



## Marketing Strategy for Tourist Attractions to Increase Intention to Visits Pura Taman Ayun, Bali



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### Abstract

Tourist attraction Taman Ayun is a tourist place on the island of Bali which is located in the village of Taman Ayun, District Abiansema, Badung, Bali Province. The tourist attraction Taman Ayun is present in the form of long tail macaques, Pala Forest, and Pura Bukit Sari as its appeal. The number of tourists who visited Travel Attractions Taman Ayun from time to time experienced an increase after falling dramatically in 2012, amounting to 54 637 people, but the increase in the number of tourists is still quite slow and when compared with the visit of the peak that occurred in 2009 amounted to 225 672 people is still very low. The research aims to the right marketing strategic to increase rapidly tourists to visit Taman Ayun Travel Attractions. The method used in this study is through questionnaires, observation, library research, documentation, and interviews with the manager. The data obtained were analyzed using descriptive analysis techniques were used to analyze the marketing mix and strategy using SWOT analysis as well as using a Likert scale to analyze the questionnaires that were distributed. The result of this study is a marketing strategy that can be done to increase the number of tourists visiting Taman Ayun tourist attraction is to create branding for Taman Ayun tourist attraction as a natural tourist attraction quality, maintain the cleanliness and beauty of nature, promotion via the internet and brochures to introduce tourist attraction Taman Ayun to be better known by tourists as well as image building tourist attraction Taman Ayun to fix the problems that led to the number of visits in 2019 and then dropped in the next year began to increase but slowed impressed not know are like before 2021.

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## 1 Introduction

Tourism is an activity that directly touches and involves the community so that it has various impacts on local communities, tourism can be said to be a driving force for development in an area that involves the local community. According to Ningsih (2014) tourism is an important factor in economic development because tourism is very closely related to all economic sectors, so that it makes many important contributions to the regional economy. The tourism sector contributes to foreign exchange earnings, increasing business opportunities and various employment opportunities, as well as increasing revenue for the central and regional governments. The tourist attraction of Taman Ayun is a tourism place on the island of Bali which is located in Mengwi District, Badung Regency, Bali Province (Varadarajan, 2020; Zinkhan & Pereira, 1994). Based on observations in the field, the tourist attraction of Taman Ayun cannot match the tourist attractions in southern Badung such as Kuta Beach, Seminyak, Tuban, Garuda Wisnu Kencana (GWK) and Jimbaran in terms of the number of tourist visits. Even though this tourist attraction has a very strong attraction starting from a very beautiful environment, and there is a historic temple left by King Mengwi in Taman Ayun (Putra, 2013; Fitrianto, 2015).

In 2012 Unesco designated Taman Ayun Temple as part of a world cultural heritage site. Beautiful scenery, cool air and located not far from Denpasar City Center is an advantage that Taman Ayun has. However, although it is recognized that the tourist attraction of Taman Ayun Temple is more in demand by foreign tourists. Meanwhile, domestic tourists are not too interested in traveling to Taman Ayun Temple. According to the manager, this is because the tourist attraction of Taman Ayun Temple does not have tourist attractions like the Uluwatu tourist attraction which is able to attract domestic tourists. This should be a challenge for the management of the Sangeh tourist attraction regarding how to foster tourists' interest in visiting the tourist attraction (Kotler & Keller, 2009; Kusmayadi et al., 2021).

The development of tourist attractions in Badung Regency must be followed by good management and effective and efficient introduction to the community. If visitors to tourist attractions increase, it will have an impact on increasing income so that there is no difficulty in covering the costs used for operating tourist attractions. An increase in the number of visits is urgently needed in order to increase income in order to build tourism support facilities, improve the quality of human resources and prosper the lives of local communities in the Taman Ayun Tourist Attraction. One of the causes of the slow increase in the number of visits is that the promotions carried out by managers are still very limited (Jugert et al., 2016; West et al., 2002).

The strategy in responding to these challenges is to develop a marketing strategy that is expected to attract tourists and also restore the image of tourism at Taman Ayun Tourist Attraction which is safe and comfortable. Therefore, a good and useful marketing strategy is needed for the advancement of Taman Ayun's tourist attraction. A good marketing strategy certainly starts from a good analysis base. The analysis that must be carried out related to the preparation of a marketing strategy includes a SWOT analysis. This analysis is important so that managers are able to face competitors while increasing the number of tourist visits to Taman Ayun Tourist Attraction (Devi, 2008; Moleong, 1998; Mukhtar, 2013).

## 2 Methods

This research was conducted at the Taman Ayun Tourist Attraction, Abiansema District, Badung Regency, Bali Province. The scope of research used is a strategy marketing using a marketing mix, namely product, price, promotion, location, people, process, physical evidence to increase the number of tourist visits to Taman Ayun tourist attraction. The data analysis technique uses descriptive qualitative data analysis techniques. The data that has been collected is processed and analyzed descriptively using the SWOT analysis tool, which is a qualitative analysis carried out by examining internal and external factors. Internal factors in this case are Strength (strength or potential) and Weakness (weaknesses or constraints). External factors consist of Opportunities (opportunities) and Threats (threats) owned by the Taman Ayun tourist attraction. SWOT analysis is used to obtain a basic view of the strategies needed to achieve a certain goal, in this case an assessment of what efforts can be used as alternative solutions in an effort to increase the number of tourist visits to Taman Ayun Tourist Attraction (Oka et al., 2008; Rangkuti, 2006; Joe Hastanti, 2012).

### 3 Results and Discussions

#### *Marketing Mix Analysis*

1. Product

Products in a tourism perspective are very closely related to tourist attractions, in this case not only in terms of culture, namely temple buildings, but also in terms of nature, namely the environment surrounded by trees and many fish ponds surrounding the historic temple building.

2. Price

The cost referred to here is a company management system that will determine the right base price for the products offered by the Taman Ayun Tourism Attraction. The price/ticket to enter Taman Ayun Tourism Attraction is IDR 50,000 for foreign tourists and IDR 15,000 for domestic tourists. It can be seen that the entrance fee applied to this attraction can be said to be cheap, this is if we compare it with similar tourist attractions such as the Uluwatu Temple and Danau Bratan Temple. The management of the Taman Ayun tourist attraction should have been able to attract more tourists to enter and tour the Taman Ayun tourist attraction.

3. Location/Place

Tourist attraction is a place component part of a product component. This is because in tourism the location or location of the distribution channel cannot be moved and must be enjoyed at the tourist attraction. This is a characteristic of the marketing mix in service businesses. The location of the Taman Ayun tourist attraction is located 20 km to the north of Denpasar City. The location of this tourist attraction is quite strategic, which is located in the Mengwi District area and after there is a new road connecting Badung and Tabanan, this tourist attraction is easier for tourists to find.

4. Promotion

Taman Ayun Tourism Attraction uses Advertising (advertising) as a means to introduce its products. The media used are brochures, internet and word of mouth. Taman Ayun Tourism Attraction also collaborates with domestic and foreign travel to bring in tourists. Taman Ayun Tourism Attraction in marketing its tourism products uses direct and indirect marketing channels.

5. Physical Facilities (physical evidence)

The condition of the physical environment around the Taman Ayun Tourist Attraction area can be said to have cool air, and towering green trees make the atmosphere of the area feel shady and shady. Physical revitalization was carried out for the Taman Ayun Temple area after it was determined by UNESCO. This revitalization includes the arrangement of the Taman Ayun Temple environment as an area that truly reflects the sacred atmosphere of the temple. The exterior rearrangement of the Taman Ayun Temple area was originally a cultural and ritual center, then became a tourism area that has a selling point for people's lives (Interview, 27/3/2015). The concept of this arrangement is the road in front of Taman Ayun Temple as a pedestrian (pedestrian area). In addition to the arrangement of the outer area, the area within the temple has also undergone improvements after it was designated as a World Cultural Heritage. With assistance from the government, the repair of facilities includes repairs to wantilan buildings, temples of moments, toilets, and others. Puri Mengwi has also added information boards on the routes traversed by tourists. Elements of tourism actors (people), namely employees of the Taman Ayun Tourism Attraction and tourists, include the rights and obligations of employees, how to dress and appearance of employees who have an influence on the success of delivering services from Taman Ayun employees to tourists. All tourism actors who work at the Taman Ayun Tourist Attraction are native residents of the Mengwi District aged 35-50 years. Employees who can master foreign languages, especially English, will be given better salaries compared to other employees (Tooke & Baker, 1996; Neuvonen et al., 2010). However, based on empirical observations in the field, the quality of human resources is still low, especially in terms of mastery of foreign languages. It appears that only one person out of five counter staff has good foreign language skills.

6. Process

The process carried out by the Taman Ayun Tourism Attraction includes the ticketing process, the information delivery process and the service process for tourists. The process of the Taman Ayun tourist attraction is still lacking, this is judged by the inability of the manager to package their tourist attractions more alive. The role as a local guide actually looks more prominent than the photographers. The photographer is seen

as a local tour guide rather than the manager himself who should position himself as a tour guide (Orams, 2002; Richards, 2002).

#### *Analysis of Strengths, Weaknesses, Opportunities and Threats (Strength, Weaknesses, Opportunities and Threats Analysis)*

The analysis that will be explained below reviews the factors that become strengths, weaknesses, opportunities, and threats in Taman Ayun Tourism Attraction.

#### *Identification of Internal Factors*

Based on the results of field observations and distribution of questionnaires to tourists in the field, internal factors are identified as follows:

##### 1. Strength

Taman Ayun tourist attraction is a tourist attraction with a very clean level of cleanliness. Taman Ayun Temple is included in this part of the world cultural heritage. Apart from Taman Ayun, the Cultural Landscape of Bali Province also includes the subak area of Catur Angga Batukaru, the Pakerisan Watershed (DAS), Lake Batur and Ulun Danu Batur Temple, as well as Lake Buyan and Lake Tamblingan. Taman Ayun Temple located in Mengwi Village, Badung Regency is a Balinese cultural heritage which has important historical significance in the lives of the surrounding community in particular and in Bali in general. The pond that surrounds the temple does not only have an aesthetic function, but also plays an important role as a source of irrigation for the subaks around it.

##### 2. Weakness

From the results of research in the field, most tourists visit Daya Wisata Taman Ayun with the aim of having a vacation. They visited the Taman Ayun Tourist Attraction to fill their free time and holidays. Most of them get information from family and friends. However, in terms of human resources the quality of human resources is still low, especially in terms of mastery of foreign languages. Even though the workers who deal directly with tourists should have language skills with a minimum standardization of English. This phenomenon is contrary to the status of Taman Ayun Temple which has been designated as one of the world's cultural heritages. It is feared that this will have an impact on the image of Taman Ayun Temple in the eyes of the world.

#### *Identification of External Factors*

Based on the results of field observations, external factors can be identified as follows:

##### 1. Opportunity

The growing trend of tourism back to nature (back to nature) growing awareness about the importance of the balance of nature is also developing among tourists. This is considered capable of generating new energy in physical and spiritual freshness after being tired with their daily activities. Taman Ayun tourist attraction is an attraction that relies on its natural beauty. The price of the entrance ticket applied to the Taman Ayun tourist attraction can be said to be cheap, this is if we compare it with similar tourist attractions such as those that charge Rp. 30,000 for adults and Rp. 20,000 for children. The management of the Taman Ayun tourist attraction should take advantage of their advantages in terms of cheap entry tickets. This is an opportunity to attract more tourists visiting Bali, especially the Taman Ayun tourist attraction.

##### 2. Threat

Nearby tourist attraction. Tourist attractions that offer natural beauty and interesting tourist attractions related to nature are not only found in the Taman Ayun tourist attraction, but also in many adjacent places in Bali. The locations of other nearby tourist attractions have become competitors and even threats in the marketing of the Taman Ayun tourist attraction. Source: Results of analysis, 2016)

3. Marketing Strategies That Must Be Applied Appropriately to Increase Intention to Visits Pura Taman Ayun  
Analysis in the marketing mix section regarding product, price, place/location, promotions, physical facilities, people and processes that are owned by the Taman Ayun tourist attraction as well as regarding the identification of internal factors and external factors towards the components of the marketing mix owned by the tourist attraction related to the marketing mix, it can be put forward a marketing strategy implemented by the manager to increase the number of tourist visits to the Taman Ayun tourist attraction which will be explained below:

1. Strategy Strength Opportunities (SO)

This strategy seeks to take advantage of the strengths possessed to seize opportunities that exist outside or the external environment. The strategy that can be applied in marketing the Taman Ayun Tourist Attraction is to create branding for the Taman Ayun tourist attraction as a quality natural tourist attraction. Branding or trademarks of a product or attraction is very important so that it always reminds consumers of the product or attraction. If a branding is expressive and attractive, then the branding will be stored for a long time in the memory of consumers or the general public. Until now the Taman Ayun Tourist Attraction is not well known, therefore it is necessary to create branding to introduce the Taman Ayun Tourist Attraction area to foreign countries.

2. Strength Threat Strategy (ST)

This strategy utilizes strengths to deal with threats. Strategies that can be done in marketing Attraction Taman Ayun Tourism is to maintain the cleanliness, purity and beauty of the Taman Ayun tourist attraction. Cleanliness and beauty are components of a tourist attraction that lead to high points. For tourists, beauty and cleanliness are high assessment components, without cleanliness and beauty of the tourist attraction, the tourist attraction will not give a good impression on the minds of tourists. Therefore, maintaining the cleanliness and natural beauty of the Taman Ayun tourist attraction is important in marketing the Taman Ayun Tourist Attraction to increase the number of tourist visits and give a good impression for the sustainability of the Taman Ayun tourist attraction.

3. Weakness Opportunities (WO) Strategy

This strategy is a strategy designed for try minimizing weaknesses by taking advantage of existing opportunities. The usual marketing strategy is to promote the Taman Ayun tourist attraction as a quality natural tourist attraction. For interesting tourist arrivals to visit tourist attractions that had been abandoned by tourists so that the number of visits decreased drastically, a strategy is needed to promote the tourist attraction of Taman Ayun which has a unique and quality tourist attraction.

4. Weakness Threat Strategy (WT)

This strategy aims to survive by minimizing weaknesses by avoiding threats. The strategy that can be applied is to increase the promotion of the tourist attraction of Taman Ayun and more paying attention to the maintenance of the area, especially the sacred area in the temple which is the attraction. Taman Ayun Tourism Attraction has interesting potential but due to lack promotion mresulting in this attraction is less well known in foreign countries. In marketing Taman Ayun's tourist attraction so that it is better known abroad, the manager must be even more active in collaborating with tourism stakeholders. The management must also be better at promoting via the internet and distributing brochures which include a glimpse of the Taman Ayun tourist attraction, the attractions offered and an overview of the Taman Ayun tourist attraction to restore the image of Taman Ayun tourist attraction (Yudiantini & Jones, 2015; Shen et al., 2016).

## 4 Conclusion

From the research that has been done, conclusions can be drawn because of this research. The marketing strategy that can be carried out to increase the number of tourist visits to the Taman Ayun tourist attraction is to create branding for the Taman Ayun tourist attraction as a quality natural tourist attraction, maintain the cleanliness and beauty of nature, carry out promotions via the internet and brochures to introduce the Taman Ayun tourist attraction so that it is better known by tourists, and build the image of the Taman Ayun tourist attraction to correct problems which resulted in the number of visits in 2013 dropping drastically and then starting to increase the following year but seeming to slow down unlike before 2013. Continue to maintain environmental cleanliness and security at the Taman Ayun tourist attraction

so that visiting tourists feel comfortable and safe. Creating branding of Taman Ayun tourist attraction as a quality tourist attraction. Improving the marketing strategy in the field of promotion so that Taman Ayun's tourist attraction is known by many people, managers must activate more internet media such as websites or print media such as brochures to promote Taman Ayun's tourist attraction. For further research, it is expected to be able to examine the management strategy for Taman Ayun's tourist attraction, as well as evaluate the management of Taman Ayun's tourist attraction so that it can become an even better attraction.

*Conflict of interest statement*

The authors declared that they have no competing interests.

*Statement of authorship*

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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