

EMPOWERING LOCAL PEOPLE AS MARKETING COMMUNICATION STRATEGY IN PENTINGSARI TOURISM VILLAGE

Retno Dyah Kusumastuti¹, Witanti Prihatiningsih²

Department of Communication, Faculty of Social and Political Science,
Universitas Pembangunan Nasional Veteran Jakarta, Indonesia.
email: rdnino@gmail.com, wita.agung@gmail.com

ABSTRACT

An important aspect of marketing is communication. Communication plays an important role in delivering and obtaining information. Marketing communication has three stages of change addressed to the consumer, which is the change of knowledge, attitude, and behavior. The purpose of this research is to understanding how to empowering local people as marketing communication strategy in Pentingsari Tourism Village. This research uses integrated marketing communication concept. The method used in this research is qualitative with case study approach. The data were obtained through in-depth interviews, observation, literature study, and documentation with local residents in Pentingsari Tourism Village. The results of this study shows the implementation of marketing communications strategies undertaken by local residents in the Tourism Village Pentingsari. Communication process can be seen from 6 components: source, delivered message, channel used, message recipient, impact and planning monitoring or evaluation. The conclusion of this studi is that local residents are reliable communicators in increasing tourists visits, as they are considered understanding the history of the village.

Keywords: local residents, marketing communication, Pentingsari Tourism Village

1. INTRODUCTION

1.1. Background

Tourism Village is a village that represents itself as more than just objects of tourism. This village provides accommodation and other facilities, so the tourist have options to do many things, including spend several nights. Tourism Village is different from the "village tour" which refers to just visiting without staying. They didn't stayed simply because the facility was not available. In such case, the village only acts as tourism's object.

Pentingsari is one of the Tourism Village in Yogyakarta, Sleman district, on the slopes of Mount Merapi. This village has a cool and refreshing air. Pentingsari designated as a Tourism Village in 2008. According to local people, the number of tourist visits to Pentingsari continues to increased year after year. Pentingsari visited by a lot of tourist, ranging from school children, company employees, college students, foreign tourists and pensioners. They come to Pentingsari to relax and studying local culture.

Pentingsari has three aspects that makes it always popular among tourists. First aspect is the uniqueness of nature that's well preserved. Tourists can see a vast expanse of rice fields and many beautiful sceneries in Pentingsari. Second aspect, is the working system and the empowerment of local people in preserving the village. The last one is culture. Javanese culture in several areas in Merapi slope in general is relatively strong. The tourists who wants to stay in Pentingsari, will be accomodate in Yogyakarta's tradisional house. (<https://eksotisjogja.com/desa-wisata-pentingsari-kabupaten-sleman-yogyakarta/>).

The empowerment of local people in Pentingsari is one of many things that pique Authors' interest. The element of local wisdom-based Pentingsari can be seen from its attractions and programs. That includes camping and outbound, tracking, membatik, wayang suket, historical and culinary tours. The tourists who do not carry the tent at the camping ground usually stay at homes (homestay) provided by local people. Almost all activities in Pentingsari involves local people, whose contributing to the socio-cultural, economic, and environmental fields.

Marketing in Pentingsari involves many elements of communication. Communication plays an important role in delivering or obtaining information about Pentingsari. Marketing communication in term of Pentingsari has three stage of changes addressed to the consumers, such as in knowledge, attitude, and behavior.

Local people in Pentingsari use the concept of integrated marketing communications and also Word of Mouth to boost the visitors number. They always maintain and improve the quality of service. Tourism service in Pentingsari was given 24 hours. Communication process in Pentingsari's case study can be seen from six components, is source, message delivered, channel used, message recipient, impact and planning monitoring or evaluation.

1.2. Formulation of the Problem

Based on the description in the Background section, the formulation problem of this research is "How to Empower Local People as Marketing Communication Strategies at Pentingsari Tourism Village?"

2. LITERATURE REVIEW

2.1 Strategy

According to Jack Trout in his book "Trout On Strategy," strategies are how to survive in a competitive world, create perceptions in people's mind, recognize one's own strengths and competitor's weaknesses, to specialize, master one simple word, strong leadership and understanding the market realities with focus to be the first in finding something rather than being better at old things. (Suyanto, 2007: 16).

The strategy binds the whole element of the company and encompasses all the important aspects, effectively utilizing all resources in a changing environment in harmony and balance. Strategic decisions include business, product and market restrictions that must be served, tasks to be performed and key policy required (Jauch and Glueck, 1999: 12-13). Explicitly implementing strategies is the key to success in the face of changing business environments. Strategy provides unity of direction for all members of the organization. If the concept of strategy is not clearly stated, then decisions taken will be subjective or based on mere intuition and ignore other decisions. (Tjiptono, 2002: 4)

2.2 Intergated Marketing Communications (IMC)

Integrated Marketing Communications (IMC), according to the American Association of Advertising Agency, is a marketing communications planning concept that recognizes the value-added of comprehensive plans that examine the strategic role of each form of communications - such as advertising, direct marketing, promotion, and public relations - and integrate it to achieve maximum clarity, consistency, and communication impact through maximum integration (Sulaksana, 2007: 30).

Each method has its own strengths and weaknesses. When combined, they complement each other. Each method also involves activities and requires different types of skills (Cannon, 2008: 72). Marketing communication tools have unique characteristics. These characteristics include:

a. Advertising

Advertisement can be used in building product image for a long term. Advertising is defined as a message that offers a specific product to the public through the media. Advertisement are designed to persuade people to buy the product (Kasali, 1995: 19).

b. Sales promotion

Sales promotion is a marketing activity that adds value or incentive to salesmans, distributors, or consumers, which is expected to increase sales (Morissan, 2010: 25). Broadly speaking, sales promotion can be defined as a form of direct persuasion through the use of various incentives, generally short term, which can be arranged to stimulate the purchase of the product, or increase the amount of goods purchased by consumers or traders. (Sulaksana 2007: 109).

c. Event

Events and exhibitions aim to build associative relationships between brands and public. Consumers can also see the products being sold firsthand . The company provides information, demonstrates and shows examples of products and conducts a direct dialogue with potential buyers (Hamad, 2008: 2.15).

d. Public relations and Publicity

Publicity is one of the most commonly used techniques in public relations, which is the activity of broadcasting news about a person, organization, or company in the mass media. Publicity is a form of non-personal communication in the news story forms, in connection with a particular organization, and or about its products transmitted through intermediaries of mass media (Muhammad, 29:60).

e. Direct marketing

With the development of transportation and communication, the transaction between the seller and buyer going more easily. This led to direct marketing. According to Kotler (2009: 240), direct marketing is the direct use of channels to reach and deliver goods and services to customers without the use of marketing intermediaries. Direct marketers usually letting their customers to ask any questions about the product. They view this interaction as an opportunity to deepen the relationships with customers. Direct marketers also knew each customers well enough to personalize the offer. Direct marketers also integrate each element of their campaigns carefully. (Kotler & Keller, 2009: 242)

f. Interactive marketing

Interactive marketing is an online activity and program designed to engage customers, and directly or indirectly solicits awareness, improves the image, or creates sales of products and services (Kotler & Keller, 2009: 174). The latest marketing communication channel is an electronic channel. Advances in communication technology allow for interactive communication through mass media, in this case being the internet, especially through World Wide Web (www). The Internet brings opportunities for markets and consumers to interact and individualize in ever-increasing communication (Adisaputro, 2010: 280).

In addition to functioning as a media campaign, the internet is also seen as a marketing communication instrument that is independent. Due to its interactive nature, the internet becomes an effective way to communicate with consumers. Marketing practitioners also use the Internet to conduct direct marketing, personal sales, and public relations activities more effectively and efficiently. However, advertising in other mass media still has an important role as a way to invite consumers to visit the company's website (Morissan, 2010: 23-25).

g. Word of Mouth Marketing

Word of Mouth (WoM) marketing is an oral, written, and electronic communication between people that is related to the superiority or experience of buying or using a product or service (Kotler & Keller, 2009: 174). WoM is a powerful promotion tool to influence consumers to buy goods or services. WoM involving recommendations from close relatives as a source of information. In this case, the information that comes from WoM is not subjective, and need to be verified by receivers.

2.3 Word of Mouth's Concept in Integrated Marketing Communication

Word of mouth (WOM) is one powerful marketing strategy. In addition to cheap in terms of cost because only using consumers as a promoter, WOM is also more reliable than conventional advertising in print and online media. WOM is often regarded as a consumer's experience, resulting

in a perception of a brand. WOM is also considered neutral and free from interests of certain parties. WOM has helped many companies in selling products or introducing brands.

Shi and friends (2016) revealed that WOM or oral communication is one of the crucial factors which can affect consumer expectations at a certain level, at the point where the customer wants to get a good product or service. WOM is an informal communication, which occurs between consumers about products or services.

1. Interesting and usefulness

- a. Interesting messages interpreted as diversity or include the determination of tone of speech, wealth of language, clarity of communication and delivery of empathy including body language and eye contact. In addition, contacts are transmitted to convey recommendations that have a deep, intensive and rich messages clarity.

- b. Usefulness, Yu and Tang in Virviliate and friends (2015) put forward a usability message related to the content aspects of message and language which are used. The power of WOM communication lies in its persuasive communication and its benefits. This is further reinforced by Casielles and friends (2015) that the concept can be defined from usage frequency, the number of persons, with whom the transmitter communicates and the amount of information.

2. Influence the consumers. The ultimate goal of WOM implementation is to push consumer to decide, whether to buy something or not.

Based on that understanding, WOM is required in any businesses, including Pentingsari Tourism Village. The locals need to provide the best service for tourists. The villagers provide a variety of knowledge about farming, raising livestocks, or creating unique arts of Pentingsari Tourism Village. Something memorable, happy, and positive are easily stored in someone's mind, so the WOM concept will be the best tools in its function to influence others.

2.4 Tourism Village

According to Nuryanti, tourism village is an integration between attractions, accommodation, and supporting facilities presented in a community life structure that blends with the prevailing rules and traditions. These restrictions emphasize tourism facilities, but do not include community participation in management.

There are two main concepts in the components of a tourism village: 1) accommodation: a portion of locals houses and / or units that develops over the concept of residence, and 2) attractions: the entire daily life of locals along with physical setting of village, which involving tourists as participants in several activities such as dance and language courses. (Zebua, 2016: 36-37).

The development of tourism village should use a careful planning approach, so the impacts can be controlled. Based on research and studies of UNDP (United Nations Development Program) and WTO (World Tourism Organization) and several Indonesian consultants, there are two approaches in the framework of developing a village into a tourism village.

Nuryanti explained that there are two approaches: market and physical approach. Market approach can be done directly, half-directly, or indirectly. In term of indirectly, tourism villages are developed without any interaction with tourists. Activities in this approach includes writing of books about villages that are developing rapidly; about art, local culture, traditional architecture, historical background. Making postcards is also includes in this approach. A half-direct approach can take form of a one-day trip by tourists: eating, engaging with residents, and returning to their

accommodation. In the principle of a half-direct approach, tourists simply stop by and do not stay with residents. While in the direct approach, tourists may stay for several nights in accommodation provided by villagers. This approach has several considerations, namely supporting capacity and locals potential.

2.5 Marketing Communication

Marketing communication is an attempt to convey a message to the public, especially consumers, about the existence of products in the market. Marketing communication plays a very important role for marketers. Without communication, consumers and society as a whole will not know the existence of products in the market (Setiadi, 2010: 174). According to Chris Fill, the function of marketing communication is as follows:

- a. Differentiate product and service
- b. Remind and reassure customer and potential customer
- c. Inform (inform the products / services offered)
- d. Persuade targets to think or act in a particular way (Fill, 1999: 3).

In a marketing communication, it is necessary to design the communication process, because this will determine whether the marketing is in accordance with the expected results or not. This design is a marketing communication map that will allow companies to run their plans. There are 6 important elements in the communication process that must be met:

1. Source / communicator

The communicator is the party acting as a sender of messages in communication process. In this research, the communicator is local residents of Pentingsari Tourism Village.

2. Messages / information

The message is the whole content that is communicated by the communicator. Message can be in the form of words, writings, images or other intermediaries. This message has a core, which leads to efforts to change attitudes and behavior communicant so that leads to the ultimate goal of communication. The message in this study is information submitted by local residents about Pentingsari Tourism Village.

3. Communication means / channels.

Communication means / channels commonly called as media used for channeling messages in the process of communication. Channel in this study is the media used to introduce and promote Pentingsari Tourism Village.

4. Communicant / receiver / receiver.

Communicant is the recipient of messages that was submitted by communicator. Communicant may consist of one or more persons or in group. Visitors / tourists in this study is a communicant or recipient of messages about Pentingsari Tourism Village.

5. Feedback / impact

Feedback can be interpreted as communicant's answer to messages that was communicated to him. In dynamic communication, communicators and communicants constantly exchanges roles. This is the result of messages delivered by local villagers of Pentingsari Tourism Village, which leads to a positive changes in attitude and behavior.

6. Impact / effect / Evaluation

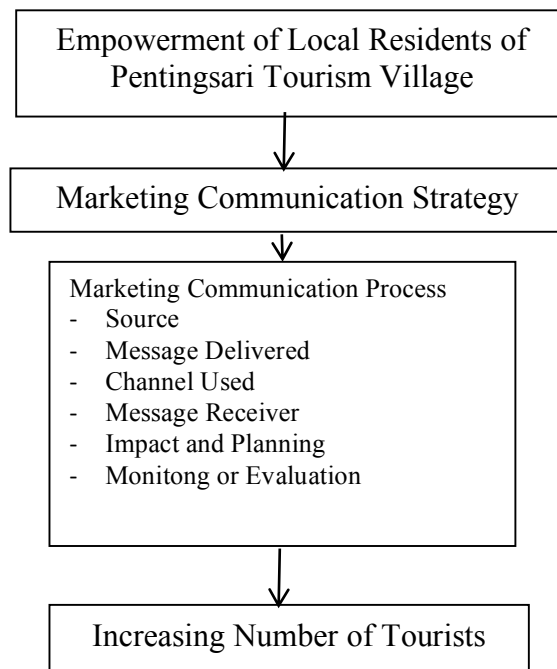
Impact is the effect of differences experienced by the communicant, before and after receiving the message. If the attitude and behavior of the communicant changes according to the content of messages, then the communication process has been going well. The real impact can be seen

from personal opinion, public opinion and majority opinion and also evaluation by local villagers. Evaluation is important to see the achievement, strengths, shortcomings and weaknesses related to the management of Pentingsari Tourism Village.

2.6 Conceptual Framework

Based on the above explanation, the framework of thought in this study is described as follows:

Figure 1. Conceptual Framework



3. RESEARCH METHODOLOGY

3.1 Research Method

The paradigm used in this research is constructivist paradigm. The constructivist paradigm is a paradigm that is almost antithesis of the notion that lays observation and objectivity in finding a reality or science. This research uses qualitative research method. The use of qualitative methods aims to understand what was experienced by the subject of research (Moleong, 2010: 7). This study examines the phenomenon of Pentingsari Tourism village, about how their strategy in empowering the locals to managing the village.

3.2 Data Collection Technique

Researchers in qualitative research work as planners, executors of data collection, analysis, interpreters and eventually reporting results of their researches (Moleong, 2010: 121). Data collection techniques in this study are as follow:

- a. Primary data is data obtained and collected directly from the field:
 - 1) Observation: Observing Pentingsari Tourism Village
 - 2) Interviews: interviewing sources who know the history and origins of Pentingsari Tourism Village and interviewing tourists who have been there.
 - 3) Documentation: Photographs related to objects of research.
 - 4) Archives: Archives or documents supporting information pertaining to tourists of Pentingsari Tourism Village.
- b. Secondary data is data obtained from literature study.

3.3 Research Subjects (Key Informants and Complementary Informants)

Subjects in this study are people who have various information about Pentingsari Tourism Village and directly involved in in it. From informant's information, data can be obtained to answer formulation of this research. In this research, there are key informants and complementary informants.

Key informants are people who know the ins and outs of Pentingsari Tourism Village and have a variety of basic information required in the study. The managers and local residents of Pentingsari Tourism Village who are directly involved are selected as key informants. More details about the selection of informants will be elaborated.

Tabel 1. Key Informant

No.	Research Subjects	Status	Background
1	SG	local elder whose managing Pentingsari Tourism Village.	Coordinator or guide for tourists who come to Pentingsari Tourism Village. He is in charge of coordinating tourists who come and accompany them to engage in activities in Pentingsari Tourism Village.
2	Si Mbah	senior local elder and parent of one of Pentingsari Tourism Village's manager.	Homestay organizer. Serving food and accomodation for tourist. He also interacts directly with tourists in homestay.

Complementary informants are those who can provide information although not directly involved in managing Pentingsari Tourism Village. They are subject D which is a student or school children, another subject which is a Manager, and subject E as retiree who stay at Pentingsari Tourism Village.

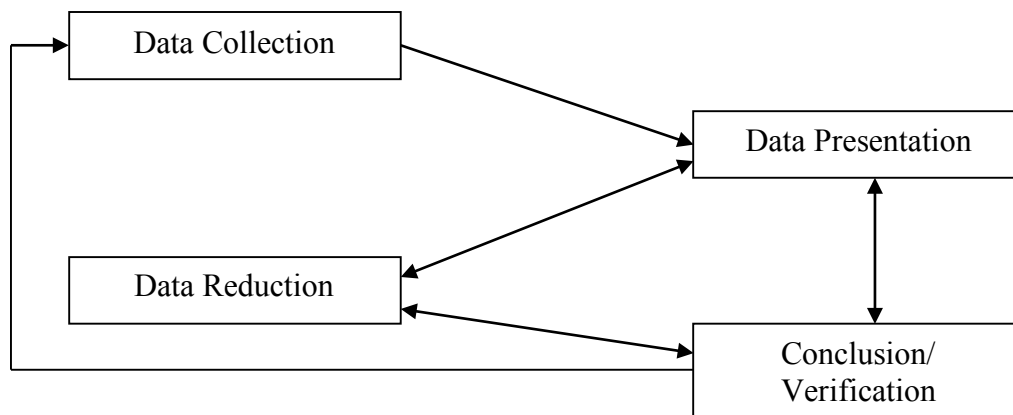
Tabel 2. Complementary Informants

No.	Research Subjects	Status	Background
1	D	student or school children.	This subject is student who are doing PKL in Pentingsari Tourism Village for 2 weeks.
2	E	Retiree.	This subject is retiree who come to have a vacation and get to know more about Pentingsari Tourism Village.

3.4 Data Analysis

Collected data is analyzed descriptively and qualitatively, then presented in narrative form according to problems that are being discussed. This research uses data analysis in general and specific term. In general term, researchers used data analysis according to Miles and Huberman. While in specific term, data analysis is specifically using unit processing analysis, data categorization, and data interpretation (Moleong, 2010: 249). Miles and Huberman argue that activity in qualitative data analysis was done interactively and continuously until its completed. Activities in data analysis include data reduction, display data, and conclusion drawing verification (Moleong, 2010: 246). Analysis of interactive model data is shown in the following chart:

Gambar 2. Interaktif Miles and Huberman Models



Source: Usman Husaini, 2008:88

In this chart, there are three interrelated activities and a series that do not stand alone. The presentation of data, other than derived from the reduction results, should also be seen again in the data collection process to ensure no important data is left behind. If in verification it turns out there are conclusions that are still doubtful, then the process of data collection will be done all over again. The act of validating data is very important in drawing conclusions. In this research, conclusions are drawn after field data have been collected. Primary and secondary data obtained through observation, interviews and documents can be concluded after sorted which one are important data and which one are not, in order to produce valid data. If there's still a lack of validity, researchers are collecting data once again, whether by observation or interview with competent

informants .which hopefully will give honest answers, as to produce accurate data during verification process.

Because this research uses a "knife analysis" named phenomenology, then in analyzing data, researchers refer to the analysis stages proposed by Creswell (1998: 147-150) as follows:

1. The researchers begins by describing it thoroughly
2. The researchers then finds a statement (in an interview) about how people understand the topic, details of those statements (data horisonalization) and treats each statement equally, and develops those details by not repeating or overlapping.
3. The statements are then grouped into several units which describe a textural description about experiences, including its examples thoroughly
4. Researchers use imaginative or structural descriptive variations, search for all possible meanings and through divergent perspectives, consider the frame of reference of phenomena and construct how the phenomenon is experienced.
5. The researchers then constructs all of the explanation about meaning and the essence of their experiences.
6. The process is researchers' first step in expressing their experiences, and then followed by participants' experiences. After that, the combined description is then written.

4. RESULT AND DISCUSSION

4.1 Empowerment of Local Residents of Pentingsari Tourism Village

Pentingsari Tourism Village is not a wealthy village. Pentingsari is also not a tourist attraction. But the villagers have a willingness to learn and develop their own village for prosperity. They all work together to form a tourist village, and known today as Pentingsari Tourism Village.

The SG subject, the elder in Pentingsari Tourism Village, said that before 2008, he and other local residents have strong motivation to develop their own home. He was inspired from several development programs in television, and also a bit envious to neighbouring village that has become a tourist attraction: Turi village.

“Before 2008, I already have motivation with my friends to develop the village ... In the beginning of 2008 before Merapi eruption, we watch television, and wondering what exactly is tourism village? We also see Turi village who has become a tourist village from television. In that village, snake fruit become an icon. In our place, snake fruit is just a common fruit ...”
“(SG Subject)

They trying to know more about Tourism Village, looking for ways on what to do to change their place into a tourist attraction. Finally, they understand that in order to build a Tourism Village, having an icon as a unique characteristic of the village is necessary. After a lot of thought, they make their own icon from the agricultural produce, that processed into ready-to-eat food and packed as one of the souvenirs.

“We have strong will, and ask a question, can we start building Tourism Village? We only have the will, but no fund. Our “fund” are only strong will. But we want to build tourism village with our own resources. We began to understand that Tourist Village must have a

distinctive characteristic, a unique product be sold as a tourist icon. We have our own icons such as oyster mushroom chips, ear mushrooms, etc."(SG Subject)

The concept of Pentingsari Tourism Village is not merely commercial tourist attraction, but stands as a village of knowledge. The villagers want visitors to come not only for fun, but also to gain useful new knowledge.

"We do not have luxury goods here. We are here just to give knowledge. In here, farming does not need vast land. We cultivate a narrow field, but produce many vegetables. Our village is not only for having fun, but learning new things. "Having Fun" in here it's the fun of getting new knowledge about our nature."(Subject SG)

In 2009, Pentingsari villagers built facilities for tourists in the form of homestay, which is in fact local houses. Each houses is equipped with mattresses, pillows, bolsters, cabinets and dressers. Various type of food are also provided based on packages that has been selected by tourists.

"We're still dependent on Sleman Tourism Office and sponsors to develop the village. We decided to built homestay for the tourists. The homestay things was spontaneously emerged as our collective ideas...." (Subject SG)

According to Si Mbah -- village elder whose also the manager of Pentingsari Tourism Village -- tourists are become one with house inhabitants in order for them to get closer to local people. If the tourists want to ask several things about the village, such as agriculture, culture, or creative products, they can ask directly to house inhabitants. Tourists can also ask a number of experts, whose in fact are locals as well.

"So, the tourists live together with house inhabitans. Tourists come from various circles, ranging from junior high school, high school, foreigners, office workers, civil servants, retirees, etc. Supposedly there are schoolchildren whose coming to Pentingsari village to learn to plant rice or to ask about fisheries, cultural arts, or creative products, they can ask directly to house inhabitants. They can also ask the experts who are also local residents ..."(Subject Si Mbah)

Almost all local people are empowered in Pentingsari Tourism Village. Subjects explain that all activities in Pentingsari Tourism Village are managed by local people. While for the funding, villagers still depend on Sleman Tourism Office and sponsors.

Tabel 3. Empowerment of Local Residents

Local Activities at Pentingsari Tourism Village	Form of Activity	Annotation
Providing facilities	<ul style="list-style-type: none"> - Providing homestay - Providing camping ground - Providing Joglo/hall - Providing sound system 	Facilities for tourists who visit and stay.
Providing snack and food	<ul style="list-style-type: none"> - Providing welcome drink/snack - Providing snack/dewi peri drink - Providing food in the box - Providing buffet 	Food that will be provided for tourists.
Tourist Attractions	<ul style="list-style-type: none"> - Visits to agricultural and plantation objects - Plowing rice fields and planting rice - Wiwitan and harvesting rice - Fishing - Mud football - Outbound - Merapi Volcano tour 	Tourist activities in agriculture, plantation, fishery, etc.
Art and Culture Attraction	<ul style="list-style-type: none"> - Reception/Punokawan/Jathilan - Karawitan - Gamelan - Classical dances - Kenduri - Culinari attraction - Learn to membatik - Janur creation - Suket wayang creation - Night watch attraction - Sosial service 	Artistic and cultural activities in Pentingsari Village which will be taught to tourists.

4.2 Marketing Communication Strategy

The marketing communication strategy in this village was originally only through brochures, because villagers didn't know the internet. But they believe, the purpose of the establishment of tourism village is for charity, providing new knowledge to tourists. The villagers' main communication strategy are smile and warm greetings for guests to feel comfortable.

"We can't just say a simple 'hello' or 'hi' to the guests. That's not appropriate. One time, there were foreign guests in here. We can't speak English. But it turns out that the key to warm greetings is smiling at them. For example, you as a guest would not be comfortable if I just kept quiet all the time. In serving the guests, we should smile, say hello in warm manners as an initial communication strategy."(Subject SG)

From making tourists feel comfortable, villagers are confident they have implemented a powerful strategy. They conclude that tourists are their "brochures", which will spread information about the village to others through word of mouth communication.

"Tourists as our main brochures. When they meet relatives or friends in their everyday lives, they will promote our village. That's what we call tourists as brochures. One's recommendation is more powerful than the printed brochures."(Subject SG).

In 2015, villagers have a website: <http://pentingswisata.wordpress.com> as a medium of information on the internet. But the website is rarely updated in terms of news and photographs.

"We also introduce the village via the internet in <http://pentingswisata.wordpress.com>." (Subject SG).

Based on the information of tourists D and E, they knew about Pentingsari Tourism village from friends who have been there. They also tried to find more information via the internet. Unfortunately, the information on the website is rarely updated. The latest information on the website was in 2015.

"I learned about this village from one of my friends. He said there's an interesting village that is potential to become PKL subject. He also said the village provided homestay facilities. Then I search the internet about Pentingsari Tourism village and have found the website, but the news rarely updated. Finally, me and my friends decided to do PKL in this village" (Subject D).

"I know this place from an office friend. He said there was a nice village for a vacation. The natural environment is beautiful. There is houses to stay, outbound, and farming activities. I asked for help from my son to find the information on the internet. I see the photos of this village on the internet, then I decided to come here with my wife and son for a holiday with a brand new atmosphere." (Subject E).

Communication plays an important role in introducing Tourism Village Pentingsari. Identifying communication targets determine success in promoting the village. Integrated marketing communication is a form of two-way marketing communication strategy. In other words, integrated marketing communications emphasize organized dialogue with internal and external audiences in more personalized, customer-oriented, and technology-driven manners.

Tabel 4. Marketing Communications Strategy

Strategi	Functions
Printed brochures	The first information media in introducing or promoting Pentingsari Tourism Village.
Word of mouth	Visitors or tourists indirectly as brochures. In other words, tourists as a medium of information that can recommend things to others through stories or experiences from Pentingsari Tourism Village.

Internet	As an additional media to introduce Pentingsari Tourism Village. Website: http://pentingswisata.wordpress.com .
----------	---

4.3 Marketing Communication Process of Pentingsari Tourism Village

Without communication, marketing will not work properly. Consumers would not be able to know or recognize the existence of a product without any promotional activities. This study shows that Pentingsari Tourism Village has a communication strategy in promoting the resort. Pentingsari villagers are empowering local people to spread informations about their village. The Pentingsari Tourism Village has 120 family, each of which has an average of four inhabitants.

"In here, there are about 120 families, each with 4 members, all of whom are involved in village's activities. One village divided into two citizen association (RW), one RW divided into four neighbourhood association (RT). Each family are working in this village. There are those office workers that goes to work outside the village. Usually they go to the office in the morning, and when they come home in the afternoon, they involve directly in village's activities. They also work on holidays to serve guests. All the residents are involved. Ladies are taking care of cooking, homestay, and some cultural arts. While teenagers are taking care of various operations or supporting equipment needed for tourists." (Subject SG).

Starting from a printed brochures, villagers use the Word of Mouth concept as part of an effective long-term marketing. They also using website to further introduce the village to wider community. Villagers expect tourists who follow activities in Pentingsari Tourism village to have new knowledge in arts, culture, and management. It is expected that these tourists can become more concerned about nature and environment, and become an independent person. Tourists are also expected to share their knowledge from Pentingsari Tourism Village to those around them. With good service quality, it is expected that tourists who have already come, are willing to visit again next time. Tourists are also expected to recommend, consciously or not, about Pentingsari Tourism village to others. This is outlined in the statements of SG and Si Mbah subjects:

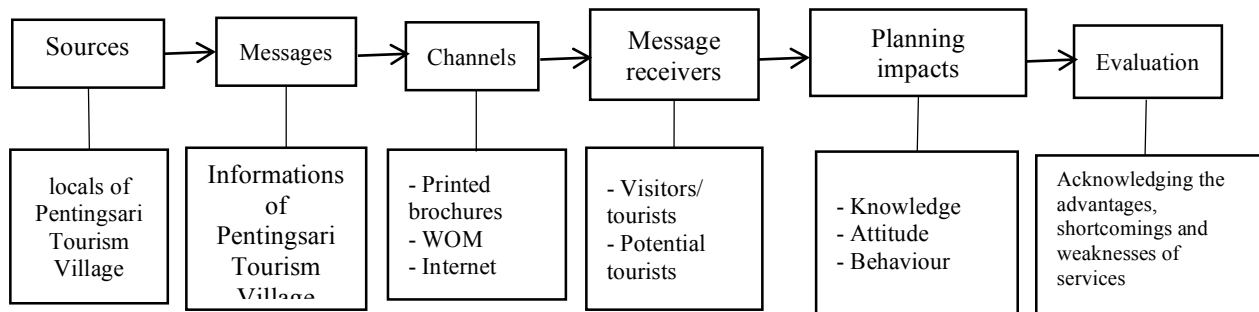
"Our message to tourists is, we hope they did not only eat, sleep and then going home. But how the things that they experienced here can become useful for them and others. For example, maybe some tourist have lands or ponds in their place, but didn't know what to do with it. We are here to teach them. We are teaching them how to cultivate lands or ponds, or also about processing products from raw materials and many other things. No matter what numbers of tourist came here, we are ready to welcome all of them."(Subject SG)

"We must always give the best service. All guests must be well served. May all tourists feels comfortable here and willing to come again sometime. The experience here can be shared with many people out there, which of course helped promoting our village. If tourists are happy, we are happy."(Subject Si Mbah)

In one and every three months, there is always an evaluation of local people performance in managing Pentingsari Tourism Village. Evaluation aims to identifying the advantages, shortcomings and weaknesses of service quality. With the evaluation, the deficiencies can be improved.

"There is activities' evaluation every month, to identifying our advantages, shortcomings and weaknesses. In every three months, we are monitoring a whole village. Evaluation or monitoring in the RT is done on the 10th every month. We are evaluated every single thing, such as, what kind of complaints coming from tourists? Is it related to services? We will discuss this issues and improve the things that need to be improved. Security measures in this village runs 24 hours a day." (Subject SG)

Figure 3. Marketing Communication Process of Pentingsari Tourism Village



Source: Researcher's processed results

4.4 Local Empowerment As a Marketing Strategy for Pentingsari Tourism Village

The development of the village depends on its inhabitants. What kind of village should be formed, or what kind of characteristic, it is depends on the agreement among locals. That agreement later will be the starting point of local culture.

Culture exists to serve the vital and practical needs of humans, to shape society as well as nurture human being, derive valuable knowledge and experiences to the next generation (Samovar, Porter & McDaniel, 2010: 28). Pentingsari Tourism Village "sell" their local culture as a tourist attraction. These cultures including how to survive in the wild, farming, gardening, raising fish, performing arts, cooking culinary, etc. Pentingsari Tourism Village teaches us how to survive by being close to nature. By loving nature, people will realize that wealth is not the main thing in life. For locals of Pentingsari Tourism Village, nature is the main factor of survival.

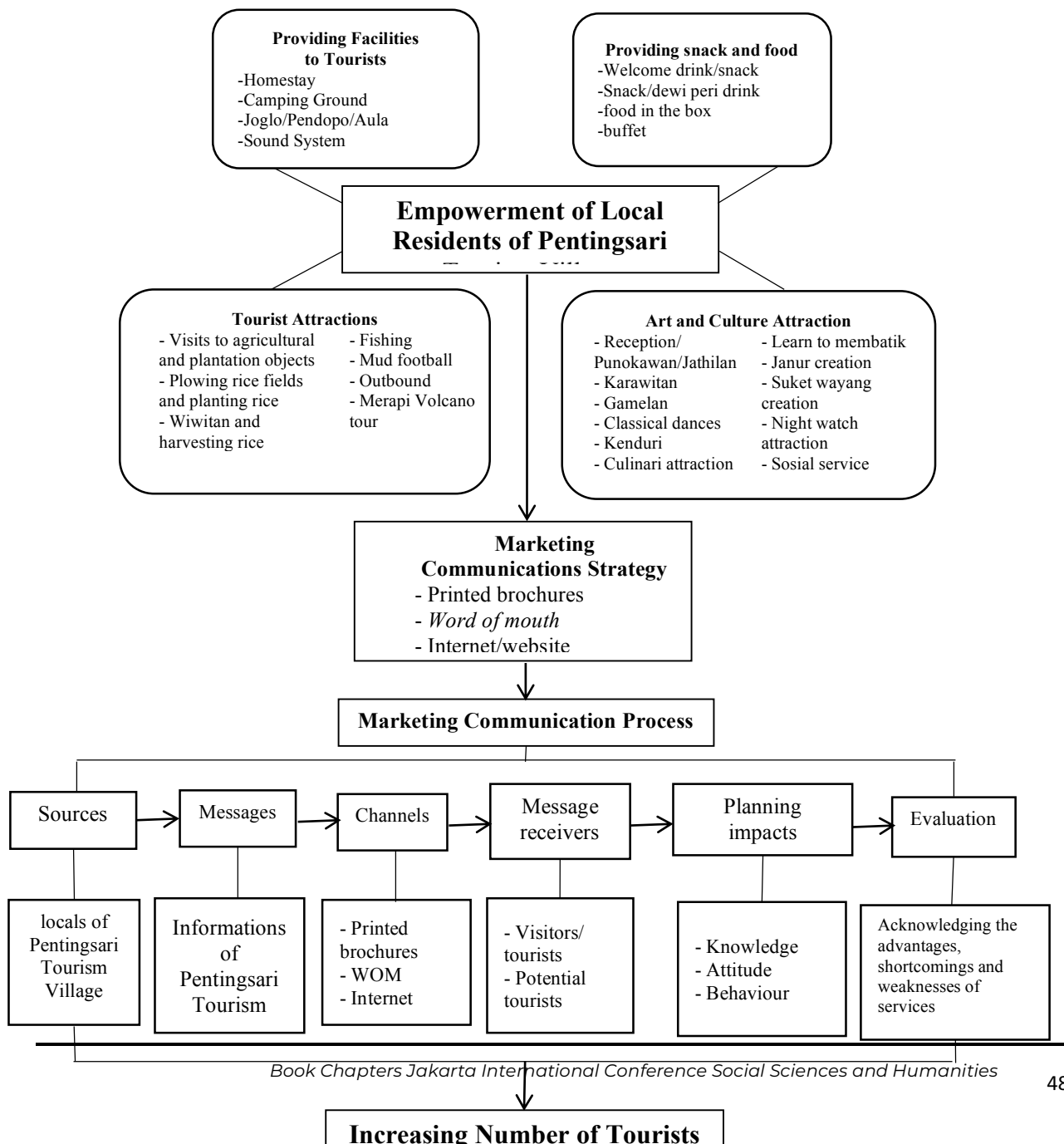
Outdoor attractions can't only rely on nature to encourage tourists to visit. Managers must have strategies to attract many people. Although there are several ways to promoting products or services, local villagers of Pentingsari Tourism Village rely more on the concept of Word of Mouth (WOM). The locals have used printed brochures to increase visitors in the past. However, WOM is considered more effective, and supported by advertising via internet as a supporting medium. The locals prefer to improve the quality of their services for tourists. Tourists who visit Pentingsari Tourism Village are expected to gained new knowledge and insight, and also undergo changes in attitudes and behavior. The locals expected that tourists experience can be references for potential tourists. They also want to keep in contact with tourists via telephone, SMS, or email.

References are the most powerful tool for any businesses to successfully attract many customers. References are also very effective, because they came from a trusted second party (Griffin, 2005: 156). This condition are also applied to Pentingsari Tourism Village. The locals

rely more on the power of references or second person recommendations, which is tourists who has already visited. This is mainly because tourist's testimony are easier to attract many potential customers.

Each activity or program need evaluation to further improve the quality, by looking at weaknesses and shortcomings. The locals of Pentingsari Tourism Village are aware of the importance of evaluation. They conduct evaluation and monitoring per RT once every month and one whole village every three months. The result of the discussion on the empowerment of locals as marketing strategy of Pentingsari Tourism Village can be described as follows:

Figure 4. Discussion Results



Source: Researcher's processed results

This shows that tourism object also has strategies to increase the number of visitors. Pentingsari Tourism Village uses marketing communications strategies to increase the number of tourists. This can be seen from the marketing communication process in Figure 3. In that figure, it can be seen that the process and concept of a simple communication can make tourism village known to many people, ranging from school children, college students, workers, and retirees, whose come from all kinds of culture and region, from Sabang to Merauke.

5. CONCLUSION

Based on results of this research that refers to the marketing communication strategy and marketing communication process, it can be concluded that Pentingsari Tourism Village are become well-known because its locals work hard for it. Highlighting culture as a major selling point makes an added value for Pentingsari to attract many tourists. For tourists who live in urban areas, a trip to Pentingsari becomes an unforgettable new experience. In order to spreading more information about Pentingsari Village Tourism, the locals need to be more creative in communicating with tourists. Communication with tourists can be considered a part of marketing related to the concept of Word of Mouth (WoM). Maintaining a classy service and staying in touch with tourists can increase the number of visitors in the future, which is also related to WoM. In order to improve their service, the locals of Pentingsari Tourism Village doesn't forget to conduct evaluation every now and then to acknowledging the weaknesses and shortcomings.

REFERENCES

BUKU

- Adisaputro, Gunawan. (2010). *Manajemen Pemasaran: Analisis untuk Perancangan Strategi Pemasaran*. Yogyakarta: Sekolah Tinggi Ilmu Manajemen YKPN.
- Cannon, Joseph P. (2008). *Pemasaran Dasar: Pendekatan Manajerial Global = Basic Marketing, a Global Managerial Approach*. Jakarta: Salemba.
- Creswell, J. W. (1994). *Research Design: Qualitative and Quantitative Approach*. California: Sage Publication.
- _____. (1998). *Qualitative inquiry and research design : choosing among five tradition*. London : Sage Publication.
- Fill, Chris. (1999). *Marketing Communications Contexts, Contents and Strategies*. London-New York: Prentice Hall.
- Griffin, Jill. (2005). *Customer Loyalty*. Jakarta: Penerbit Erlangga.
- Hamad. Ibnu, (2008). *Perencanaan Program Komunikasi*. Jakarta: Universitas Terbuka.
- Jauch, Lawrence R & Glueck, William F. (1999). *Manajemen Strategis dan Kebijakan Bersaing, terjemahan Agus Dharma*. Jakarta: Erlangga.
- Kasali, Rhenald. (1995). *Manajemen Periklanan*. Jakarta: PT Grafiti.
- Kotler, Philip dan Keller, Kevin Lane. (2009). *Komunikasi Pemasaran Jilid 2*. Jakarta: Erlangga.
- Moleong, Lexy. J. (2010). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Morissan. (2010). *Periklanan: Komunikasi Pemasaran Terpadu*. Jakarta: Kencana.
- Muhammad, As'adi. (2009). *Cara Pintar Promosi Murah dan Efektif*. Yogyakarta: Garailmu.
- Sulaksana, Uyung. (2007). *Intergated Marketing Communications*. Yogyakarta: Pustaka Pelajar.

Suryanto M. (2007). *Marketing Strategy Top Brand Indonesia*. Yogyakarta: Andi.

Tjiptono, Andi. (2002). *Strategi Pemasaran*. Yogyakarta: Andi.

Usman, Husaini dan Akbar, Purnomo Setyadi. (2008). *Metode Penelitian Sosial*. Jakarta: Bumi Aksara.

Widiasari, Natalia & Djohari, Hardy. (2010). *Communication Research Conference Proceeding: Strategi Komunikasi Perusahaan Pengolahan Sampah “JP” dalam Mempromosikan Usahanya kepada Para Pelanggan dan Pemasok Berdasarkan Segmenting, Targeting dan Positioning*. Jakarta: STIKOM The London School of Public Relations.

Zebua, Marahati. (2016). *Inspirasi Pengembangan Pariwisata Daerah*. Yogyakarta: Deepublish.

Website :

(<https://eksotisjogja.com/desa-wisata-pentingsari-kabupaten-sleman-yogyakarta/>). Diakses pada tanggal 9 Agustus 2017.

Artikel Jurnal Ilmiah :

Casielles, R.V. Alvarez. A.S & Del Rio Lanza, A.B. 2013. The Word Of Mouth Dynamic How Positive (and Negative) WOM Drives Purchase Probability: An Analysis of Interpersonal Factor. *Journal of Advertising Research*. Vol. 53 Hal 43-60. Diakses pada tanggal 11 Agustus 2017.

<http://www.emeraldinsight.com.ezproxy.ugm.ac.id/doi/pdfplus/10.1108/APJML-07-2013-0089>

Shi, Wenhua. Tang, Lingshu. Zhang, Xiaohang, Gao, Yu & Zhu Yameng. 2015. How Does Word Of Mouth Affect Customer Satisfaction?. *Journal of Business & Marketing*. Vol. 31, No. 3 Hal 393-403. Diakses pada tanggal 11 Agustus 2017.

<http://www.emeraldinsight.com.ezproxy.ugm.ac.id/doi/pdfplus/10.1108/JBIM-07-2014-0139>

Virvialite, Regina. Tumasonyte, Dovile & Sliburyte, Laimona. 2015. The Influence of Word of Mouth Communication on Brand Equity: Receiver Perspective *Procedia- Social and Behavioral Sciences* 213. Hal.641-646. Di akses pada tanggal 13 Agustus 2017.

<http://www.sciencedirect.com.ezproxy.ugm.ac.id/science/article/pii/S1877042815058206/pdf?md5=e286d6b3ea7dbc62919f047c586f16c&pid=1-s2.0-S1877042815058206-main.pdf>