



Strengths and Weaknesses of Tourism Marketingat Bandar Pasir Mandoge (Descriptive Analysis Approach)

**¹Husni Muharram Ritonga; ²NurafrinaSiregar
³Roro Rian Agustin; ⁴Maya Macia Sari**

¹Management Studys Program, Pembangunan of Panca Budi University, Indonesia;

²Management Studys Program, Pembangunan of Panca Budi University, Indonesia;

³Management Studys Program, Pembangunan of Panca Budi University, Indonesia;

⁴Management Studys Program, Pembangunan of Panca Budi University, Indonesia

Email: husnimuharram@dosen.pancabudi.ac.id

Abstract

Tourism in the Bandar Pasir Mandoge Sub-District of Asahan Regency needs to be reviewed so that there is an increase in sustainable tourist visits. Tourism has been assumed as an industry that can be relied on to fill foreign exchange. The main reason for tourism development is strongly related to the progress of the economy, social, culture, region or country. In other words, the development of tourism in a tourist destination will always be calculated with the benefits and benefits for the people. Tourism development as part of national development has the aim of expanding business opportunities and employment opportunities. In line with the stages of national development, the implementation of national tourism development is carried out in a comprehensive, balanced, gradual and sustainable manner. A tourist attraction area in Bandr Pasir Mandoge Sub-District can become a tourist destination must have non-physical and physical potential where both of these potentials will be developed as a tourist destination area that benefits both the region and the government. In order to promote tourism it needs to be directed and integrated in developing tourism objects with the intention of influencing thoughts and interests in coming to the tourist area.

Keywords: strengths, weaknesses, tourism marketing



A. Introduction

As a country with a very large population and so many natural resources that are diminishing due to new developments the ratio is increasing. This development is one factor in the reduction of natural resources in Indonesia. Indonesia has a bright and challenging future. The challenges facing Indonesia are very diverse. Talking about the challenges that exist in Indonesia is very broad and complex, the development of tourism activities is considered very important because tourism has links with other sectors such as the economic sector, service sector, trade sector and transportation sector.

Development and utilization of tourism optimally will be able to increase economic growth, create jobs, increase community income and regional income. Especially with the existence of Law No. 32 of 2004 concerning "Regional Government" and Law No. 33 of 2004 concerning "Financial Balance Between the Central Government and Regional Governments" which gives authority to regional governments to manage and manage the wealth of their possessions which in turn will spur the spirit of regional governments to optimize every potential available to increase the amount of Regional Original Revenue (PAD), including those originating from tourism activities. Tourism activities are closely related to the level of the economy achieved by a country. The higher the level of the economy achieved, the tourism activities in the country are also relatively higher compared to countries that have lower economic levels and the greater the income of a person, the greater the portion set aside for tourism.

With the current economy increasing, the role of tourism in boosting the economy will also be higher. In carrying out autonomy, the regions have obligations such as developing productive resources in the region, preserving the environment, providing social facilities and decent public facilities, arranging regional planning and spatial planning. There are several reasons why tourism is used as an alternative for increasing state revenues for development financing as mentioned by (Bambang Indrayanto: 2001), among others (1) The development of the tourism industry in Indonesia has a bright future, given the many potential natural and cultural attractions that are attractive for sale on the international market. (2) In an effort to develop the tourism industry there is no need to bring in machinery or other sophisticated technology as a support. (3) The development of the Indonesian tourism sector is based on public interest in developed countries in Europe, the US, Japan and Australia which have relatively high economies and are very strict in utilizing leisure time.



The following can be seen in the table of tourist visits in North Sumatra from 2016 to 2017, as follows:

Table 1.1. Number of Travelers

Number	Period	Total
1	December 2016	28.950
2	November 2017	24.991
3	December 2017	27.978

Source: Badan Pusat Statistik SUMUT

From the table, it can be seen that the number of foreign tourists visiting North Sumatra through 4 (four) entrances in December 2017 reached 27,978 visits, experiencing an increase of 11.95 percent compared to those arriving in November 2017 reaching 24,991 visits. However, when compared to the same month in 2016, the number of foreign tourists in December 2017 fell by 3.36 percent, from 28,950 visits in December 2016 to 27,978 visits.

One tourism that can be developed is the Sub-District in Bandar Pasir Mandoge has a lot of potential for natural tourism and attraction that can be used and packaged as a magnet to attract tourists to visit tourism in the Bandar Pasir Mandoge Sub-District, among these tours as follows; (1) Natural Rafting Tourism in the Upper Asahan River, Tangga Village Kec. Bandar Pulau. (2) Nature Tourism Simonang-monang Waterfall Sub-District Bandar Pulau. (3) Nature Tourism Aek Sisapa Waterfall Kec. Bandar Pasir Mandoge. (4) Bolon Derivative Turbo Waterfall in Tomuan Holbung Village, Kec. Bandar Pasir Mandoge Asahan Regency. (5) Mandoge troops and others. To improve tourism, management of the strengths and weaknesses of natural tourism marketing in Bandar Pasir Mandoge Sub-Sub-District is needed to be able to make tourism development decisions in Bandar Pasir Mandoge. One of them is to bring in investors to help overcome tourism weaknesses in the Bandar Pasir Mandoge Sub-District. Investment is putting money into something in the hope of profit. Also seen in the practice of strategies to attract investment, people, and industry to an area (Kuncoro, 2004), namely: (1) Image Marketing, image (image) is a kind of trust, idea, and expression that people have towards an area. (2) Attraction Marketing, Attractiveness is an important reason for tourists, investors, and capital to come to a place. (3)



Infrastructure Marketing, infrastructure is the main basis in marketing the area. (4) People Marketing, another strategy to market the area is to market people. The form of marketing people can be done through famous people, regional leaders, competent people and community attitudes.

B. Method

The method in this study uses descriptive analysis method. Bogdan and Taylor in Moleong (2008) define qualitative methodology as a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior. Descriptive is a report that contains citation of data to provide an overview of report presentation. The data comes from texts, observations, interviews, other official documents. The technical implementation of this research is carried out by survey techniques, namely how to collect data from a number of units or individuals at the same time. This research was conducted in the tourist area of Bandar Pasir Mandoge, Asahan Regency to see the strengths and weaknesses in the development of the tour.

The data sources used in this study are primary and secondary data. The primary data in this study were informants from the Asahan Regency Culture and Tourism Office and field observations carried out at the Pasir Mandoge City tourism object and related agencies. Secondary data can be obtained indirectly from literature studies in the form of literature books, brochures, notes, newspapers, documents, statistical data reports from the Asahan Regency Culture and Tourism Office and other sources related to this research.

C. Research Finding

In the implementation of management of tourism objects, there is a need for knowledge about environmental conditions. From these environmental conditions can be seen the strengths and weaknesses of tourism in Bandar Pasir Mandoge which is the object of this study. From the research results, the findings are as follows:

Strength

From the results of observations and interviews with both the management, the community and both the forces and the local Office that the tourism in Bandar Pasir Mandoge Sub-District has many strengths and advantages. As for the strength findings, especially the natural beauty that



can truly be natural, the atmosphere is very cool, the water is so clear and the sand that looks white is not like most sands. It takes time to arrive at the tour and all that will be paid off after seeing the atmosphere. This should be an alternative choice for people both at home and abroad to visit with family in a sustainable manner. Communities in Bandar Pasir Mandoge Sub-District, especially those close to tourist areas, can be invited to work together on tourism development so that tourism develops sustainably, which in turn will empower local communities to be based on five criteria, namely; advance the level of life of the community while preserving local cultural and traditional identities; increase and equalize the income level economically of the local population; oriented to the development of small and medium-sized businesses with large power absorption and oriented to appropriate technology; develop the spirit of competition as well as cooperatives; and utilizing tourism as optimally as a contributing sector to cultural traditions with minimal impact. The tourism model that involves local communities by providing opportunities to manage and develop tourism, both directly and indirectly, has links with industry or tourism businesses so that the distribution of profits is evenly distributed to the community (Putra, 2015). A tourism development approach that emphasizes the active role of local communities (both directly and indirectly involved) in the form of providing opportunities (access) in tourism management and development which ends in community empowerment, including in the sharing of benefits from tourism activities (Putra, 2015). This form of critical attention is the idea of tourism development that often ignores the rights of local communities in tourist destinations (Hadiwijoyo, 2012).

Weaknesses

There are disadvantages of tourism marketing in Bandar Pasir Mandoge which makes it unstable for visitors to come to these tourist locations. Not all rural locations are attractive to tourists because road access to the location is not easy, the roads are rocky and only certain vehicles can enter the area. This is an important point that must be considered. Therefore one that can help overcome this is investors. The need for investment to help develop and advance the weaknesses in the tour. Road access will be easy to reach if the funds are strong in the construction of the infrastructure. Then the need to build lodging for tourists which if tourists want to spend the night in the tourist area. If this can be overcome, the community will be alert to provide all the needs of



tourists, namely providing food and beverage needs in the tourist area which has been difficult to obtain due to the unstable visitors and making the community inconsistent in providing these needs. This is one of the things that can later help the economy of the people in Bandar Pasir Mandoge Sub-District.

A tourist needed various facilities to fulfilled and feel comfortable. Various of tourist needs include transportation, accommodation, travel agencies, attractions (culture, recreation, and entertainment), food services, and souvenir items (Gde Pitana, 2005). The availability of various necessary facilities will make tourists feel comfortable, so that more tourists visit.

Therefore, tourism development efforts in Bandar Pasir Mandoge are not optimal. In this development effort, both the Culture and Tourism Office and the UTPD should collaborate with investors / private parties in improving programs / activities that can attract visitors. So far there has never been cooperation with investors. If the collaboration is established by creating new programs and activities that can attract tourists, it can increase the number of tourist visitors in Bandar Pasir Mandoge. In addition, the development of marketing concepts to increase the participation of tourism conscious community groups.

The concept of marketing is very important in a tourism development. Therefore the marketing concept must continue to be improved. Community participation is one of the most important things in tourism development. All programs created in tourism development are intended for the community and always connect with the community. Without community participation an activity will not be carried out optimally, including the development of tourism objects in Bandar Pasir Mandoge. One of the ways to develop tourism is to increase and improve the infrastructure in tourism objects so that they can attract visitors. If funds or budgets from investors and the government, especially tourism in Bandar Pasir mandoge, have not been able to meet the infrastructure needed for development, it will not occur and there will be no changes to the tourism. Private parties or investors are usually more innovative and creative in creating good programs or plans in an effort to achieve maximum goals.

D. Discussion

The strength of this tour is the natural beauty that is so natural, the atmosphere is very cool, the water is so clear and sandy that looks white not like most sands. This tour can be an alternative choice for people both



at home and abroad to visit with family. Communities in the tourist area can be invited to work together in tourism development. Tourism that involves local communities by providing opportunities to manage and build tourism both directly and indirectly will lead to equal distribution of profits. While the weaknesses found in these tours are the most important facilities and infrastructure that do not support tourists to visit. Facilities for tourists must be available in order to increase the number of tourist visits in Bandar Pasir Mandoge Sub-District.

E. Conclusion

Tourism in the Bandar Pasir Mandoge Sub-District is a tour that can be the choice of tourists because of its natural beauty. However, facilities for tourist needs must be provided. Especially road access to tourist sites. This is need for attention from the local government for the weaknesses contained in the tour. And the need for cooperation with investors. Investors can help provide and build the needs of tourists who are looking forward after the tour is packed as well plus maximum marketing will make tourists interested in visiting loyal to tourist sites in Bandar Pasir Mandoge Sub-District.

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