

# The Strategy of Marketing Communication in Tourism Industry through One Village One Product Approach in West Java Province

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**Abstract---** *The tourism industry is not only the construction of tourism infrastructure and facilities, but also how the government, the community, as well as interested parties, are involved in marketing tourist destinations. Related to that, the role of marketing communication cannot be ignored, and one of the steps in the development of the tourism sector is by communicating tourism industry marketing through a one village one product (Ovop) approach. The purpose of this study is to find out; 1. Implementation of marketing communication strategies through one village one product. 2. Steps of the Regional and Provincial governments on the marketing strategy of the tourism industry marketing one village one product. The research method used is a qualitative exploratory method, with data collection techniques through observation, interviews, focus on group discussion, source triangulation, and literature studies. The results of the study show that each district / city in West Java in carrying out marketing communications in the tourism industry, one village one product, relies on the strength and potential of each region, while the steps of the Regional and Provincial governments act as regulators and facilitators. Conclusion Ovop's superior tourism products are not only in the form of tangible products, but also in the form of intangible products, such as cultural products, regional special arts, and natural charm. Recommendation; It is necessary to make a marketing communication model for the tourism industry one village one product district / city and an integrated model between districts / cities and West Java Province.*

**Keywords---** *Marketing Communication Strategy, Tourism Industry, One Village One Product, District and City, West Java Province.*

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## I. INTRODUCTION

As a driver of the rate of economic growth, tourism has a considerable supply from the market sector. Tourism has a function as a market, among others, as a primary market which is the main market and has an important role for tourism, namely to fulfill the wants and needs of tourists towards the main elements of tourism. like; accommodation, transportation, travel agency, tour guide, and tour shows.

Meanwhile the secondary market is an effort to fulfill the wants and needs of tourists towards supporters of tourism, including souvenir items, money changers, vehicle rentals, travel insurance. Whereas the definition of tertiary market is the quality of service improvement for tourists.

Along with the statement above so many opportunities and challenges in the tourism industry sector, especially for West Java Province as one of the provinces that has abundant natural wealth, has a big role in the development

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of tourism in West Java. According to the Governor of West Java Ridwan Kamil, reported the people's mind news site needed ideas and commitments to make tourism have economic added value. West Java Province has planned tourism development (master plan) in West Java, divided into three categories; first to provide assistance to facilitate access to tourist sites, with a budget of 15 billion, secondly developing the tourism potential of West Java to provide a budget to districts / cities of 50 billion, the West Java provincial government cooperates with the tourism ministry to develop a tourism-based economic zone.

Related to the development of tourism in West Java Province, one of the great opportunities to attract tourists and at the same time improve the welfare of the community, is to develop tourism through the One Village One Product (Ovop) approach. The concept of one village one product is the interaction between the Government and the community. jointly building tourism industry, where the community has an important role in developing its products or regional potential and the government acts as a facilitator and regulator. The government facilitates and organizes the development of regional superior products, helps the use of tourism industry technology so that the products produced can be better and better quality and provide training for the community to create and develop innovative and creative tourism products.

The background of the birth of the one village one product approach is to encourage rural communities not to leave their regions (urbanization), which has an impact on the sluggish economy in the countryside. To foster a passion for the economy, it is necessary to generate a wheel of economic activity to utilize the potential and capabilities of the village. To reduce the dependence of the village community on the Government, initiative and enthusiasm of the community need to be created so that the desire to develop villages becomes better. Sugiharto and Rizal, (2008: 3-5).

Ovop implementation in Indonesia follows the concept of regional development programs, starting at the village, sub-district, district and city levels. Next, choose one main product as a result of community creativity. Ovop's approach uses local resources, and local wisdom. Ovop products are not only in the form of tangible products, but also intangible products, such as regional cultural and artistic products that have high selling value.

Based on the explanation above, it can be said, an important step that must be done is how to carry out marketing communication activities, especially in developing the tourism industry. As revealed by Marcomm Wise (Tsikirayi, Muchenje, and Katsidzira (2013). Marketing Communication is all strategies, tactics and activities to send marketing messages that are expected to reach the target or target market. Susanti (2018: 278). Marketing communication in the tourism industry, marketing communication is a central point for introducing a tourism product.

In line with the statement Istiyanto (2012) said that in Tourism there are various factors that need to be addressed in order to attract tourists, among others, package tourist attraction professionally, build infrastructure, and improve service quality, so that a good image is formed. These tourist destinations can attract tourists.

Sinthon A. Siahaan, researcher from STIE-ISM, Jakarta, in a journal article entitled "Visit Indonesia Year, An Overview of the Tourism Marketing Perspective", concluded that the tourism marketing strategy is to diversify markets, improve service quality, and extend tourist visiting seasons. This strategy proved to have an impact on increasing tourist visits. Siahaan, (2008: 14)

Related to marketing communication, one village one product implemented by various districts /cities in West Java, and based on field data, there are several problems; First Problems in Human Resources; often people do not have the skills and skills expected, limited knowledge and experience. Both issues are tourism programs, and tourism products. The high cost of transportation accommodation is not convenient, tourist attractions are limited, souvenir products tend to be monotonous. Third, equipment and budget issues, limited production infrastructure, inadequate infrastructure, low product competitiveness. Fourth is the method problem, there is no production management training, no Business Development Service Institution (BDS), no product diversification training, no UMKM facilities, no product expansion and diversification.

**Source: West Java Province Regency / City Tourism Office 2018**

The West Java Provincial Tourism Office has made the Regional Tourism Development Plan (RIPPDA) in 2015-2025. Regarding the regional tourism development plan, several regencies /cities in West Java continue to strive to develop their regional tourism potential by implementing the marketing strategy of the tourism industry through a one village one product (Ovop) approach as an attraction for the tourism industry.

Related to this, several objectives that want to be known from this study, namely:

1. Implementation of communication strategies for marketing tourism products through the One Village One Product (OVOP) approach to West Java districts / cities.
2. Steps taken by the Regional and Provincial Governments on the marketing strategy of the tourism industry through the One Village One Product (OVOP) approach

## **II. LITERATURE REVIEW**

Referring to this statement, to carry out marketing communications activities the right strategy needs to be built. Strategy is an integrated plan to achieve the objectives of the marketing communication activities themselves, namely marketing activities in the form of efforts to disseminate information, persuasion, and market reminders of the company and its products so that the target market is willing to receive information, buy and be loyal to Tjiptono's products (2008 : 219).

There are 3 things that need to be considered in marketing communication, namely determining segmentation, targeting and positioning. Segmentation, which is identifying groups of buyers, who need products. Targeting, the act of choosing the market segment served and Positioning; constructive action, creating a product image by communicating its benefits and advantages (Prisgunanto, 2002: 78)

To implement the tourism industry's marketing communication strategy, of course creativity is needed in doing so. This is where the importance of supporting various elements of marketing communication, to promote tourism. Like what was said (Duncan 2005) Integrated marketing communication is a communication marketing planning process that introduces comprehensive planning concepts to evaluate the strategic role of various elements of marketing communication, such as public relations, advertising, direct selling, sales promotion, and event marketing, to provide clarity, consistency, and maximum communication influence.

Agree with the statement above Rehman and Ibrahim (2011, 187), said;

Integrated Marketing Communication enhances companies' ability to reach the right customer with right message at the right time and in the right place. Integrated Marketing Communication is the planning and execution of all types of marketing communication needed for a product, brand, idea, company or place in order to satisfy a common set of objectives and support the positioning of promotion.

The purpose of integrated marketing communication; to influence public awareness of a brand also affects the community with the element of promotion to the level of cognition, affection, and konasi, and moves people to act. (Duncan, 2005)

### ***Ovop General Overview***

Husaini (2011) suggests that the OVOP approach in Indonesia through the Saka Sakti concept (One District One Core Competence) is a concept developed in order to develop the competitiveness of a region by creating core competencies for the region in order to compete at the global level. There are two concepts in building the Ovop Movement. The first is to build superior products, namely developing local products that have advantages in terms of uniqueness, distinctiveness, greater benefits for product users as well as providing large profits for the producers of these products. Second, build core regional competencies, seen from the uniqueness, distinctiveness of the region, wealth of natural resources, and culture.

The Ovop movement in Indonesia has become a national development priority. With the enactment of Presidential Instruction No. 5 of 2008 concerning the Focus of the Economic Program. The Inpres is intended to encourage the effectiveness of the development of One Village One Product (OVOP). The goal of the OVOP Movement in Indonesia is the development of production and market synergies. Through this Inpres all Ministries, Governors and Regents / Mayors coordinate and jointly succeed the Ovop Movement which is a national movement and is cross-sectoral in nature, and involves relevant agencies.

### **III. RESEARCH METHODOLOGY**

Research on tourism marketing communication strategies through the One Village One Product (OVOP) approach uses an explorative qualitative method. In the theoretical level, there are several assumptions that form the basis of this research. "Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explores a social or human problem. The researcher builds a complex, holistic picture, word process, detailed views of information, and conduct the study in a natural setting. (Cresswell 2002: 15). This study seeks to provide a description and explanation of marketing communication strategies in the tourism industry through the One Village One Product approach in West Java Regency / City. The location of this study; Bandung City, Garut Regency, Cirebon City, and Pangandaran Regency. The choice of the area is based on the geographical existence of the region, such as the city of Bandung, representing the area of the urban center as well as the place of the provincial capital, Garut regency, Priangan region, south coast Pangandaran district, and Cirebon city in the north coast.

Data collection techniques were carried out through observation, depth interviews, Focus Group Discussion, source triangulation, and literature. Based on data collection techniques, there were several interviewees interviewed

to obtain this data and information, including; Head of Marketing for West Java Tourism Office, Head of Cirebon City Tourism Office, Head of Bandung City Tourism Office, Head of Planning and Evaluation of Tourism Promotion in Garut Regency, and Head of Pangandaran Regency Tourism Office. As well as several district / city tourism promotion and marketing staff.

The data analysis technique used in this study refers to the concept of Miles and Huberman namely interactive model which classifies data analysis in three steps, namely data reduction, data presentation and conclusion drawing. Sugiyono (2013). Data reduction is to classify data, process data, and then do the next stage of the process, namely Data Presentation; data that has been processed, analyzed, then presented as information on the results of research, which at the end of the conclusion drawn.

#### **IV. DISCUSSION / ANALYSIS**

##### ***The Implementation of One Village One Product Marketing Communication Strategy***

The importance of marketing communication in introducing the West Java tourism industry, the West Java provincial government is required to be active and creative in marketing its tourism. One approach in implementing the marketing strategy for the tourism industry is through a one village one product approach. This means that each region communicates the marketing of the tourism industry through the superiority and uniqueness of its regional tourism products and programs. So that it becomes a regional tourist attraction. The results of the field findings regarding the implementation of the one village one product marketing communication strategy, there are several obstacles and the success of each region.

Bandung City's flagship tourism product in addition to managing tourism programs through historical tourism, culture, is the presence of creative industries; art, fashion, design, handcraft, culinary, have the potential to boost the existence of tourism in the city of Bandung, therefore the development of a marketing strategy for the marketing of creative industries is the focus of the tourism industry's attention. Bandung. As said Chatamallah (2008: 398). The Bandung City Government introduced tourism objects with a variety of creative industries created by the people of Bandung, so that tourists were expected to be persuaded to travel and shop for creative industry products.

A similar statement was expressed by the Head of Marketing at the Tourism Office of West Java Province Iwan Darmawan:

"The common goals are making world-class tourist destinations, the problem is how to achieve that, the basis is actually based on the analysis we play in 3 aspects: nature, shopping, art and culture. Now it is a coincidence that talking about Ovop on average is in the core business of the creative industry. Now how to promote it all. We have a target, the target is how to increase tourist visits ..."

Iwan Darmawan further added that to reach world-class tourist destinations there are ways that must be taken, namely the existence of four pillars that must be considered; 1). Physical / non-physical development 2). Industry development 3) Resource Development Humans, 4). Marketing Communication

In connection with this, the implementation of the marketing communication of the tourism industry, one village one product, Bandung City, rests on the development of creative industries, as a driver of community creativity, in

addition to being a tourist attraction, as well as strengthening the economy of the community. The city of Bandung consistently continues to communicate marketing in the tourism industry, so that Bandung was chosen as the City of Creative Industries, one of the successes achieved by the City of Bandung. which has a tourist attraction, through its creative industry. However, communication activities in the tourism industry marketing of the city of Bandung, experienced obstacles in the marketing of creative industry products, namely the difficulty of marketing tourism products because of the uneven distribution of tourism products, such as shopping, the fashion industry is still concentrated in the city center. Therefore, the Bandung City government and creative industry business partners collaborate with a network of creative industries. To facilitate marketing of the results of the creative industry. According to Tita Larasari as chairman of Bandung's creative economy, said in Bandung City there were 30 creative industrial centers with 270 superior products. This is a very good potential in boosting tourism in the city of Bandung.

Garut Regency has been carrying out the marketing strategy of the tourism industry since 2017 through the tagline *Pesona Garut*, where in the development of the tourism industry, its superior products are marketing a panorama of natural resources; such as hot spring baths in Cipanas, Drajat Samarang hot spring, Kamojang crater, Papandayan mountain, White crater, Situ Bagendit, Pulo traditional village house, South Santolo beach, Kamojang flower garden, Domba tourism, supported by culinary and merchandice typical of Garut Regency, namely dodol Garut, burayot, and so on. Through the marketing strategy of the tourism industry, one village one product, Garut Regency has succeeded in building the image of the emergence of tourist villages by offering exotic natural scenery.

Pangandaran Regency as the youngest district in West Java, certainly does not miss to participate in developing its tourism industry. Through his vision: realizing Pangandaran Regency as a world tourist destination based on natural and cultural environments. So Pangandaran carries its superior products with *Beach Clean* tagline and the development of its natural destinations, such as Ciwayang Geopark, Green Canyon, karas rock, shark rocks, and various marine potentials with the typical culinary support of Pangandaran sea.

The city of Cirebon, known as the city of shrimp, continues to improve itself to promote and develop its tourism industry. Cirebon City's flagship tourism program is divided into 3 categories; 1) cultural performances, 2) culinary and shopping, 3) villages and tourist cities. Cirebon's superior products are, for example, Sampolay syrup drinks, and Trusmi batik, including historical sites such as the palace and Cirebon's unique cultural performances, Culinary, various Cirebon handicraft products. Through this program and product excellence, the city of Cirebon is ready to support West Java and National tourism

### ***Steps of the Regency / City and West Java Province Government on One Village One Product Tourism Industry Marketing Communication Strategy Activities***

Several steps taken by the district government, the city in carrying out the tourism industry marketing communication strategy activities one village one product, each regional government represented by the Tourism Office coordinated with relevant agencies such as trade offices, cooperatives, and related stakeholders, carried out supervision and technical guidance to tourism business managers how to manage tourism programs, including superior regional tourism products. In addition, local governments also conduct training through community

empowerment, with the formation of various tourism drive groups (Kompepar), building partnerships with various parties, including media managers, and other stakeholders. On the other hand, steps taken by regional and provincial governments. One marketing one product marketing communication activities, always coordinate and supervise the implementation of marketing communications in the tourism industry so that there is no misinformation regarding tourism, because the implementation of this one village one product marketing communication strategy refers to the West Java Provincial RIPPDA. 2015-2025.

## **V. CONCLUSION**

Based on the discussion of the results of the study can be concluded as follows:

That the implementation of the tourism industry marketing communication strategy one village one product in the city of Bandung, Garut Regency, Cirebon City, Pangandaran Regency in principle has in common, tourism products in the Ovop Movement are not only in the form of tangible products, but also in intangible products, such as products cultural products, regional special arts, and natural charm that has a sale value. However, superior products that become the uniqueness and distinctiveness of the region show different results according to the characteristics of their regional potential. Like Bandung City, one village one product marketing communication, based on the Creative Industry as a tourist attraction, Garut Regency relies on natural charm and typical snacks, Cirebon City for culinary tourism and merchandise, Pangandaran Regency relies on the potential of the natural ocean.

For policy measures taken by the district, city, and provincial governments on the tourism industry marketing communication strategy of one village one product, the local government supervises tourism business managers how to manage tourism programs, including superior regional tourism products, to provide guidance to groups. driving tourism, cooperating with the media, as well as stakeholders, and coordinating between regencies / cities and the provincial government to supervise and implement communication activities in the tourism industry by maintaining and enhancing the superiority of tourism products in each region.

## **VI. LIMITATIONS AND STUDY FORWARD ACKNOWLEDGMENT**

Some of the limitations in this study are that the coverage of the area is very broad, the availability of time and budget is limited, it is also difficult to meet with research resource persons in the field when extracting data and information.

The recommendations submitted are:

1. Creating and developing Marketing Models for Tourism Industry communication one village one product in West Java Regency / City
2. Create and develop a Marketing Industry Model of Tourism Industry one integrated village one product between regencies / cities in West Java.

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