

## Product Marketing Development Strategies in Sade Tourism Village in Increasing the Number of Tourist Visits

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Article History	Abstract
Accepted: 06 June 2023 Revised: 10 October 2023 Published: 02 December 2023	<p><i>The purpose of this research is to find out how the people of Sade Rembitan Hamlet, sell products, positioning, promotion, place, sales process, cooperation system and tourist response. The method used in this research is a qualitative approach by taking a phenomenological design. collecting data using three techniques. such as: observation, documentation and interviews. The results of this study are in marketing their products, the residents of Sade Hamlet have not been able to market their products due to a lack of understanding of foreign languages. so that the impact on product positioning, promotion and interaction with tourists is hampered. besides that, the price of the products sold must have a price list so that there is no price competition and does not make tourists confused by the different price variations among other sellers. Sade Hamlet tourism products benefit from the customs and customs that still exist today. thus, the promotion carried out by the residents of Sade Hamlet is currently still in the category of being promoted by cooperation partners from industry, related governments, HPI associations and visiting tourists. Thus, the process of interaction, cooperation with local guides and travel agents is very well established. However, it does not rule out the possibility of having to maintain intense communication between them.</i></p> <p><b>Keywords: Product Positioning, Promotion, Cooperation with Service Providers</b></p>



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### INTRODUCTION

Tourism is currently one of the economic centers that is considered to have excellence. This can be seen from its role in helping economic growth in the world, especially in Indonesia and in various other countries. So that in its development tourism is said to be development passports, new sugars, tools for regional growth, invisible exports and the Environmental Protection Industry (Safuridar & Andiny, 2019). In addition, tourism is currently very developed from all aspects and helps to prosper people's lives because it is evident from the absorption of the labor needed in the tourism sector itself. Tourism is also reliable in various countries because it has many positive impacts such as community income, employment opportunities and foreign exchange earnings (Sejahtri, 2022). From various indicators of the development of the world of tourism, it is predicted that tourism potential will continue to grow from year to year.

In Indonesia, tourism is one of the sectors that has the potential to help the Indonesian government, especially in the economy itself. Indonesia has a variety of cultures and languages and has very diverse natural resources in various regions. This can be supported by the opinion of Osin et. al., (2019), that tourist attraction has a natural beauty, uniqueness, and cultural diversity. It can be concluded that this is what is able to attract foreign tourists and tourists within the country to come to visit Indonesia. This fact is expected to help reduce poverty in Indonesian society because the Indonesian government benefits from visitors who come to Indonesia to enjoy tourism itself.

Lombok is one of the regions in Indonesia that has very diverse natural attractions. Not only that, Lombok is also famous for its unique culture. This has made several areas in Lombok become tourist villages that are visited by many tourists. Therefore, the potential of local communities must be supported and developed in accordance with existing cultural identities and procedures (Febdilan et al., 2023). There are forty-five tourist villages with local potential that have been scattered and formed with a license to have a governor's decree on the island of Lombok in general including Mataram four tourist villages, West Lombok thirteen tourist villages, East Lombok eighteen tourist villages, North Lombok eight tourist villages and the last Central Lombok has 16 tourist villages (Genpi Lombok Sumbawa, April 10, 2022). Especially in Central Lombok, from the 16 existing tourist villages, researchers found that there are still many tourist villages that have not been well organized with the level of visitation very low. However, there is one tourist village that is quite famous and organized, namely the Sade Hamlet Tourism Village located in Rembitan Pujut Central Lombok, which can be said to have a fairly good strategy in organizing and marketing its tourism products. Thus, tourist visits are always increasing every day. This can be proven by the number of tourist visits that come. Quoted from the media *antaranews.com* that from the available data the number of domestic tourist visits can reach 200 to 300 tourists per day and the number of foreign tourist visits reaches 50 people per day. However, on several occasions reviewing the activities of the tourist products they sell, they are still simple and far from modern. Meanwhile, the demands of tourism development require an appropriate marketing strategy through a tourism information marketing strategy that can be known by tourists (Nugroho, 2022). This is what makes researchers interested in knowing how the product marketing business strategy of the Central Lombok Sade Rembitan Pujut Tourism Village is in increasing the number of tourist visits to maintain their culture until now.

## **RESEARCH METHOD**

This research uses a qualitative approach by taking a phenomenological design. Where phenomenology means that researchers go directly to the field and observe phenomena that occur scientifically. According to Meleong (in Jaelani, 2013), there are several characteristics of phenomenology itself that must be understood by researchers, namely; (a) refers to reality, in this case the researcher has an awareness of something clear, (b) the researcher is able to understand the events that occur and their relationships in different people in certain situations, (c) start by observing. Meanwhile, according to phenomenological qualitative research which focuses on analyzing and describing an individual or group phenomenon in everyday life (Eddles-Hirsch,

2015). It can be concluded from the explanation above that research using phenomenological design is research that observes phenomena or events that occur in everyday human life. Researchers try to enter into the world of the subjects studied in order to understand and understand the events faced by them. The location of this research is Sade Tourism Village Rembitan Pujut Central Lombok. Data collection methods in this study are observation, interviews and documentation. As for data analysis techniques, namely qualitative data analysis.

## **RESULT AND DISCUSSION**

The product marketing strategy carried out by the residents of Sade Rembitan Hamlet comes from ancient activities in receiving guests visiting the hamlet. Thus, it is still used today and makes the system that has been built from ancient times still exist and develop from time to time. Regarding the marketing strategy, the author discusses it into seven important elements in marketing the product, including:

1. **Product**, The products offered and the basis for sales considerations, in the process of products to be sold, are generally still waiting for tourists who will come to visit the house where the product is sold, it is certainly based on a lack of knowledge of the value of the product. The important thing that must be developed by the residents of Sade Rembitan hamlet is the sales method and how to offer products. Thus, the value of the product will appear. Thus, the sales considerations offered to tourists will increase the level of tourist confidence in the product. Furthermore, what is no less important is setting the price of goods with other sellers by adding a price list (product price). This aims to avoid price differences for the same product but different prices. In addition, it avoids price wars with other locals regarding the products being sold. Although on the one hand they have the same price standard after negotiation. However, assumptions from tourists interpret it differently at the time of bidding. Of course, in this case, the author illustrates that the importance of standardized sales of tourist products in the hamlet of Sade Rembitan, Central Lombok.
2. **Positioning**, Positioning of tourist products in the hamlet of Sade Rembitan and determining the target market. In this case, the residents of Sade Rembitan hamlet have a method of offering their superior product, namely weaving. But at this time, the method offered only explains how long it takes to make the product and the materials used, but does not explain the functions and uses of the products sold in the daily lives of local residents. Based on the results of observations and interviews that have been conducted, the author found the best way to position and develop their tourism products. Such as, explaining the history, functions and uses of products sold in the daily lives of the residents of Sade hamlet such as weaving, sarongs, necklaces and bracelets, dream catchers, long, short and bat-style outerwear, bags, key chains, rice barn decorations, cosmetic holders, traditional wooden lato-lato.
3. **Promotion**, Promotion of tourism products in this case, they benefit from the culture, customs and traditions that have been recognized by the community. Thus, Sade hamlet is not so active in promoting its products. Because many of the market segments have come to indirectly promote their products. In this part, Sade Rembitan villagers still cooperate with local guides

and travel guides who bring guests to visit as well as the government, associations and other stakeholders. The weakness of this promotion model is the lack of understanding of human resources in the future. This is due to the absence of community initiatives to improve their competencies. What needs to be developed is to activate and motivate the Pokdarwis according to their respective main tasks and functions. At least in this case, their tourism awareness group can write a letter and ask the relevant agencies about digitalization training assistance in improving promotional media in Sade hamlet.

4. The condition and situation of Sade Rembitan hamlet in serving guests who come to visit is still with the traditional concept in terms of clothing, building customs and friendly and friendly services like a traditional hamlet. So in this case, the local population until now has maintained the customs and customs of the Sasak tribe. Others, the existence of buildings with unique story values and the habit of mopping with buffalo dung make the conditions of this Sade hamlet still exist today like the original indigenous villages that are very rarely found. As for some of the conditions of the facilities that have been provided are toilets, rest areas, parking areas and prayer rooms for visitors or tourists who come. But on this occasion, local residents really need to improve the cleanliness of existing toilets. A very simple way to maintain the cleanliness of toilets and the environment together is to make a cleaning schedule together. In addition, community leaders with local guides must often warn the local community to always maintain the cleanliness of toilets and the surrounding environment for the convenience of visitors who come.
5. The product sales interaction process in this case is very good. This is evidenced by the comfort of tourists communicating with local people and product sellers. This happened, because at the time of communication the seller gave a warm smile, asked how they were, their origin and name to open communication at the beginning. However, this happens to domestic tourists not foreigners due to their lack of understanding of foreign languages. But, in this case, the tricks that local residents do in interacting with foreign tourists such as cooperating with local guides who can speak foreign languages or cooperating with guides who bring these guests if the local guide of Sade village does not understand their language.
6. The system of cooperation with tourism service providers in marketing their products has been implemented in line with the popularity of the village of Sade Rembitan in the eyes of tourists. In addition, the cooperation system that has been built has also been seen with many activities both from the government and visiting stakeholders. In this case, the cooperation system was established because of the uniqueness of the customs and traditions that still exist today. The reason for the cooperation system is how to bring in tourists which has an impact on the benefits of both parties. The following service providers who participate in building the economy of the residents of the Sade Rembitan hamlet include travel agents, related regional governments, tourism and hpi universities and similar tourism associations.
7. The response of tourists regarding the promotion of sade hamlet products who visit to see directly is very good. The categories that are said to be very good are the existence of Sasak tribal customs and customs to date, tourist products or souvenirs provided are very affordable.

However, in this case, tourists still ask about the sales model with prices that are different from other sellers at the time of the offer. Although at the end of the negotiation process, the seller explains the normal price and is the same as the others. In this case, a very good sales model to anticipate this price competition is by setting a standard price for the product by displaying the price list and story of the product being sold.

Figure 1. Product marketing development strategy of Sade Rembitan Hamlet



## CONCLUSION

Based on the results of the discussion that has been discussed, it can be concluded as follows:

1. The marketing strategy of Sade Village tourism products benefits from the customs and traditions that still exist today. However, in marketing its products, it is necessary to have a description or story by including a price list in applying a standard price, this needs to be done to avoid price competition with other sellers. So that the intended target market is clear.
2. Promotion carried out by Sade villagers at this time is still in the category of being promoted by cooperation partners from industry, related governments, HPI associations and visiting tourists. So that in promoting their own culture from their human resources is still very lacking. Due to the lack of funerals in that regard.
3. The conditions of the atmosphere of the Sasak sade tribe are still very traditional, it can be seen from the cultural customs and houses that are still natural, typical of the old Sasak tribe. So, many tourists come to visit to see it. Due to the high level of visitation, the residents of sadepun hamlet provide rest area toilet facilities and parking lots for visitors. However, the facilities need to always be considered and maintained.
4. The process of interaction, cooperation with local guides and travel agents is very well established. It can be seen from the products offered from local guides to residents' homes running harmoniously and the seller also provides a friendly and warm communication greeting at the beginning of opening the communication. So that the response of tourists to their tourism product services is good. Although some of the sellers still don't really understand how to offer good and correct products.

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