



Analysis of Destination Marketing Management in Papandayan Nature Tourism Park, Garut, West Java

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Abstract

As a tourist destination, various types of marketing strategies are needed to ensure the sustainability of the Papandayan Nature Tourism Park and maintain the natural beauty of Mount Papandayan so that it can continue to be enjoyed for a long time. This study uses Qualitative data analysis techniques using secondary data collection techniques. Data collection techniques used include Literature Review and Observation at the Papandayan Nature Tourism Park. The purpose of this study is to determine the implementation and influence of Destination Marketing Management in the Papandayan Nature Tourism Park. The results of this study are that the Papandayan Nature Tourism Park has so far implemented many marketing strategies which are marked by an increase in visitors each year, adequate infrastructure, various types of attractions provided and good responses from visitors. The suggestion that can be given from this study is that in the future it would be better if the Papandayan Nature Tourism Park could promote itself more, especially using various platforms such as Websites or Social Media to introduce the Tourist Destination to a wider audience. This is because currently the information available in the media is still relatively minimal and it is still difficult to find out the exact information contained in Papandayan unless tourists visit the place first or see the reviews left by previous visitors.

Keywords: Destination, marketing, management, nature tourism park

1. INTRODUCTION

Tourism is a travel activity carried out by someone who is usually called a tourist to visit or settle in a place outside their usual environment for vacation, business, and other purposes. Tourism has also become a mandatory human need in the world, especially in Indonesia. Over time, tourists not only make tourist visits abroad but also many have begun to be interested in visiting local tourist destinations.

Papandayan Nature Tourism Park is one of the local tourist destinations in Indonesia, precisely in Garut Regency, West Java Province. Papandayan Nature Tourism Park is one of Garut's tourist attractions which is the main destination for visitors both on holidays and weekdays. Papandayan Nature Tourism Park also provides various types of attractions that can be enjoyed by visitors ranging from photo hunting, hiking, sightseeing, and camping. This tourist destination in the Papandayan Mountain area is also very suitable for beginner climbers because the climbing route is not difficult and the availability of motorcycle taxi facilities to get to the top of the mountain without having to get tired of climbing.

The Papandayan Nature Tourism Park Management Team has also carried out various promotions and marketing so that tourists will continue to visit the tourist destination. Marketing is one of the important steps in tourism activities, namely how the process and strategy of communicating products related to tourism activities to the wider community (Metin & Buhalis, 2022). Marketing management is defined (Kotler & Keller, 2012) as the art and science of selecting target markets and achieving, retaining, and growing customers by creating, delivering, and



communicating superior customer value. In its implementation, Marketing Management will contain various types of marketing strategies such as STP (Segmenting, Targeting, Positioning), and Marketing Mix to reach its target market. This Marketing Mix consists of 7Ps, namely: Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Segmenting, Targeting and Positioning are part of a marketing strategy that helps a company understand different needs, characteristics, or behaviors effectively and efficiently. Segmentation According to Kotler in (Ruri, 2017) can be divided into four main segmentation variables for consumers. Commonly used Segmentation Variables are Geographic, Demographic, Psychographic, and Behavioral Variables.

Targeting is one of the marketing strategies to determine the target market. According to (Daryanto, 2011), the definition of a target market is the process of selecting the attractiveness of a market segment and choosing one or more to enter. According to Kotler and Armstrong (2012) the target market is a group of consumers who have the same needs or characteristics that are the goal of the company's promotion. From the several definitions above, it can be concluded that Targeting is one of the activities carried out by a company to choose a market segment to enter and become the main focus in order to achieve the company's target.

The last marketing strategy is positioning. According to (Tjiptono & Chandra, 2012) positioning is the way a product, brand, or company is perceived relatively compared to competing products, brands or organizations by customers. This can mean the way a company promotes its products in the eyes of consumers in order to differentiate them from other products in the same market.

According to (Nining, 2023), the Marketing Mix consists of 7P marketing strategies, or can be explained as follows:

- 1) Product is understood as a basic element of the object offered to the market. The quality of a product will also affect the impression held by consumers.
- 2) Price shows the economic value of a product. The four price indicators are affordability, suitability, competitiveness, and suitability between price and benefits.
- 3) Place often refers to distribution locations, in the context of tourism place can be related to how accessible or easy the location is to be reached by consumers.
- 4) Promotion is how to communicate the product to be sold to prospective buyers or consumers. Good promotion must be attractive and convincing that the product being sold is the best.
- 5) People will be related to the services provided to consumers. People will also refer to human resources who receive complaints, convey messages, and interact with consumers or prospective consumers.
- 6) Process, namely the stages of how to serve consumers from information to then being interested and asking about the product which ultimately makes consumers want to buy.
- 7) Physical evidence, namely how the company proves the visual appearance of the product offered as evidence that can be seen and enjoyed by consumers. Included in physical evidence are facility design, equipment, and signage.

The implementation of various types of marketing strategies by a company significantly affects the decision of visitors to visit a tourist destination. As Aprilla (2015) noted, the decision to visit is a process where a visitor makes an assessment and chooses an alternative based on certain considerations. This decision is closely linked to purchasing decisions, which are influenced by factors such as economics, technology, politics, culture, products, prices, locations, promotions, and processes, shaping consumer attitudes and responses toward what products or services will be purchased (Buchari, 2013). Similarly, Moordiningsih et al. (2024) found that dynamic capabilities, collaborative networks, and spiritual motivation significantly enhance organizational performance. These findings parallel the tourism industry, where strategic marketing and collaboration can improve a destination's appeal, influencing visitor decisions and boosting performance. Thus, both in organizational contexts and tourism, effective strategies and collaboration play a key role in improving outcomes.

As a tourist destination, various types of marketing strategies are needed to ensure the sustainability of the Papandayan Nature Tourism Park and maintain the natural beauty of Mount Papandayan so that it can continue to be enjoyed for a long time. The decision to visit is a decision taken before visiting a place by considering several factors first. To influence the decision to visit tourists, the Papandayan Nature Tourism Park uses various types of Marketing management components to show the potential, advantages, and uniqueness of the destination itself to attract tourists. Therefore, the author wants to analyze the Marketing Management components applied by the Papandayan Nature Tourism Park to attract tourists to want to visit. Based on the background above, The objectives of this study are: a) to find out how the Papandayan Nature Tourism Park Implements Destination Marketing Management, b) to find out how Destination Marketing Management can influence Visitors to the Papandayan Nature Tourism Park.

2. RESEARCH METHODOLOGY

This Destination Marketing Management analysis will be conducted on the Papandayan Nature Tourism Park located in Garut Regency, West Java Province. This study uses Qualitative data analysis techniques using secondary data collection techniques. Data collection techniques used include Literature Review and Observation at the Papandayan Nature Tourism Park. The main analysis observed in this study is the theory of marketing management and marketing strategies Segmenting and targeting. Positioning and Marketing Mix 7P which will be explained descriptively. The final objective of this study is to find out how the Papandayan Nature Tourism Park implements marketing strategies to attract tourists to visit.

3. FINDINGS AND DISCUSSION

3.1 Tourism Destination Profile

Papandayan Nature Tourism Park is located in Simajaya Village, Cisurupan District, Garut Regency, West Java Province. Papandayan Nature Tourism Park is located on the Staro volcano, located 70 km from Bandung City, and is at an altitude of 2665 meters above sea level with an area of 225 Ha with a geographical position of 7°30' LS 107°31' BT. Papandayan Nature Tourism Park is a type of Ecotourism filled with various types of Flora and Fauna that can be seen while being amazed by the views they will find there, visitors can enjoy various attractions provided in the Papandayan Nature Tourism Area and even stay overnight to get closer to nature. Its location which is not too far from the center of Garut also makes it one of the most popular tourist destinations in Garut. Historically, Mount Papandayan has erupted 4 times, namely in 1772, 1923, 1942, and 2002. To be able to enter the Papandayan Nature Tourism Park, a fee of IDR 20,000 will be charged for domestic visitors IDR 200,000 for foreign visitors during weekdays and IDR 30,000 for domestic visitors, and IDR 300,000 for foreign visitors during holidays. Vehicle entrance fees will also vary at prices of IDR 7,000-12,000 for 2 wheels and IDR 25,000-35,000 for 4 wheels. (The price comes from the Gunung Papandayan Main Website)

Access to Mount Papandayan is also relatively easy, and the roads available are also not too bad even though it is known as a hiking area. Residents of Bandung and Jakarta can also use public transportation to reach this tourist destination at a fairly cheap price. Accessibility from Bandung City using public transportation: Depart from Leuwi Panjang Terminal or Cisaheum Terminal using Elp transportation (route: Bandung – Cikajang @Rp. 30,000/person) then get off at Kasurupan District. Accessibility from Jakarta City using public transportation: Depart from Kampung Rambutan Terminal using the Karunia Bakti bus (route: Jakarta – Garut) then get off at Garut Terminal. Then take Elp transportation (route: Garut – Cikajang @Rp. 15,000/person).

3.2 Tourist Attractions

Papandayan Nature Tourism Park also has various types of attractions that can be enjoyed by visitors. Among them are:

- a. Crater

Because Mount Papandayan is still an active volcano, Mount Papandayan has many craters that can move randomly over time. So far there are about 14 craters visible there, including the Mas Crater and the New Crater. The Mas Crater is one of the largest craters there and the crater will always emit steam that smells of sulfur and a rumbling sound that we can hear if we go to see the crater up close.



Figure 1. Crater
Source: Authors, 2024

b. Dead Forest

In addition to the Crater, one of the most unique destination spots on Mount Papandayan is the "Dead Forest". The Dead Forest is a place that originated from a volcanic eruption, so in that place there are many dead trees due to the eruption of Mount Papandayan. Although the name sounds scary, this area looks very beautiful with black tree trees and white soil accompanied by stunning surrounding scenery.

c. Edelweiss Park

From the beginning of visiting the Papandayan Nature Tourism Park, we will be treated to views of Edelweiss flowers and various Flora and Fauna. Edelweiss Park is the main photo spot for visitors who come to visit this Nature Tourism Park, with beautiful scenery, various fauna roaming around, and well-maintained plants accompanied by the cold air typical of the mountains making it the most suitable place to take a break from the busyness that we have. The facilities owned by Edelweiss Park also make visitors want to continue to look at the scenery in front of them for a little longer. Equipped with a Gazebo, various interesting photo spots even to available Lodging and tent spots visitors able to enjoy the scenery for more than one day in this natural tourism area.

d. Lodging or Cottage

For visitors who want to enjoy all the attractions provided in the Papandayan nature tourism park area, they can rent various types of lodging that they provide, the lodging provided also has various types of sizes and prices that can be chosen by visitors. Visitors can enjoy 5 types of accommodation provided with prices ranging from IDR 1,000,000 - IDR 4,500,000 / unit, the type of accommodation provided can also accommodate various groups of guests from small families to large groups.



Figure 2. Accommodation
Source: Authors, 2024

e. Hot Water Swimming Pool

Garut is one of the places with quite cold air, so the presence of a hot water swimming pool in the Papandayan nature tourism park area is the answer for tourists who want to enjoy the warmth of a hot water bath amidst the beautiful scenery. The hot temperature and water that comes directly from the mountains contains quite high sulfur which is believed to be able to cure skin diseases and other diseases, so this swimming pool is very much enjoyed by parents and children. Around the swimming pool, there are also many Gazebos that can be used by visitors to store their personal belongings or just relax. The location of this swimming pool is not far from Edelweiss Park and can be enjoyed by paying an additional entrance ticket of IDR 20,000 for adults and IDR 10,000 for children.

f. Explore Mount Papandayan by Ojek

Although Mount Papandayan is known to be very friendly for beginners because the climbing terrain is not too difficult, the Mount Papandayan Management Team cares about all its visitors. For visitors who are not strong enough to do trekking/hiking, they provide an object service that can take visitors to the first point of Mount Papandayan and enjoy many more beautiful views compared to from below. This Ojek option is also one of the favorites of visitors due to the ease and effectiveness that can be obtained, the price required to rent this ojek is IDR 20,000 per person and the route taken will also be different from the usual route.

g. Observation Tower & Tour Guide

Mount Papandayan also provides an observation tower for visitors who want to enjoy the natural panorama from a height. For visitors, especially those who are visiting the Papandayan nature tourism park for the first time, there is no need to worry if you are afraid of not being able to enjoy all the views or facilities available, Mount Papandayan provides tour guide services led by the local community itself to ensure that visitors can not only enjoy the attractions available but also understand the history and Papandayan Nature Tourism Park as a whole.

h. Pondok Saladah

Pondok Saladah is the main spot for Camping, where visitors can enjoy camping ground facilities equipped with stalls and toilets, of course, still equipped with beautiful views and a wide expanse of edelweiss.

3.3 Marketing Mix 7P

Papandayan Nature Tourism Park uses various types of marketing strategies, especially the 7P components.

1. Product

The products that can be enjoyed at Papandayan Nature Tourism Park consist of the attractions they provide, the facilities available and also easy access. Papandayan Nature Tourism Park provides many attractions that can be enjoyed such as the Crater, Dead Forest, Lodging, Park and others. The facilities provided are also quite complete starting from the parking lot, information center, tour guides who are always ready to guide visitors, signs and other facilities that may be needed by tourists.

2. Price

Based on the Official Website of the Mount Papandayan Management, the Entrance Ticket Price to visit the Papandayan Nature Tourism Park will be charged at IDR 20,000 for domestic visitors and IDR 200,000 for foreign visitors during weekdays and IDR 30,000 for domestic visitors and IDR 300,000 for foreign visitors during holidays. Vehicle entrance fees will also vary at IDR 7,000-12,000 for 2 wheels and IDR 25,000-35,000 for 4 wheels. Visitors can also spend around IDR 20,000 to enjoy the attractions available, this price is relatively cheap when paid for with adequate views and facilities.

3. Place

The location is not far from the center of Garut City, making the Papandayan Nature Tourism Park an iconic place that has many visitors. Easy access also makes visitors not have to worry when they want to visit the place. Not far from the Papandayan Nature Tourism Park, there will also be many other tourist attractions that can be visited by visitors such as Darajat Pass, Curug Sanghyang,

and others, so that visitors can not only enjoy Mount Papandayan but also various other attractions outside the Papandayan Nature Tourism Park.

4. Promotion

The Papandayan Nature Tourism Park also does a lot of promotion using its social media accounts or through programs that it runs in the tourist destination area. One of the programs that has been run by the Papandayan Nature Tourism Park is planting 20 thousand tree seedlings for reforestation. This is done by the management of the Papandayan Nature Tourism Park to maintain the balance of nature. The Management Team also encourages visitor participation in waste management by providing free bathing facilities for those who bring 1 kilogram of waste.

5. People

The Management Team of Papandayan Nature Tourism Park is also very responsive in responding to visitors' complaints, they provide an information center where visitors can find out all about Papandayan Nature Tourism Park before visiting all the attractions there. Tour guides who come from local residents will also always be ready to help broaden the views and knowledge of tourists about Papandayan Nature Tourism Park. All tourism actors from Papandayan Nature Tourism Park also come from the local community, so that all visitors who come and make transactions will indirectly help improve the welfare of residents.

6. Process

Tourists can find information about Papandayan Nature Tourism Park from various sources such as social media, Websites, and other media. If tourists still feel that the information they get is not enough, there will be a lot of additional information from reviews from previous visitors who provide direction and an overview of this Papandayan Nature Tourism Park. Tourists can also easily come to this location using various modes of transportation either from the Garut area or Jakarta. Inside the Papandayan Nature Tourism Park, tourists will also see various signs that have been provided by the Management Team to help them reach the places they want to go.

7. Physical evidence

Various facilities provided by the Papandayan Nature Tourism Park Management Team also indirectly show their concern for visitors, from the beginning we enter the direction to the Papandayan Nature Tourism Park, clear signs will be seen so that visitors do not get lost during the trip. With various signs that exist when we arrive at the location, it also makes visitors feel more relieved without fear of getting lost.

3.4 Segmenting, Targeting and Positioning

Segmenting is a method used by Papandayan Nature Tourism Park to group consumers based on similarities in their Needs or Desires. Papandayan Nature Tourism Park is a type of Ecotourism which is a tourist trip to a natural area with the aim of environmental conservation and also helping to improve the welfare of the local population.

Visitors to Papandayan Nature Tourism Park mostly come from family groups who want to enjoy a vacation. During holidays or certain celebration days, Papandayan Nature Tourism Park will experience an increase in the number of visitors visiting the place. Most visitors also come from local Indonesians, especially those from cities, they visit this tourist destination to take a break from the hustle and bustle of the capital and unite themselves more with nature.

Papandayan Nature Tourism Park also cares deeply about the comfort of its visitors and the sustainability of the tour itself. Mount Papandayan provides many unique features such as motorcycle taxis, various types of accommodation near the crater, and well-maintained parks that make visitors not easily bored with what they offer and feel like helping to improve the welfare of the place so that it can be enjoyed by other prospective visitors.

4. CONCLUSION

As one of the Icons of Tourism Destinations in Garut, Papandayan Nature Tourism Park has so far implemented many marketing strategies marked by an increase in visitors each year, adequate infrastructure, various types of attractions provided and good responses from visitors. In the future,

it would be better if Papandayan Nature Tourism Park could promote itself more, especially using various platforms such as Websites or social media to introduce the Tourism Destination to a wider audience. This is because currently the information available in the media is still relatively minimal and it is still difficult to find out the exact information contained in Papandayan unless tourists visit the place first or see the reviews left by previous visitors.

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