Promotion and Publication Strategy to Grow Interest and Visits to the Grogol Tourism Village

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Abstract. The tourism industry has great potential as a driver of community economy and a source of foreign exchange earnings for the country. The tourism sector can also be a source of regional income. One alternative to address the shift in interest towards nature tourism is to develop a village tourism industry, such as in Grogol Village, Sleman. The village has natural wealth that is still pristine, making it a promising natural tourist attraction. However, tourism development is highly dependent on the number of visitors. Therefore, the government and the community need to work together to maintain tourist visits by considering three main factors: tourism attractions, tourism facilities, and tourism comfort. To enhance the existence of Grogol village tourism, forms of dedication are needed, such as assistance in creating and managing promotional advertisements to attract tourist interest. The expected outcome of this dedication is publication in print and social media, as well as journal publications.

Keywords: promotion, strategy, publication, tourism

1 Introduction

The village tourism program approved by the government involves local residents in tourism activities. The government gives people the opportunity to manage their own villages as tourist villages whileining the authenticity of their villages. According to Law No. 10 of 2009 on Tourism, the purpose of tourism is to increase economic growth, public well-being, reduce poverty, overcome unemployment, preserve nature, the environment, and resources, and promote culture.

Grogol village in Sleman has been established as a cultural tourist village by the Tourism Department since 2001, because it has a tourist potential that comes from Yogyakarta’s traditional cultural products. Initially, the village only introduced Java cultural activities, but in 2012, the local community began to develop the concept of commercial tourism.

The tourist village of Grogol is one of the main sources of income for the local population. Located in Grogol Village, Margodadi, Seyegan District, Sleman, Yogyakarta. Grogol tourist village is famous as a natural and cultural village. The tourist village was founded in 2001, initially only providing cultural tourism, but then developed into natural tourism in 2012, and continues to grow to this day. Today, the tourist village of Grogol has seven potential natural tourist attractions and cultural attractions that are attractive to tourists. First, art, attractions, and art tourism, such as wayang (shadow puppet), karawitan, jathilan, keroncong, cokekan, and campur sari. Second, crafts such as roof tile, strawberries, and gamelan making. Third, culinary trips with typical foods such as sayur lodeh, mangut lele, iwak kali, strawberries, and others. Fourth, several indigenous attractions and ceremonies, such as Kenduri, Wiwit, Mitoni, and Ruwatan. Fifth, a natural bath with always flowing water, equipped with facilities such as a children’s swimming pool and outbound facilities. Sixth, a fruit garden with various types of fruit plants such as

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oranges and roses. Finally, a homestay or accommodation is available for travelers who want to stay more than one day. This homestay is located in the houses of local residents who cooperate with the tourist village managers.

The village of Grogol is developing tourist attractions, products, and facilities to introduce natural beauty and cultural diversity to the wider community. One way to market and introduce the tourist village of Grogol is by doing promotions and publications.

However, the problem faced in tourism marketing is the lack of publication through print or electronic media, so many people do not know about the tourist village of Grogol. The second problem is the lack of experience and knowledge of the marketing team managers in managing and developing marketing through the media. For example, no Grogol tourist village web creation can provide complete information about facilities, costs, location, promotions, and others, which can make it easier for tourists to choose Grogol travel village as their destination. The third problem is the lack of experience of the marketing team in creating advertisements or promotions in the form of content on social media that attracts the attention of potential tourists so that the content becomes viral.

To increase the interest and visits of tourists, the Community Service team offers solutions in the form of marketing or publication of the tourist village of Grogol. There are several steps to be taken, namely to observe managers related to the problems faced in promoting the tourist village of Grogol to the general public, as well as offering several methods of advertising through printed, electronic, and outdoor media.

In print media, brochures are the right choice because they have attractive mold quality and relatively cheap cost. Printed media such as brochures still have a chance to attract the reader’s interest. Electronic media, such as radio, is also effective in promoting the tourist village of Grogol due to its wide reach and relatively lower advertising costs. However, the radio could not display images to attract tourists’ interest. Web/internet media is also a suitable choice because of its cheap advertising costs and easy access by all sectors. However, the disadvantage is that there is no renewal or creation of the Grogol tourist village website that presents complete information about the products and facilities provided by the manager. Outdoor media, such as billboards, have the power of promotion because of the large images presented in strategic places that the crowd can see. However, the messages delivered are limited and vulnerable to damage caused by weather, and this type of advertising is temporary.

The Community Service team will also provide support to managers in improving their capabilities in the field of marketing by following training activities such as creating promotional advertising and content on social media. In addition, the Community Service team will also provide support in the creation of websites and social media accounts for the tourist village of Grogol and help in its development.

2 Methodology

In this community service effort, the Community Service team will carry out several stages and processes gradually within a set timeframe. First, do an observation or conduct an interview with the manager of the Grogol Tourism Village to understand the barriers in marketing and provide the right solution for its development. Second, the Community Service team will provide support in the creation of advertising through print, electronic, and outdoor media. Third, the Community Service team will help in displaying and promoting advertisements that are already made to the community. Fourth, the Community Service team will help the administrator in managing the ads that have been displayed. Fifth, the Community Service team will accompany managers in developing marketing strategies.
3 Results and Discussion

The Community Service team has carried out observations at the partner’s location, observations aimed at understanding the barriers faced by the Community Service partners so that they can be solved together. The inconvenience found by the team together with partners is the lack of promotion and publication in increasing the number of visitors to the tourist village of Grogol, so that Grogol tourism village is not familiar in the ears of the community and has not yet become a top of mind in the general public. This is because it has not formed a special team that manages the promotion of the tourist village of Grogol. For this purpose, the Community Service team designed several programs to encourage the publication and promotion of the tourist village of Grogol. This Community Service has gone well with the help of partners. The Community Service Program has been successfully implemented. This program includes, among other things, providing training and support on how to manage tourist villages and how to promote the potential of tourist villages on social media, formulating promotional strategies, and helping to form them as part of the promotion and publication of the Grogol tourist village.

4 Conclusion

The Community Service team has done the community service activities with partners. This community service activity is running smoothly. From this community service, the Grogol Tourism Village promotion team has been formed, and the team has carried out the promotion and publication of Grogol Tourism Village.

References