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**THE ANALYSIS OF MARKET SERVICE AND TOURIST ATTRACTION OBJECT
PROMOTION IN RENGAT INDRAGIRI HULU DISTRICT**

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Abstract

Tourism is one of the sectors that the government relies on to earn foreign exchange from non-oil and gas income. The impact of tourism development on economic development is so large that special attention is needed. The problem in tourism objects in Rengat Subdistrict, Indragiri Hulu Regency which is the main focus in this research is the lack of marketing services to a weak service system and the promotion of attractions that are still felt to be lacking. The results of this study indicate that market opportunity analysis will determine the next step, namely the determination of strategic service concepts that are translated into market positioning and implemented in the service marketing concept. And Indragiri Hulu Regency which actually has been supported by natural conditions and potential tourism environment. Promotional mix is one component of the marketing mix that plays an important role in the process of achieving the expected goals, namely to introduce, inform, persuade and influence prospective tourists to visit and keep tourists always remembering and desiring to make a return visit to Rengat City with tourism objects which exists

Keywords: *Marketing Service, Promotion*

INTRODUCTION

Tourism is one of the sectors that the government relies on to earn foreign exchange from non-oil and gas income. The role of tourism in national development, in addition to being a source of foreign exchange earnings also contributes a lot to other fields. Among them are creating and expanding business fields, increasing the income of the people and government, encouraging the preservation of the nation's environment and culture, strengthening national unity and unity and so on (Subadra, 2006).

The impact of tourism development on economic development is so large that special attention is needed. Nowadays tourism is increasingly attracting the attention of various circles of economic planners, both domestically and abroad. This can be seen by the efforts of each country, encouraging and increasing the flow of foreign tourist arrivals. The more foreign tourists the more foreign exchange will be obtained, thus enabling the domestic economy to progress and develop.

Central Statistics Agency of Indragiri Hulu Regency (2019: 246) Indragiri Hulu Regency in 2018 there were 45 tourist attractions spread out in almost all districts of Indragiri Hulu Regency. Scattered attractions include nature tourism, cultural tourism and religious tourism. With nature tourism which is the dominant type of tourist attraction in the Indragiri Hulu Regency.

Table 1. Number of Tourist Visits for 2016-2018 in Indragiri Hulu Regency

No.	Number of Visits	2016	2017	2018
1.	Domestic Tourist	13.769	21.856	18.678
2.	Foreign Tourist	5	7	4
	Jumlah	13.774	21.863	18.682

Source: Regional Development Information System Data (SIPD) Kab. Indragiri Hulu

The number of tourist visits to Indragiri Hulu Regency, available data shows an increase in the number of tourists visiting Indragiri Hulu Regency in 2017 compared to the number of tourists in 2016, while the number of tourists in Indragiri Hulu Regency decreased in 2018 compared to the previous year, can seen from the number of visitors in 2018 as many as 18,682 people.

Table 2. Tourist Attraction Object Information (ODTW) in Rengat

No.	Tourist Attraction	Type of Vehicle
1	2	3
1.	Danau Raja	Natural Tourism
2.	Sungai Mengkuang	Natural Tourism
3.	Replika Istana Sultan Isa Indragiri	Cultural/Historical Tourism
4.	Komplek Makam Raja-Raja Indragiri	Cultural/Historical Tourism
5.	Rumah Tinggi	Cultural/Historical Tourism
6.	Gedung Kesenian	Cultural/Historical Tourism
7.	Mesjid Raya Ar-Rahman Rengat	Religious Tourism
8.	Klenteng/Vihara Rengat	Religious Tourism

Source: Disporabudsata Indragiri Hulu Regency

The problem in tourism objects in Rengat Subdistrict, Indragiri Hulu Regency which is the main focus in this research is the lack of marketing services to a weak service system and promotion of attractions that are still felt to be lacking. Likewise, the pattern of utilization of tourism potential has not been directed, the supervision and security system is also still weak and there is still a lack of understanding or acceptance of the community towards the existing management system.

According to Nandan Limakrisna & T. P. Purba (2019: 4) Marketing is one of the activities in the economy that helps in creating economic value. Attractive and consistent tourism and effective promotion are often things that need attention from the region so that tourism can develop, with the development of tourism in a region will contribute to improving the local economy. Promotion must also be effective because it will portray identity which is a real image of tourism image as part of tourism communication so that it can later attract visitors. The type of promotion of tourism objects in an area will be determined by the behavior of the people as well as the authorities in an area.

THEORITICAL REVIEW

1. Economic Tourism

Tourism is everything related to travel activities that are voluntary and temporary to enjoy tourist objects and attractions, including the exploitation of tourist objects and attractions, as well as related businesses in the field (Republic of Indonesia Law No. 10/2009 concerning Tourism).

The Central Statistics Agency of Indragiri Hulu Regency (2019: 243) tourist attraction is everything in the tourist destination which is an attraction for people to come to visit the place. Nature tourism is a recreational and tourism activity that utilizes the potential of natural resources, both in natural conditions and after cultivation, so that there is a tourist attraction to the place. Religious tourism is a religious journey aimed at meeting spiritual needs. Cultural tourism is a tourism activity that uses culture as its object.

Yoeti (2004) explains that tourism is the traffic of people who leave their homes for a while, to cruise to other places, solely as consumers of the fruits of the economy and culture to meet the needs of life and culture or diverse desires of the person.

2. Service Marketing Concept

The process of planning, creating and delivering services is a comprehensive and integrative step consisting of several aspects, including the determination of organizational goals, analysis of market opportunities, analysis of organizational resource allocation, determination of strategic service concepts, determination of service operations concepts, design of market positioning, determination of concepts service marketing and service delivery process. Determination of organizational goals and resources will influence market opportunities that can be utilized and analysis of organizational resource allocation in order to optimize available market opportunities. The purpose of the organization will underline which opportunities can be explored and which opportunities should be ignored. Market opportunity analysis will determine the next step, namely the determination of strategic service concepts that are translated into market positioning and implemented in the service marketing concept.

The concept of service marketing is closely related to its service operations which are then actualized in the process of delivering services as received and perceived by customers. One crucial aspect in the preparation of service designs is market segmentation, targeting and positioning. According to Tjiptono & Chandra (2011: 105) the market can be interpreted as all actual and potential customers who have specific needs and desires for offering marketing services, have purchasing power, and are willing to conduct transactions and / or establish relationships with marketing organizations..

Market segmentation is the process of grouping heterogeneous whole markets into groups or segments that have similarities in terms of needs, desires, preferences, behavior and / or responses to specific marketing programs. In this case it is service marketing so market segmentation becomes one of the important aspects in the preparation of service design.

The concept of marketing means human activities that take place in relation to markets or means working with markets. To realize human needs and desires, one of which is used to analyze the market position as a whole and integrated, namely the concept of marketing mix which is one of the marketing activities or marketing aspects that determine the success of a company in its pursuit of goals, namely profit. Furthermore, the marketing mix concept is a series of strategic systems, related to the problem of how to determine the forms of supply in certain market segments in the marketing mix. In order to achieve the objectives in the target market, use the right marketing mix. The task of marketing management is to process the marketing mix variables into a way to achieve targets with satisfying results. The main variables in the marketing mix of services are products (price), price, place, promotion, people, process and physical evidence.

3. Promotion Concept

Promotion mix is the best combination of strategies from the variables of advertising, personal selling and other promotional tools, all of which are planned to achieve the objectives of the sales program. Promotions that are carried out appropriately, directed and continuously will be very helpful in achieving company goals. And promotion must be able to influence potential consumers to be interested in the product / service being promoted and finally the desire to buy. While tourism promotion is a marketing communication activity, namely the delivery of marketing messages in all forms aimed at maintaining, enhancing and strengthening the image of tourism and helping sales efforts. In tourism marketing promotional activities have an important and decisive role for the success of efforts to create demand or encourage potential tourists to travel.

Promotion is a form of marketing communication. According to Tjiptono (in Warnadi &

Triyono. A. 2019: 85) marketing is a marketing activity that seeks to spread information, influence / persuade, and / or remind target markets for companies and their products to be willing to accept, buy and be loyal to products offered by companies that concerned. The concept of promotion in the promotion mix of advertising (advertising), personal selling (personal sales), sales promotion (sales promotion), public relations (public relations) which is a combination of all.

RESEARCH METHOD

This research was conducted in Rengat District, Indragiri Hulu Regency, Riau Province. The type of data used in this study are primary data and secondary data.

The data in this study were collected in the following ways:

1. Observation, which is a direct observation of the object to be investigated regarding the marketing mix of services and the promotion of tourist objects in Rengat District, Indragiri Hulu District.
2. Interview is a method used to obtain information or data directly and in depth, unstructured and individually. Unstructured interviews are interviews where the interviewer can freely give questions from various aspects and directions to get complete and in-depth information from various sources, especially the village apparatus. Unstructured interviews are very adequate in qualitative research.

The data analyzed by using based on the phenomena to be studied. The research method used in this study is a descriptive qualitative analysis method that is, researchers analyze data, information available. Where the data obtained, then systematically described by referring to the theoretical foundation related to research to find the correct and appropriate problem solving. By observing research in the field, the results of these observations are then made through the researcher's perception.

RESULTS AND DISCUSSION

1. The history of Rengat, Indragiri Hulu Regency

Rengat a sub-district and at the same time as the capital of Indragiri Hulu Regency, Riau, Indonesia. The city is crossed by the Indragiri River. The original inhabitants of this area are the Suku Melayu. several other tribes as migrant tribes in Rengat are Javanese, Minang, Batak, Chinese, and Sundanese, and as a hinterland called the Talang Mamak Tribe which used to live in dense forest, until now they still exist even though they have started mixing. with the community around the local forest.

In Rengat there is also a monument built in memory of the heroism of a regent named Tulus (who is also the biological father of the famous literary Chairil Anwar), during the Dutch Military Aggression II to Indonesia.

The city of Rengat, also known as the "KING" city, may have been caused by the many descendants of the previous Indragiri kings. so that the Rengat people are easily recognized even though where they are provided their name begins with the King can certainly be from Rengat.

2. Research Results

Indragiri Hulu Regency which actually has been supported by natural conditions and potential tourism environment. Regional potentials in the field of tourism or the tourism potential of the Indragiri Hulu Regency such as natural tourism, cultural / historical tourism and religious tourism can be a mainstay commodity. In the tourism industry, promotion plays an important role in providing information to potential tourists about tourism potential.

The promotion mix is one component of the marketing mix that plays an important role in the process of achieving the expected goals. Effective promotion will be able to influence tourist perceptions of the value of products offered by tourism service providers while at the

same time being more efficient in using promotional budgets. Promotion for agencies engaged in tourism aims to introduce, inform, persuade and influence prospective tourists to want to visit and to keep tourists always remembering and desiring to make a return visit.

One of the tourism object promotions carried out in Indragiri Hulu Regency is when there are exhibitions and certain events. Promotion is carried out only for the local community or residents in Indragiri Hulu Regency. The lack of promotion of attractions in Indragiri Hulu Regency makes this place less visited. In the discussion of the promotion of attractions in the City of Rengat, Indragiri Hulu Regency, which are explained as follows :

1) Advertising

Advertising is a form of nonpersonal communication and is paid through mass media, such as newspapers, magazines, radio, television, travel guides, billboards and so on. Advertising is used to achieve a variety of objectives, including changing consumer behavior, building images and achieving desired goals.

Advertising is an actual form of communication advertising is formed with a very structured form of verbal and non-verbal communication that is structured to meet the specific time and space format determined by the sponsor and directed at the audience and not aimed at specific individuals. The aim is more towards this group advertising is more non-personal or a form of mass communication that is informative and persuasive.

2) Personal Selling

One form of promotion carried out by the Government of Indragiri Hulu Regency is the dissemination of information by means of personal selling which includes communicating directly to prospective consumers by conveying positive information about attractions in Rengat City, as well as building communication with the local community to improve quality of services provided to every visitor who comes, and is able to provide direction and information to visitors who come in every tourist attraction in Rengat City, Indragiri Hulu Regency.

Some of the efforts made by the Government of Indragiri Hulu Regency so that the delivery of information about attractions and communications can be developed properly, namely the existence of personal interaction between service providers and consumers, services provided by humans not machines / people means people who serve or plan services to the people consumers and people are part of the Service Products in relation to service marketing are people who function as service providers greatly affect the quality of services provided.

3) Public Relations

An interesting aspect is the independence of public relations as a management tool, status and position determine the performance of public relations as a communication tool. So it is necessary to distribute information to audiences who in communication need distribution media, the media is public relations (public relations).

The Government of Indragiri Hulu Regency in this case promotes tourism objects by using print media such as magazines, booklets and browsers because they are still considered to be functioning well and are valid for the long term.

CLOSING

1. Conclusion

Based on the discussion that has been explained in this study, the authors can draw conclusions, as follows :

- 1) The Government should be more active in delivering informative and persuasive advertisements related to the objectives to be achieved in increasing the number of tourist visits to Rengat City and Indagiri Hulu Regency in general. That is, informative advertising is advertising that aims to provide information. While persuasive

advertising is advertising that aims to increase persuasive efforts or persuade (influence).

- 2) One form of promotion carried out by the Government of Indragiri Hulu Regency is the dissemination of information by means of personal selling which includes communicating directly with potential customers by conveying positive information about attractions in Rengat City, as well as building communication with the local community. in order to improve the quality of services provided to every visitor who comes, as well as being able to provide direction and information to visitors who come in every tourist attraction in Rengat City, Indragiri Hulu Regency.
- 3) The Government of Indragiri Hulu Regency also cooperates with other local governments and cooperates with tour & travel to better introduce tourist destinations that are not only in Rengat City but also those in Indragiri Hulu Regency. The Government of Indragiri Hulu Regency in this case promotes tourism objects by using print media such as magazines, booklets and browsers because they are still considered to be functioning well and are valid for the long term.

The performance of the marketing mix of services that has not been fully applied optimally by the manager of attractions, especially in this case the Government of Indagiri Hulu Regency through Disporabudsata, because aspects of the performance of the marketing mix of services consisting of products, prices, places, promotions, people, physical evidence and processes become very important in increasing the value of tourism services to attractions in the Indragiri Hulu Regency, Riau Province.

2. Suggestion

Based on the results of the above research, the following advice can be given by the writer is that the increasing interest of the community towards new tourism must be accompanied by significant promotion through the dissemination of information about tourist objects, especially social media which can also be reached by foreign tourists, and also most importantly is the feasibility of a place that is a tourist destination, so prospective tourists who will visit can first know what is in the tourist attractions so as not to disappoint prospective tourists.

The Government of Indragiri Hulu Regency as a policy holder must also be able to design and allocate budgets that will be needed to promote tourism in the coming year, because the tourism sector is very positive in bringing in income. In conducting cooperation, the government must be more serious and more assertive to stakeholders in order to attract investors to invest in the tourism sector, because this is very influential in the development of tourism in Indragiri Hulu Regency.

The government must also be serious in fixing infrastructure such as access roads to attractions and internet connections, so that tourist destinations in Indragiri Hulu Regency can become more feasible to visit so they can attract tourists to visit Indragiri Hulu Regency.

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