekan Sarapan Karya Anak Muda (Pasar Kamu). Utilization of digital marketing for Pekan Sarapan Karya Anak Muda (Pasar Kamu) carried out through social media such as Instagram, Facebook and Tiktok by Pekan Sarapan Karya Anak Muda (Pasar Kamu), apart from that, promotions with social media are more often carried out by traders who trade at Pekan Sarapan Karya Anak Muda (Pasar Kamu). The promotional content carried out by Pekan Sarapan Karya Anak Muda (Pasar Kamu) on its social media aims to provide information and access about the location of Pekan Sarapan Karya Anak Muda (Pasar Kamu), access, to potential ranging from tourism, food, products, to applicable provisions for example in terms of transactions.



Figure 5. Pasar Kamu Market Promotion Content on Instagram (@pasarkamu_)
 Source: Instagram with Account @pasarkamu_

Similar to one of the similar studies conducted by Sembiring (2016) which found that to market the Gundaling Tourism Object and the Semangat Gundaling Hot Springs, integrated communication marketing (IMC) was carried out through advertising, publicity and personal selling. Then the research of Ginting & Hidayati (2016) marketing communication strategy of Batubara Regency government in developing tourism Potential of Pandang Island and Salah Namu Island in Batubara Regency stated that marketing communication creates awareness, knowledge and information is very important, so marketing communication activities must be carried out accurately and integrated while still considering the challenges and difficulties in marketing communication. The sustainability of a destination considers economic, social and environmental aspects. Social communities are given direction, involved in promotional activities, required to participate in paying attention to the environment. This communication pattern is also accompanied by the use of other communication media (such as: brochures, pamphlets, booklets, outdoor media, websites and participating in exhibitions and audiovisual media, will ensure sustainable tourism.

As one of the triangulation informants in this study also stated that much information about the Youth Work Breakfast Week (Pasar Kamu) was obtained from the merchants' social media, not through the social media owned by the Youth Work Breakfast Week (Pasar Kamu). This shows that although the implementation of the Youth Work Breakfast Week (Pasar Kamu) e-marketing has not been optimally implemented, it is still running quite effectively. It is concluded that the marketing communication strategy implemented by the Youth Work Breakfast Week (Pasar Kamu) begins with the formation of a concept through discussions with fellow internals. While in its implementation, as far as the researcher's observations have been made, it has not been fully maximized by the management. Marketing relies heavily on personal selling carried out by merchants during the Youth Work Breakfast Week (Pasar Kamu) and through e-marketing carried out by merchants through their own social media. The role of management in conducting publicity is considered to be quite significant, such as through goodie bags produced by management and distributed to visitors.

Barriers to Marketing Communication Strategy of Youth Work Breakfast Week (Pasar Kamu)

During this research, the researcher also found several obstacles and disruptions experienced by the managers and traders of Youth Work Breakfast Week (Pasar Kamu) in implementing the marketing communication strategy. As explained by Shannon and Weaver (in Cangara, 2022:40) also stated that communication disruption occurs when there is an intervention in one of the communication components, resulting in the communication process not being able to take place effectively according to the expectations of the communicator and recipient.

There are eight types of communication disruptions or barriers, namely technical disruptions, psychological disruptions, semantic disruptions, physical barriers, status barriers, thinking framework barriers, cultural barriers, bureaucratic barriers, according to Cangara (2022, 40-42). Based on the results of research conducted by researchers at Youth Work Breakfast Week (Pasar Kamu), the researcher explained that there were a number of barriers to marketing communication strategies consisting of physical barriers.

One of the physical obstacles experienced by Youth Work Breakfast Week (Pasar Kamu) is due to its geographical conditions. The location of Youth Work Breakfast Week (Pasar Kamu) which applies the outdoor concept is highly dependent on the weather and climate. When it rains, the ground conditions at Pekan Sarapan Karya Anak Muda (Pasar Kamu) will be full of puddles and the ground will become soft and slippery. However, if it is very hot, the ground conditions will be full of dust and sand. This is a problem felt by both managers, traders and visitors who come. The geographical conditions of Pekan Sarapan Karya Anak Muda (Pasar Kamu) are still not supported by adequate facilities, for example when it rains, visitors do not have a place to take shelter. Researchers also feel that another obstacle that arises is related to the lack of human resources who can manage Pekan Bedah Karya Anak Muda's social media (Pasar Kamu).

The lack of budget to finance these human resources is an obstacle experienced by Pekan Sarapan Karya Anak Muda (Pasar Kamu). This happens because basically the manager opened Pekan Sarapan Karya Anak Muda (Pasar Kamu)

with the aim of improving the welfare of traders, where in the distribution of profits 90 percent is entirely for traders and the manager only gets 10 percent. Pekan Sarapan Karya Anak Muda (Pasar Kamu) also experiences bureaucratic obstacles. This obstacle is caused by limited facilities and infrastructure in carrying out marketing communications. For example, due to limited human resources. In this case, it is related to the implementation of e-marketing which tends to still be carried out by traders who are not well structured and measured. Basically, to carry out effective and maximum e-marketing requires human resources who are experts in their fields to get more optimal results.

This is as has been done by Ekalista and Tri Hardianto (2019) in a similar study entitled "Marketing Communication Strategy of Kartika Graha Malang Hotel in Increasing the Number of Visitors" by implementing a marketing mix. This study found that the supporting factor in the marketing communication strategy is a solid marketing team. So that in carrying out marketing and disseminating information about the Youth Work Breakfast Week (Pasar Kamu) it can be right on target and measurable. The use of integrated marketing strategies must also be encouraged by emphasizing the dissemination of information through social media such as Instagram, Facebook and TikTok massively and optimally.

CONCLUSION

Based on the results of the research and discussion conducted by the researcher in this study, the following conclusions can be drawn:

1. The marketing communication strategy of Pekan Sarapan Karya Anak Muda (Pasar Kamu) in increasing local tourist visits to the Kampoeng Lama Tourism Village, Deli Serdang Regency is by implementing marketing communications with the application of a marketing mix consisting of personal selling, advertising, and public relations and publicity. Through personal selling, managers and traders play an active and direct role in promoting to visitors who come to Pekan Sarapan Karya Anak Muda (Pasar Kamu). Advertising carried out by Pekan Sarapan Karya Anak Muda (Pasar Kamu) collaborates with Metro Kampung as a

print media to promote activities taking place at Pekan Sarapan Karya Anak Muda (Pasar Kamu). Public relations at Pasar Kamu does not have a major impact because Pasar Kamu does not have a public relations field. However, with the publicity carried out by Pekan Sarapan Karya Anak Muda (Pasar Kamu) to reach its target audience, such as using goodie bags that are produced to market to the community. Viral marketing about the content of the condition of the Kamu Market on several social media such as Instagram and TikTok, but the content is not spread by the manager but by visitors who take the initiative to spread it so that it has succeeded in increasing tourist visits to the Kamu Market. Based on interviews, the Kamu Market Manager did not apply the segmentation, targeting, positioning (STP) method, but researchers observed that indirectly the manager had applied the STP method to the Kamu Market but it was not well structured.

2. The obstacles to the marketing communication strategy carried out by Pekan Sarapan Karya Anak Muda (Pasar Kamu) in increasing local tourist visits to the Kampoeng Lama Tourism Village, Deli Serdang Regency are caused by uncertain geographical conditions and supported by a lack of facilities to minimize interference from these geographical conditions. The obstacles experienced in increasing local tourist visits to the Kampoeng Lama Tourism Village, Deli Serdang Regency are the lack of human resources in managing social media so that the results are not optimal.

REFERENCES

- Abdurrahman, dkk., (2015). *Manajemen Strategi Pemasaran*. Bandung: CV. Pustaka Setia.
- Adhianti, Annisa Aprilia & Herlinda. (2020). *Strategi Komunikasi Pemasaran 7P Pengelola Museum Sejarah Jakarta dalam Upaya Meningkatkan Daya Tarik Wisatawan Mancanegara*. Jurnal SCRIPTURA Vol. 10 No.1. <https://doi.org/10.9744/scriptura.10.1.34-42>.

- Aditya, Wahyu Rizky. (2017). Strategi Komunikasi Pemasaran (Studi pada *Event Tupperware Home Party dalam Menjaga Loyalitas Konsumen PT. Riau Cahaya Utami di Kota Pekanbaru*. JOM FISIP Vol. 4 No. 1. <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/13499>.
- Andini, N.P., dkk. (2014). *Pengaruh Viral Marketing Terhadap Kepercayaan Pelanggan dan Keputusan Pembelian (Studi Pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2013 yang Melakukan Pembelian Online Melalui Media Sosial Instagram)*. Jurnal Administrasi Bisnis (JAB), Vol.11, No.1, Juni 2014.
- Budiarti, R., & Yanuar, F. (2022). *Strategi Komunikasi Pemasaran Padi UMKM Membangun Brand Awareness Melalui Media Sosial Instagram*.
- Cangara, H. (2022). *Perencanaan dan Strategi Komunikasi (Revisi)*. Depok: Rajagrafindo Persada.
- Daulay, L. S., Ginting, R., & Saleh, A. (2020, February). Komunikasi Pariwisata Pihak Pemerintah, Pengelola, Dan Masyarakat Dalam Mengembangkan Pariwisata Berbasis Kearifan Lokal di Kota Padangsidempuan. In *Talenta Conference Series: Local Wisdom, Social, and Arts (LWSA)* (Vol. 3, No. 1).
- Ekalista, Peligia, & Tri Hardianto, Willy. (2019). *Strategi Komunikasi Pemasaran Hotel Kartika Graha Malang Dalam Meningkatkan Jumlah Pengunjung*. Jurnal Komunikasi Nusantara, 1(1), 18–24. <https://doi.org/10.33366/jkn.v1i1.6>.

- Elok Perwirawati & Juprianto. (2019). *Strategi Komunikasi Pemasaran Pariwisata Kemaritiman Dalam Meningkatkan Kunjungan Wisatawan di Pulau Banyak*. Jurnal Darma Agung XXVII(April), 871–883.
<http://dx.doi.org/10.46930/ojsuda.v27i1.143>.
- Emeilia, Intan. Mustazah, Arina. (2021). *Hambatan Komunikasi Dalam Pembelajaran Online Dimasa Pandemi Covid*. Jurnal Akrab Juara. Vol 6 No 2. 2021.
<http://akrabjuara.com/index.php/akrabjuara/article/view/2113>.
- Fadli, M. R. (2021). *Memahami Desain Metode Penelitian Kualitatif*. Jurnal Humanika, 21(1), 33–54.
<https://doi.org/10.21831/hum.v21i1.38075>
- Fariastuti, I., & Azis, M. A. (2019). *Strategi Komunikasi Pemasaran Onefourthree.co Di Instagram Dalam Meningkatkan Brand Awareness*. Jurnal Pustaka Komunikasi, 2(1), 54–69.
<https://journal.moestopo.ac.id/index.php/pustakom/article/view/871>.
- Farih, A., Jauhari, A., dan Widodo, E. (2019). *Pengaruh Promosi Melalui Media Sosial Terhadap Pengambilan Keputusan Kursus Bahasa Inggris Pare Dengan Viral Marketing Sebagai Variabel Intervening*. Jurnal Manajemen dan Kewirausahaan, Vol.4, No.1.
- Ginting, R., Hidayati. (2016). “Strategi Komunikasi Pemasaran Pemerintah Kabupaten Batubara Dalam Mengembangkan Potensi Wisata Pulau Pandang Dan Pulau Salah Namo Di Kabupaten Batubara”. *Prosiding Konferensi Nasional Ilmu Sosial Dan Ilmu Politik Tahun 2016*.
- Glennardo, Yoshua. (2018). *Pengaruh Celebrity Endorser Slink terhadap Minat Berdonasi Masyarakat pada Organisasi Non-Profit Profana*. Jurnal ARSIMONIA, Vol.5, No.1, APRIL 2018.
<https://jurnal.machung.ac.id/index.php/parsimonia/article/view/164>.
- Hamdani, M.Y., dan Mawardi, M.K. (2018). *Pengaruh Viral Marketing terhadap Kepercayaan Konsumen Serta Dampaknya Terhadap Keputusan Pembelian*. Jurnal Administrasi Bisnis, Vol.60, No.1, Juli 2018.
- Hamzah, R. E., Manogari, R. R., & Shabrina, R. P. (2020). *Strategi Komunikasi Pemasaran Kedai Kopi Kaman Dalam Meningkatkan Loyalitas Konsumen*. *Komunikata*57, 1(1), 50–59.
- Hasan, Ali. (2010). *Marketing*. Yogyakarta: Media Presindo.
- Khotijah, Siti. (2004). *Smart Strategy Of Marketing*. Bandung: CV ALFABETA.

- Kotler & Amstrong. (2012). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- M Chairul, B. 'manailo. (2019). *Paradigma Konstruktivis Preprints*. October, 96–97. <https://doi.org/10.31219/osf.io/9ja2t>.
- Muharman, Hiqmad. (2014). *A to Z Sukses Bisnis Rumahan*. Jakarta: PT Elex Media Komputindo.
- Nikmatur, R. (2018). *Proses Penelitian, Masalah, Variabel dan Paradigma Penelitian*. *Jurnal Hikmah*, 14(1), 63.
- Patrianti, T., Dhamayanti, M., Pratiwi, N. I., Seituni, S., & Ginting, R. (2022, January). *Integrated Marketing Communications Sharia Banking Economy*. In *International Conference on Social, Economics, Business, and Education (ICSEBE 2021)* (pp. 83-86). Atlantis Press.
- Priansa, Donni Juni. (2017). *Komunikasi Pemasaran Terpadu pada Era Media Sosial*. Bandung: CV. Pustaka Setia.
- Rahayu, Novya Setyo & Mutiah. (2021). *Strategi Komunikasi Pemasaran Wisata Gresik Dalam Meningkatkan Jumlah Pengunjung Di Tengah Pandemi Covid-19*. *Commercium*, 04(01), 27–39. <https://ejournal.unesa.ac.id/index.php/Commercium/article/view/38624/35447>.
- Ramadhan, R. R. (2020). *Strategi Komunikasi Pemasaran El Samara Coworking Space Dalam Meningkatkan Community Relations Perusahaan Program Studi Ilmu Komunikasi*. 6.
- Reid, D Robert and David C. Bojanic. (2009). *Hospitality Marketing Management*. New Jersey: John Wiley Inc.
- Sembiring, Junaidi Pranata. (2016). *Strategi Komunikasi Pemasaran Objek Wisata Gundaling dan Pemandian Air Panas Semangat Gunung*. *Jurnal Simbolika* Vol 2 No.1. <https://ojs.uma.ac.id/index.php/simbolika/article/view/223>.
- Silviani, Irene. Darus, Prabudi. (2021). *Strategi Komunikasi Pemasaran Menggunakan Teknik Integrated Marketing Communication (IMC)*. Scopindo Media Perkasa.
- Suherman, M. M. (2019). *Penerapan Bimbingan Kelompok Dengan Teknik Peer Group Untuk Meningkatkan Kemampuan Komunikasi Siswa*. *Quanta*, 3(2), 44–50. <https://doi.org/10.22460/q.v2i1p21-30.642>.
- Surniandari, Artika. (2017). *Viral Marketing Sebagai Strategi Pemasaran Produk Sariz*. *Jurnal Widya Cipta*, Vol.1, No.1, Maret 2017.
- Suryadi, Didih. (2006). *Promosi Efektif: Menggugah Minat dan Loyalitas Pelanggan*. Yogyakarta: Tugu Publisher.
- Sutisna. (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: Remaja Rosdakarya.
- Suyanto, M. (2007). *Strategic Management Global Most Admired Companies : Perusahaan yang Paling Dikagumi Dunia*. Universitas Amikom: Penerbit Andi.
- Tasnim., Sudarso, Andriasan., Anggusti, Martono., Munthe, Risma Nurhaini., Tanjung, Rahman., Mistriani, Nina., Setiawan, Yuliyanto, Budi Setiawan., Simatupang, Sudung., Sari, Ovi Hamidah., Saragih, Liharman., Purba, Bonaraja., Sari, Maya., Dewi, I. K. (2021). *Komunikasi Pemasaran*. Medan: Yayasan Kita Menulis.
- Terence A. Shimps. (2003). *Periklanan dan Promosi*. Jakarta: PT Gelora Aksara Pratama.
- Tjiptono, Fandy. *Strategi Pemasaran*. (1997). Yogyakarta: Andi Offset
- Tunggala, S., & Saadjad, K. A. (2019). *Strategi Komunikasi pada Dinas Kebudayaan dan Pariwisata dalam Mempromosikan Objek Wisata Kabupaten Banggai*. *Jurnal Komunikasi*, 11(2), 197. <https://doi.org/10.24912/jk.v11i2.2714>.
- Turban. (2018). *Electronic Commerce 2018: A Managerial and Social Networks Perspective*. Switzerland: Springer.
- Uzlifatul Jannah & Agoes Moh Moefad. (2019). *Strategi Komunikasi Pemasaran Wisata Baru Setigi di Gresik Jawa Timur*. *Jurnal Ilmu*

Komunikasi. 9(2).
<https://doi.org/10.15642/jik.2019.9.2.114-129>.

Widiastuti, T., Mihardja, E. J., & Agustini, P. M. (2020). *Peran Komunikasi Pemasaran Industri Kreatif Festival Budaya Dieng 2018 dalam Pembentukan Identitas Kota*. *Jurnal Ilmu Komunikasi*, 16(3), 256.
<https://doi.org/10.31315/jik.v16i3.3207>.

Wijatno, Serian. (2009). *Pengantar Entrepreneurship*. Jakarta: PT Gramedia Widiasara Indonesia.

Wilson, K.J. (2000). *Managing the Industrial Salesforce of the 1990s*. *Journal of Marketing Management*.