

INTEGRATED MARKETING COMMUNICATION STRATEGY OF TOURISM AWARENESS GROUPS IN ORDER TO PROMOTE TOURISM VILLAGE

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ABSTRACT

The tourism industry has an important role as one of the driving forces of national economic growth. One of them is Kelawi Tourism Village in Lampung. The tourism village is managed by tourism awareness groups (Pokdarwis) which are individuals who have an interest and care about the development of local tourism based in rural areas. The purpose of this study is to analyze the integrated marketing communication strategy carried out by Pokdarwis Minang Rua Bahari in an effort to promote Kelawi Tourism Village. This research uses the constructivism paradigm with a qualitative descriptive approach and case studies as the method. Data collection techniques are carried out by in-depth interviews, observation and analysis of related documents. The results showed that in an effort to develop tourism potential in Kelawi Tourism Village, an integrated marketing communication strategy was applied consisting of three stages of the process, namely planning, implementation, and evaluation. The planning phase begins with the identification of the target audience. Pokdarwis Minang Rua Bahari implements various forms of integrated marketing communication in the implementation stage by adopting the concept of 8 promotion mixes using the concept of promotion mix including advertising, personal sales, sales promotion, public relations and publications, interactive marketing, events and experiences, word of mouth marketing, and direct sales. In its implementation, Pokdarwis has not formulated an integrated marketing communication strategy in a comprehensive, integrated, and sustainable manner. This is a form of evaluation carried out periodically as a basis for continuous promotional steps.

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1. Introduction

The tourism industry has an important role as one of the driving forces of national economic growth. The tourism industry is projected to become the largest foreign exchange contributor in Indonesia and a driver of inclusive and sustainable economic growth. This contribution is supported by the projected number of foreign tourists to increase in 2045 to reach 73.6 million tourists (Bappenas, 2019).

In 2018, the Organization for Economic Cooperation and Development conveyed the Tourism Megatrends that will shape Future Tourism, namely tourism oriented towards natural tourism or local culture with the aim of increasing insight, adventure and learning, such as adventure tourism, hiking, trekking and also tourism that offers direct experience for tourists such as village tourism (Wirdayanti et al., 2021). Through the village tourism approach, it can be an alternative choice in tourism development. Research conducted by Putri and Ardhanariswari (2020) stated that the development of tourist villages is not only a tourist destination, but also has a positive impact on improving the economy of the surrounding community.

The development and growth of tourist villages has spread to all provinces in Indonesia, one of which is South Lampung Regency. The Regional Government through the South Lampung Tourism and Culture Office at the beginning of 2022 will also support the development of coastal tourism by promoting the Gerot Wisata Program (Integrated Mutual Cooperation Movement towards Leading Tourism). Besides that, Plt. Head of the Village Community Empowerment Service (PMD) Erdiyansyah revealed that South Lampung has 5 (five) leading tourist villages including Kecapi Village, Kunjir Village, Way Alam Village, Srikaton Village and Kelawi Village (www.lampungselatankab.go.id).

Kelawi Tourism Village is a tourist destination located on Batu Alif Tourism Road, Minang Rua Hamlet, Kelawi Village, Bakauheni District, South Lampung Regency. These marine tourism destinations include Minang Rua Beach, Green Canyon, Underwater Park, Jamara Waterfall, Khaja Saka Waterfall, Batu Alif, Goa Lalay, Spot Jumping tourism and Turtle Breeding. Kelawi Tourism Village is managed by a tourism awareness group or abbreviated as Pokdarwis "Minang Rua Bahari" which are individuals who have an interest and care about developing local tourism based in villages.

In December 2018, the tsunami natural disaster destroyed several marine tourism destinations along the coastline of South Lampung Regency. The impact of this disaster resulted in a decline in tourism activities, including in the Kelawi Tourism Village. Apart from that, the emergence of the Covid-19 pandemic which was detected in Indonesia on March 2 2020, had a huge influence on the decline in tourist visits to the Kelawi Tourism Village. This is proven by research conducted by Rachmawati et al. (2021), During the Covid-19 pandemic, Minang Rua Beach tourism MSMEs experienced a decline in turnover.

Various efforts have been made by Pokdarwis Minang Rua Bahari as a tourism manager to revive the tourism sector and increase tourist visits to the Kelawi Tourism Village, one of which is by promoting this tourist destination through marketing communications. In the context of marketing communications, it is interesting to examine how Pokdarwis Minang Rua Bahari responded to the post-tsunami situation and the Covid-19 pandemic and developed strategies to promote this tourist destination.

Marketing communications are the means used by companies in an effort to inform, persuade and remind consumers either directly or indirectly about the products and brands they sell (Kotler et al., 2012). In the tourism context, the product being marketed is a tourist attraction. Integrated Marketing Communications or Integrated Marketing Communication (IMC), as explained by Kotler et al. (2009), refers to a concept in which a company combines

and aligns various communication channels to convey clear, consistent, and convincing messages about the company and its products.

On the other hand, according to Shimp's (2010) definition, IMC is a communication process that involves planning, creating, integrating, and implementing various forms of marketing communications such as advertising, sales promotions, publications, events, and so on. IMC is also defined as an integrated analytical process, which has the ability to anticipate increasingly personalized consumer behavior and utilize various media channels that interact with each other. Therefore, synergy between media and marketing communications activities in IMC will produce a stronger impact and unite these elements into an effective whole.

As one of its functions is planning and implementing promotions, Pokdarwis Minang Rua Bahari must pay attention to appropriate communication aspects so that information about the Kelawi Tourism Village can reach the community and ultimately attract visitors. Like other tourist destinations, Kelawi Tourism Village requires a comprehensively formulated marketing communications strategy so that messages and information about this tourist village can reach target visitors effectively and efficiently.

Research on integrated marketing communication strategies in the Kelawi Tourism Village is very interesting. Pokdarwis Minang Rua Bahari has designed various strategic plans to continue to promote tourism in Lampung Province. This area has significant advantages compared to other tourist destinations, and has achieved world recognition. Therefore, the opportunity to attract many tourists is very large if the tourism marketing communication strategy is implemented carefully.

By increasing the number of tourists coming directly, this will not only make a positive contribution to regional income, but will also improve the welfare of the community around the tourist location. As a research reference, various studies such as those conducted by Setiawan and Hamid (2014) regarding promotional strategies in developing local tourism. The research states that special attention needs to be paid to communication planning and marketing strategies in order to increase the number of immigrants. Other research on marketing strategies was conducted by Saraswati and Afifi (2022), this research shows that achieving success in the tourism marketing communication process refers to marketing communication activities by combining the tourism marketing mix concept and the promotion mix concept.

Based on the background above, the formulation of the problem in this research is as follows "How has integrated marketing communication been implemented by the Minang Rua Bahari tourism awareness group (Pokdarwis) in promoting the Kelawi Tourism Village as an effort to increase tourist visits?"

2. Method

This research seeks to determine the marketing communication strategy of the Minang Rua Bahari Tourism Awareness Group (Pokdarwis) in promoting the Kelawi Tourism Village, South Lampung Regency. Therefore, this research uses a constructivism paradigm with a qualitative descriptive approach and case studies as the method.

In this research, primary data is analyzed in the form of in-depth interviews with predetermined sources/informants and direct field observations. Meanwhile, secondary data was obtained through literature studies, reports and other media. The location of the research was Kelawi Village, Kec. Bakauheni, Kab. South Lampung, Lampung Province. The entire research process takes place from August to December 2023.

Data sources for obtaining valid information are informants or sources. The research sources consisted of: (1) Saiman Alex Chandra as Chair of the Minang Rua Bahari Pokdarwis;

(2) Rian Haikal, S.Pd., as social media admin for Kelawi Tourism Village; (3) Baiq Nabila as a visitor to the Kelawi Tourism Village. The data analysis technique uses the Huberman and Miles (2014) model which consists of data reduction, data presentation, drawing conclusions and verification. The technique for checking the validity of the data uses triangulation techniques by comparing the data from observations from informants with the theories/concepts that researchers have obtained.

3. Results and Discussion

A. Condition of Kelawi Tourism Village Post Tsunami and Covid-19 Pandemic

The tourist village is managed by a tourism awareness group (Pokdarwis). Based on the Decree of the Minister of Law and Human Rights of the Republic of Indonesia No: C-135.HT.03.01.TH.2006, the Tourism Awareness Group (Pokdarwis) "Minang Rua Bahari" originates and consists of individuals who have an interest and care about potential development local tourism based in villages, founded on September 16 2013.

In December 2018, the tsunami natural disaster destroyed several marine tourism destinations along the coastline of South Lampung Regency, one of which was Kelawi Village. The impact of this disaster resulted in a decline in tourism activities in the Kelawi Tourism Village.



Figure 1. Kelawi Village after the Tsunami

Apart from that, the emergence of the Covid-19 pandemic which was detected in Indonesia on March 2 2020, had a huge influence on the decline in tourist visits to the Kelawi Tourism Village. This is proven by research conducted by Rachmawati et al. (2021), during the Covid-19 pandemic, Minang Rua Beach tourism UMKM experienced a decline in turnover. The culinary sector experienced a decline in turnover from 3.2 million rupiah per month to 1.6 million rupiah per month. Traders admitted that restrictions on tourist visits during the Covid-19 pandemic had an impact on their income and affected their lives. The lodging sector also experienced a decline during the Covid-19 pandemic. The turnover obtained by UMKM players in the lodging sector could reach 32 million per month before the Covid-19 pandemic and decreased to 16 million per month during the Covid-19 pandemic.

B. SWOT Analysis of Kelawi Tourism Village Development

Developing the Kelawi Tourism Village as a tourist destination to attract potential visitors is a process that cannot be separated from various complex challenges and obstacles. Increasingly tight competition in attracting visitors among various tourist villages in Indonesia remains a reality faced by Pokdarwis Minang Rua Bahari. Therefore, increasing tourist attractions in the area requires a SWOT analysis.

SWOT analysis is a structured evaluation of the internal situation (strengths and weaknesses) and the external situation (opportunities and threats), making it easier to determine strategies in marketing communications planning (Cangara, 2017). Organizations can identify problems in the field of marketing communications that have the potential to affect the organization (Harjanto, 2009).

SWOT analysis can be used to analyze and process situations to determine strengths, weaknesses as well as opportunities and threats that will be faced by Pokdarwis Minang Rua Bahari in determining marketing communications strategies.

Table 1.
SWOT Analysis: Internal Factors

ASPECT	STRENGTH	WEAKNESS
Price	Prices are affordable and in accordance with the facilities available.	Competitive prices with other tours around Lampung.
Product	The superiority of the product, namely the "Sipit Kelawi" avocado, received the Muri Record award as the first tourist village to have the Kelawi Village avocado variety.	Facilities and infrastructure supporting tourism are inadequate.
Place	Strategically, easy access to the Toll Road and Bakauheni Harbor.	There is no public transportation yet.
Promotion	Applying the promotional mix concept (promotion mix) includes advertising, personal selling, sales promotions, public relations and publications, interactive marketing, events and experiences, word of mouth marketing, and direct sales.	Management (HR) is still minimal, so the number of followers is still a little bit. Limited promotional funds.

Source: Researcher, 2023

Table 2.
SWOT Analysis: External Factors

ASPECT	OPPORTUNITY	CHALLENGE
Price	Can improve the economy of local residents.	The population does not yet have knowledge in managing UMKM
Product	There is still a lot of potential that can be developed into a tourist destination in Kelawi Village.	Global tourism trends can change quickly (increasing competing tourist destinations).

Place	Investment from the private sector.	Tsunami.
Promotion	Increasing tourist interest and use of social media, as well as many regional media helping to promote tourist villages.	Human resources have limited capacity in using promotional media.

Source: Researcher, 2023

Based on the data obtained, several strengths were found which can be used to promote tourist villages. The natural beauty with a diversity of fruits such as the "Sipit Kelawi" avocado has received a Muri record as the first tourist village to have avocado fruit varieties in Kelawi Village. Received other awards such as SDG Green Village Category by PT. BRI in 2023 and "The Best Tourism Village" by HIPMI in 2023.

This is a product advantage that can encourage tourist interest. Affordable prices and in accordance with the facilities available are also an advantage for various groups of visitors. Its strategic location and easy transportation access are strengths that can support the attractiveness of the tourist village.

Disadvantages are something that needs to be overcome to increase the potential of tourist destinations. Inadequate tourism support infrastructure needs to be improved in order to increase comfort, thus encouraging an increase in visitors. The limited number and capacity of human resources (HR) also need attention, especially in the context of social media management. The limited skills of Pokdarwis Minang Rua Bahari's human resources in utilizing social media as a promotional tool is a weakness that needs attention.

Promotion of Tourism Villages can involve local communities who have a deep understanding of the natural riches, culture and traditions of the region. Local communities can be involved in promotional, management and educational activities related to tourist villages, such as maintaining the cleanliness and beauty of the environment, which can ultimately improve the local community's economy. The public also needs to be encouraged and encouraged to convey information to visitors regarding the culture and uniqueness of the region and create an unforgettable visitor experience.

There are opportunities that can be optimized. Increasing tourist interest and the use of various social media promotional media have positively influenced the increase in the number of visitors to tourist destinations. Investment support from tourism industry players can contribute to the development of better infrastructure and facilities. Many mass media came to cover it, too vlogger as well as visitors who create content at Minang Rua Beach. This is an opportunity for Pokdarwis Minang Rua Bahari to promote the Kelawi Tourism Village. Residents of the surrounding area who can sell for example so that they can increase income and economic development are also profitable opportunities for the progress of this destination.

There are several challenges that need to be faced and anticipated by Pokdarwis. Rapid changes in global tourism trends need to continue to be anticipated so that Kelawi village remains attractive for potential tourists to visit. Limitations in HR capacity to use promotional media can hinder wider promotional potential.

C. Implementation of the Integrated Marketing Communication Strategy for Kelawi Tourism Village

Tourism is a major sector that has the potential to provide a positive chain effect on community development (Trebicka, 2016). This chain effect includes tourism's ability to provide benefits involving various sectors, not only limited to the tourism sector itself, but also spreading to other sectors in society. In an effort to develop tourism potential in the Kelawi

Tourism Village, various strategies have been implemented by Pokdarwis Minang Rua Bahari with the aim of promoting and increasing the role of tourism to provide a greater positive impact for all parties involved. By adopting a sustainable approach, Pokdarwis Minang Rua Bahari works to obtain optimal results. In line with the comprehensive concept of integrated marketing communications from planning to evaluation, the integrated marketing communications strategy is divided into three main activities, namely planning, implementing and evaluating integrated marketing communications programs.

D. Kelawi Tourism Village Marketing Communication Strategy Planning Stage

Pokdarwis Minang Rua Bahari plans marketing communications strategies by analyzing market segmentation, although not yet comprehensively. Determining market segmentation is based on geographic, demographic, psychographic and behavioristic characteristics (Harjanto, 2009). The geo-demographic target audience is the general public, both women and men, aged 3 - 58 years. The psychographic target audience is those who like to explore, travel, those who like to learn new things, those who like adrenaline-pumping tourism. The tourists interviewed fall within these criteria. The target audience for behavioristics is those who like to gather and like to hang out with friends and vacation with family enjoying the beach atmosphere.

So it can be concluded that the target audience for Pokdarwis Minang Rua Bahari is young people who like to explore and want to go on holiday with their friends, and small families consisting of father, mother and children who want to go on holiday together to enjoy a warm atmosphere with the family. This segmentation makes it easier for Pokdarwis Minang Rua to create communication messages that it wants to convey to its target audience. The ease of creating communication messages is not only considered from the advantages of Pokdarwis Minang Rua Bahari, but also the convenience obtained by readers.

Pokdarwis Minang Rua Bahari set communication objectives to attract potential visitors and convey that Kelawi Tourism Village is a marine tourism destination in South Lampung Regency. So in designing the message, Pokdarwis Minang Rua Bahari used the Lampung Api language to show the existence of the Kelawi Tourism Village in South Lampung. The words conveyed are of an interactive type, such as questions, invitations and greetings to convey friendliness to potential visitors and guests. The Lampung dialect "Api" used is still interpreted into Indonesian and the meaning is placed below the writing in Lampung, the aim is to reach a wider segmentation and make visitors and potential visitors who are outside South Lampung understand the writing.

In disseminating information related to the message conveyed by Pokdarwis Minang Rua Bahari, it focuses on social media as a contact point with potential visitors. In budgeting promotional activities, Pokdarwis Minang Rua Bahari is based on methods according to capabilities in preparing and determining promotional budgets. So, Pokdarwis Minang Rua Bahari uses non-paid advertising elements by optimizing social media accounts such as Facebook, Instagram, TikTok, Twitter, YouTube. According to Uluwiyah (2022), the method according to capabilities is to set the promotion budget at a level that they estimate can be borne by the organization.

E. Implementation Stage of Marketing Communication Strategy for Kelawi Tourism Village

Implementation of communication strategy activities by Pokdarwis Minang Rua Bahari using the approach Integrated Marketing Communication (IMC) involves the alignment of various elements of marketing communications to achieve effective and consistent communication goals. In implementing IMC, Pokdarwis Minang Rua Bahari adopted the concept of 8 promotional mixes or promotion mix in accordance with the framework described by Kotler in 2009.

Advertising

Kotler et al. (2016), advertising is a form of non-personal presentation paid by sponsors to present ideas or promotional ideas for certain identified goods or services through print

media, broadcast media, network media, electronic media and display/exhibition media (Widyastuti, 2018). The use of advertising in promoting Kelawi Village requires various promotional strategies, such as making brochures, information boards and billboards. Advertisements in print media such as newspapers or magazines and mass media have not yet been implemented. This is because the establishment of Pokdarwis Minang Rua Bahari is still relatively new so tourism marketing activities have not been carried out optimally. In this context, special attention needs to be paid to creating effective advertising so that it can convey information clearly to the public or consumers. This aims to get a positive response from consumers, as stated by Lukitaningsih in 2013. Pokdarwis Minang Rua Bahari only uses advertising elements by optimizing social media accounts, including Facebook, Instagram, TikTok, Twitter, YouTube and Website.

Personal Selling

Personal selling is verbal communication with potential buyers of a product, with the aim of creating a sales transaction (Harjanto, 2009). Pokdarwis Minang Rua Bahari has implemented a personal selling element through its participation in the 2023 Kompas Travel Fair (KTF) Exhibition which will be held on 1-3 September 2023 in Indonesia Convention Exhibition (ICE) BSD Tangerang.

Sales promotion

Sales promotion according to Grewal and Levy (2008) can be defined as special incentives or attractive programs that encourage consumers to purchase certain products and services (Saparso, 2021). One way to promote the sales of Minang Rua Bahari Pokdarwis is to attract tourist visits by providing tour packages including Midokh Basokh tour packages, Langui Lawo tour packages, Midokh Pai tour packages and Mino Nginakh tour packages. Apart from that, tourists who visit, especially large groups, can enjoy tour packages and are given key chains for each person. Sales promotions are considered effective in increasing the frequency and quantity of purchases. By understanding the frequency and quantity of purchases, developing marketing strategies becomes easier (Harjanto, 2009).

Direct Marketing

Direct marketing is a marketing system where marketers communicate directly with potential buyers to obtain responses, as well as make offers and transactions (Harjanto, 2009). Pokdarwis Minang Rua Bahari does not use direct marketing broadcast media on the Whatsapp application, but via social media Facebook, Instagram, TikTok, Twitter, YouTube and Website.

However, the use of social media as a promotional medium for tourist villages has not been fully maximized. This is caused by several factors including limited human resources, limited cameras and laptops, limited team skills in creating interesting video and photo content, limited team ability in creating narratives or copywriting on social media which also becomes an obstacle for Pokdarwis social media account managers so that content Not everything uploaded is updated to date or always updated at any time.

Public Relations & Publicity

Public relations plays an important role in tourism development in terms of marketing and promotional tools. In accordance with the definition of public relations, namely as an important tool in marketing communication strategies (Harjanto, 2009). The public relations activities carried out by Pokdarwis Minang Rua Bahari are realized in the form of collaboration by implementing a model pentahelix is business, government, community, academic, and media. The collaboration that is built from these five elements is to achieve the marketing communication strategy objectives in the tourism sector optimally and can provide benefits and advantages for the Kelawi Tourism Village. On business elements, Pokdarwis Minang Rua Bahari has collaborated with PT. Angkasa Pura II, PT Aviassi Wisata Indonesia, Bank Indonesia (BI), Bank Rakyat Indonesia (BRI), Financial Services Authority (OJK), PT Coca-Cola Bottling Indonesia (CCBI), PT. Astra Otopart Tbk and PT. Danone Tbk Lampung Province, PT. Pertamina (PERSERO) Bandar Lampung and Travel Bureau. Elements of

government, Pokdarwis Minang Rua Bahari has established a partnership with the District Tourism and Culture Office. South Lampung, Village Community Empowerment Service, Kab. South Lampung, District Fisheries Service. South Lampung, Lampung Province Tourism and Culture Office, Ministry of Villages PDTT, Ministry of Tourism and Creative Economy, Ministry of Maritime Affairs and Fisheries and Polish Embassy.

Other collaborations are also established with communities such as the Desamu Desaku community and the Gajah Mada University Alumni Family (KAGAMA). Pokdarwis Minang Rua Bahari builds and collaborates with various academies such as the University of Lampung (UNILA), Lampung State Polytechnic (POLINELA), Sumatra State Institute (ITERA) and Gunadarma University.

Apart from that, Pokdarwis Minang Rua Bahari uses publicity activities with several mass media including local television (TVRI Lampung, Kupas TV Lampung and Metro TV Lampung), national television (iNews), the Village Academy YouTube Channel, and RRI Bandar Lampung. Public relations activities carried out by Pokdarwis Minang Rua are published through mass media. Therefore, the attractiveness of public relations and publications depends a lot on its three unique advantages, such as high credibility, namely in the form of news and features that are more authentic and credible in the eyes of readers than advertising, can attract consumers when they are off guard through the role of public relations that is able to reach prospects avoid salespeople and advertising, and public relations are able to dramatize the company or product being offered. Marketers tend not to optimize the role of public relations, even though if a public relations program is well designed and assisted with other promotional mix elements, it can be very effective (Sulaksana, 2003).

Word of Mouth Marketing

Word of Mouth Marketing (WOM) according to Andreas can be defined as a message about a company's products or services, or about the company itself, in the form of comments about product performance, friendliness, honesty, speed of service and other things that are felt and experienced by someone and then conveyed to other people (Priansa, 2017). Kelawi Tourism Village is well known to the public, especially residents of South Lampung Regency, through traditional WOM promotions. With the development of communication technology, especially social media. Digital WOM is becoming a large-scale information source. Thus, digital WOM becomes an important factor in the promotion of tourism services. Currently, using social media as a promotional tool has made the Kelawi Tourism Village increasingly known to the wider community outside Lampung Island. According to Indika & Jovita (2017), electronic WOM and advertising via social media help marketing and attract consumers at lower and faster prices.

Interactive Marketing

Kotler et al. (2012) define interactive marketing as online activities and programs designed to involve customers or potential customers directly or indirectly to increase awareness, improve image or create sales of products and services. The rapid development of information technology has encouraged Pokdarwis Minang Rua Bahari to optimize direct marketing strategies through social media platforms. By utilizing the network online, such as the Pokdarwis website, can expand their marketing reach without being constrained by geographical limitations. This website is used to convey detailed information regarding activities carried out. The information contained on the website includes the profile of Pokdarwis Minang Rua Bahari, contact person, historical stories, tourist destinations, price list tours and trips to tourist destinations, lodging accommodation and price list accommodation, tour packages, souvenirs and UMKM.

Prospective tourists can also contact the admin from Pokdarwis Minang Rua Bahari regarding questions they want to ask, because on the website there is a Whatsapp number and links to other Pokdarwis social media accounts. If you click on it you can go directly to the social media page. This makes it easier for potential tourists to search for information. However, if you look at the visitor's experience, the interactive marketing activities of

Pokdarwis Minang Rua Bahari via the website are not optimal. Optimizing the use of internet-based media as a marketing tool is increasingly significant along with the ease and speed of internet access. Information shared via social media platforms can quickly spread and be received by many people, enabling efficiency in reaching the target market.

Interactive media allows for a reciprocal flow of information, which allows users to participate and modify the form and content of information quickly. Apart from functioning as a promotional medium, the internet is also seen as an independent marketing communication instrument (Widyastuti, 2018).

Events and Experiences

According to Kotler et al. (2012), events and experiences are activities and programs designed to create sponsored or special corporate communications related to brand interactions with consumers, including sports, arts, entertainment, event offerings and less formal activities. Based on the shape promotion mix carried out by Pokdarwis Minang Rua Bahari, it can be seen that all elements are used in the promotional agenda for the Kelawi Tourism Village. One form of promotion is through event, whether organized by Pokdarwis Minang Rua Bahari or held by other parties. Event-event This is published via Pokdarwis Minang Rua Bahari social media so that potential tourists can find out about the events that will be held.

Several events that have been held by Pokdarwis Minang Rua Bahari include the Minang Rua Festival, Socializing While Beaching, 16th Anniversary National HAMKA 2020, Trash Raid, Romantic Journey, Beautiful Kelawi Island, Road to Jumming Camping Vol. 2, Sahur On the Beach and Ruwat Laut.

F. Evaluation Stage of Marketing Communication Strategy for Kelawi Tourism Village

After carrying out the marketing communications mix as previously mentioned, it is necessary to evaluate these activities. Morissan (2010) even states that evaluation should be carried out as marketing communication planning begins, especially if it is carried out periodically after all marketing communication activities have been implemented. So that evaluation becomes the final activity of planning and implementing communication strategies.

Pokdarwis Minang Rua Bahari has not regularly and scheduled every month to hold meetings related to evaluation of activities which discuss marketing communication strategies including progress of tourist villages, number of visitors and amount of income (financial), planning for future promotional activities, as well as several improvements that must be made by Pokdarwis Minang Rua Bahari.

There are technical obstacles related to the management's lack of promotional knowledge and the lack of knowledge of Pokdarwis members' skills in creating attractive photos, videos and copywriting. Meanwhile, non-technical obstacles faced include limited promotional funds, lack of human resources, and unprepared documentation equipment such as laptops and cameras.

However, Mr. Saiman stated that Pokdarwis Minang Rua Bahari had not yet planned future programs with other members regarding improving marketing communications, because currently they are focusing on building facilities and infrastructure. Selecting a strategy is a crucial step that requires handling in communication planning, because if the strategy selection is wrong or erroneous then the results obtained can be fatal, especially losses in terms of time, material and energy (Cangara, 2017).

Pokdarwis Minang Rua Bahari makes regular records regarding the increase in the number of visitors to the Kelawi Tourism Village. Based on visit data from January 2022 - December 2023, Kelawi Tourism Village experienced an increase in visits of 21,567. In 2022, total visits will be 28,591 while in 2023 there will be 50,1158.

4. Conclusion

Kelawi Tourism Village is managed by a group of tourism activists called the Tourism Awareness Group or abbreviated as Pokdarwis Minang Rua Bahari. The research results showed that the marketing communication strategy activities carried out by Pokdarwis Minang Rua Bahari were a form of promotional effort which had a huge influence in determining tourist visits. Pokdarwis Minang Rua Bahari implemented promotional media design aimed at attracting potential visitors, and conveying the message that Kelawi Tourism Village is a marine tourism site in South Lampung.

Kelawi Tourism Village, as a relatively new tourism destination, must expand its tourism marketing communication strategy so that people know and know more about this tourist village. Therefore, Pokdarwis Minang Rua Bahari must create an effective and efficient tourism marketing communication strategy. Marketing communication activities have been implemented since 2016.

In terms of segmentation, Pokdarwis Minang Rua Bahari has carried out mapping of targeted visitor targets. Moreover, because Kelawi Tourism Village is still a relatively new tourism destination, it must be more effective and efficient in determining targets so that visitors do not only come from Lampung but from outside the Lampung area. The segmentation process determined by Pokdarwis Minang Rua Bahari is based on three segmentations, namely geographical, demographic, psychographic and behavioristic (behavioral). The target audience for Pokdarwis Minang Rua Bahari is young people who like to explore and want to go on holiday with their friends, and small families consisting of father, mother and children who want to go on holiday together to enjoy a warm atmosphere with the family.

Pokdarwis Minang Rua Bahari has not regularly and scheduled every month to hold meetings related to evaluation of activities which discuss marketing communication strategies including progress of tourist villages, number of visitors and amount of income (financial), planning for future promotional activities, as well as several improvements that must be made by Pokdarwis Minang Rua Bahari.

Theoretically, the marketing communications strategy in Kelawi Tourism Village runs in accordance with the concept of integrated marketing communications. This integrated marketing communications strategy is implemented by Pokdarwis Minang Rua Bahari using the marketing communications mix concept or what is known as the promotion mix by Kotler and Keller (2012). Pokdarwis Minang Rua Bahari applies 8 promotional mix elements, including advertising, personal selling, sales promotion, public relations and publicity, direct selling direct marketing), word of mouth marketing, events and experiences.

Kelawi Tourism Village is managed jointly by Pokdarwis Minang Rua Bahari who are residents of Kelawi Village. This makes this tourist village more advanced and developed. Income from visitors who come to carry out tourism activities and to repair and add to existing facilities. From the environmental aspect, Pokdarwis applies *Sapta Pesona* in its daily life by maintaining the neatness and cleanliness of the environment. Pokdarwis Minang Rua Bahari built this tourist village into a marine tourism destination for tourists who visit South Lampung and are looking for a beach that maintains its natural and marine beauty, has a variety of tourist attractions in it, making visitors stimulated by a sense of adventure and exploring the marine tourism area of Minang Rua beach, as well as friendly local residents who welcome visitors also make visitors want to stay longer and come back another day.

In the process of marketing communication activities, several supporting and inhibiting factors were found. The supporting factor for the marketing communication strategy by Pokdarwis Minang Rua Bahari is human resources or managers, who are not very numerous

but have a very high enthusiasm for development. This enthusiasm for developing together is realized through mutual assistance or mutual cooperation, participating in training provided by the Regional Government and Central Government, actively participating in tourist village competitions so that Pokdarwis always upgrade their abilities and potential. The collaboration carried out by Pokdarwis Minang Rua Bahari does not only occur with government agencies, but also involves various stakeholders such as the private sector, communities, mass media and academics. Inhibiting factors include marketing communication activities which are focused only on social media and competition in the tourism industry increasingly makes Pokdarwis Minang Rua Bahari have to innovate to design fast and precise marketing communication strategies, especially in the tourism sector. Pokdarwis must also further explore its potential and develop this potential so that it becomes a tourist attraction.

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