

## Marketing Communication Strategy for Latimojong Tourism Village in Increasing Tourist Visits

Sukmawati Zain<sup>1</sup>, Andi Alimuddin Unde<sup>2</sup> and Muhammad Akbar<sup>3</sup>

### **Abstract**

*One of the reasons for this is the lack of tourist visits, both domestic and international, namely because the communication strategy is less systematic and not optimal. This research aims to determine the marketing communication strategy for the Latimojong tourist village in order to introduce new tourist destinations and also to increase the number of tourist visits to the Latimojong tourist village. The research carried out is qualitative research, with data collection techniques using primary and secondary data. The analysis used is Miles and Huberman's interactive analysis. From the research results, it shows that the marketing communication strategy for the Latimojong tourist village is implemented in several steps, namely by determining the segmentation and targets of tourists who will visit, planning information and opportunities in marketing that can attract tourist sympathy, identifying methods to achieve optimal management of the tourist village, and the use of social media in marketing tourist destinations.*

**Keywords:** *Communication Strategy, Tourism Village, Latimojong, Tourist Destinations.*

### **INTRODUCTION**

Indonesia is a country that has a variety of cultures and natural resources which are the main source of capital in order to improve the nation's standard of living through the utilization of its wealth. One of Indonesia's advantages is the discovery of several kinds of tourist attractions that have uniqueness, characteristics and attractions, so that tourists, both domestic and foreign, are interested in visiting Indonesia, especially in Enrekang Regency, South Sulawesi Province, which has many tourist attractions of religious value, historical, and has its own charm.

Enrekang Regency has several potentials and attractions of its own, including having natural tourist attractions, culture and culinary attractions that are different from other regions, therefore the Enrekang Regency government makes the tourism sector a favorite sector to improve the welfare of the community, especially rural communities and in efforts to increase village original income and regional original income. Enrekang Regency is one of the areas located in the "Sawerigading" tourism development zone of South Sulawesi, along with several areas including Luwu Regency, Palopo City, North Luwu Regency and East Luwu Regency. The areas in these tourist areas all have similarities in terms of culture and art, which is called tempo doeloe (Anwar, Syafri, & Yahya, 2021).

The geographical conditions of the Enrekang Regency area generally represent areas with diverse topography, namely hilly areas, mountainous areas, valleys and rivers with heights ranging from 47 to 3,293 meters above sea level and do not include coastal areas. In general, the Enrekang area is mostly a hilly/mountainous area covering around 84.96% of the area of Enrekang Regency, while only around 15.04% is a plain area. Enrekang Regency has a mountainous and hilly area and has several mountain peaks such as Mount Bambapuang, Mount Latimojong, and several other mountains. (BPS Kabupaten Enrekang, 2023).

Latimojong Village is one of the tourist villages in Enrekang Regency which has a lot of potential and very interesting tourist attractions of its own, where in the village stands a mountain which is one of the highest mountains in Indonesia, namely Mount Latimojong. Mount Latimojong is the highest mountain on the island of Sulawesi, therefore it is also called the roof of Sulawesi. The highest peak of Mount Latimojong is called

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<sup>1</sup> Department of Communication Sciences, FISIP, Hasanuddin University, Makassar, Email: [sukmazain87.sz@gmail.com](mailto:sukmazain87.sz@gmail.com)

<sup>2</sup> Department of Communication Sciences, FISIP, Hasanuddin University, Makassar, Email: [undealimuddin@yahoo.co.id](mailto:undealimuddin@yahoo.co.id)

<sup>3</sup> Department of Communication Sciences, FISIP, Hasanuddin University, Makassar, Email: [muh.akbar@unhas.ac.id](mailto:muh.akbar@unhas.ac.id)

Rante Mario peak with a height of 3,478 meters above sea level and ranks fifth in the Seven Summits of Indonesia. On Mount Latimojong there is an endemic plant called the Rododendron flower which is very rare because there are only 7 in the world, one of which grows on this mountain.

So far, the only attraction of the Latimojong tourist village is the charm and challenge of climbing the peak of Mount Latimojong, which has long been known to mountain climbers. Therefore, in order to introduce another side of the beauty of the roofs of Sulawesi and also to increase the number of tourist visits to the Latimojong tourist village, a marketing communication strategy is needed from the tourist village management.

## **LITERATURE REVIEW**

### **Communication Strategy**

Strategi merupakan sebuah rencana yang ingin dicapai dengan tujuan yang diinginkan. Strategi juga di sebut dengan taktik, yaitu taktik harus dimainkan sesuai dengan sasaran dan tujuan yang ingin di capai. Strategi juga merupakan suatu kumpulan dari beberapa taktik yang memiliki sasaran dan tujuan yang diinginkan dari sebuah institusi, perusahaan, ataupun badan dan lembaga. Jika sebuah strategi telah sesuai dengan sasaran dan tujuan, maka sebuah taktik juga sudah benar dimenangkan begitupun sebaliknya (Roosdhani & Ribhi, 2024).

Effendy stated that communication strategy is a combination of communication planning and management to achieve a goal (Jannah & Moefad, 2019). To achieve this goal, a communication strategy must be able to show how tactical operations must be carried out, in the sense that an approach can be different at any time depending on the situation and conditions.

### **Marketing Communications Planning**

Harsono Suwardi believes that the basis of marketing is communication and marketing will become stronger if it is combined with effective and efficient communication. To be able to attract consumers or audiences to become aware, familiar and willing to buy a product or service through communication channels is not an easy thing (Lodri, Goenawan, & Tjahyana, 2022).

Planning is the process of determining a company's goals to be achieved. Next, present (articulate) clearly what strategies will be used, and what tactics will be used to influence targets as well as the actions and evaluations needed to achieve general company goals. (Harahap, 2017)

The ability of a marketing strategy to respond to changes such as market situations and cost factors depends on the analysis of several factors such as environmental factors, market factors, competitive factors, internal capability analysis factors, consumer behavior factors, and economic analysis factors (Sutanty, Mustaram, Kurniawansyah, Armada, & Kamaruddin, 2020). Apart from that, in building a communication strategy it is very necessary to consider several factors, namely knowing the audience, compiling the message, determining the method, choosing the media, and the role of the communicator. Based on this, there are several stages in carrying out a communication plan, including collecting basic data and needs assessment, formulating communication objectives, carrying out planning analysis and strategy development, conducting audience analysis and segmentation, selecting media, creating message design and development, carrying out planning, managing program implementation and carrying out skills training for communicators.

## **METHOD**

Researchers used a qualitative approach in this research, with a descriptive type of research with the aim of obtaining an overview of the marketing communication strategy for the Latimojong tourist village in order to introduce new tourist destinations and also to increase the number of tourist visits to the Latimojong tourist village. The research location is Karangan hamlet, Latimojong village, Buntu Batu sub-district, Enrekang district.

The data sources used in the research are primary data sources and secondary data, where the primary data sources are obtained by researchers directly based on the results of interviews and observations carried out directly in the field as well as secondary data sources obtained by researchers from the results of reviewing documents or existing literature. relevant to this research.

In determining the informants, the researcher used a purposive sampling technique where the informants selected were people who had information and experience related to this research, namely the chairman and members of the tourism awareness group (pokdarwis) in Karangan hamlet, Latimojong village. Then the data analysis technique used by researchers uses the Miles and Huberman interactive analysis model which consists of four stages, namely collecting data, reducing data, presenting data and drawing conclusions.

## **DISCUSSION**

Based on the research results, it shows that the management of the Latimojong tourist village or what is called the Sirandepala tourism awareness group (pokdarwis) has made various efforts to increase tourist visits to the Karan hamlet of the Latimojong tourist village. Pokdarwis Sirandepala implements a marketing communication strategy for the Latimojong tourist village which is implemented in several stages or steps, including: getting to know the audience, namely by determining the segmentation and targets of tourists who will visit, compiling messages, namely by planning information and opportunities in marketing that can attract the sympathy of tourists, determining methods, namely by identifying methods to achieve optimal tourism village management, as well as choosing media, namely how to use social media in marketing tourist destinations.

### **Getting to Know the Audience and Target Tourist Segmentation**

The first step taken is to get to know the audience, namely by determining the segmentation and targets of tourists who will visit the Latimojong tourist village. To carry out a tourism marketing strategy, especially in terms of getting to know the audience, several important steps that need to be taken include market segmentation, determining the target market, and determining positioning.

Segmentation based on demographics, the target of Latimojong Tourism Village is that it is accessible to all ages and can be reached by all groups, both men and women. Specifically for climbing tours to the peak of Mount Latimojong, this segment includes tourists who are members of the mountain climbing community or who are interested and able to climb with strong physical and mental support.

The process of identifying targets (targeting) starts with the target audience. The audience can be defined as the community of potential tourist visitors, users of tourism services, decision makers or parties who influence decisions. The target audience for Latimojong Tourism Village is families and the younger generation who like to do nature or just spend time resting while enjoying the beauty of nature. Therefore, the management of Latimojong Tourism Village sets prices that can be reached by all groups.

The most important part of this step is analyzing the benefits consumers want and measuring the extent to which consumers know the company image, product image and competitor image. This is done to facilitate the process of determining communication goals. Analyzing the target and market area of marketing activities will be very useful in designing strategies and tactics that will be used to conquer consumers and prepare to face competitors.

Positioning is an effort used to shape the image of a product that appears in relation to other products on the market or is positioned against competing brands on the consumer's perception map. Consumer perception maps define markets based on how buyers perceive the key characteristics of competing products. The perception map will be the basis for consumers in using products such as price and quality. Good marketing must leave a very strong impression of the product from the consumer side. This is something that the management of Latimojong Tourism Village really maintains in offering its products at standard prices among other competitors.

### **Crafting Messages and Identifying Opportunities**

Then the second step implemented by the manager of the Latimojong tourist village is to compose a message, namely by planning information and opportunities in marketing that can attract tourist sympathy. The management or pokdarwis sirandepala collects important information related to the development of the Latimojong tourist village and identifies opportunities to achieve the goals to be achieved.

The marketing strategy for the Latimojong tourist village can be influenced by two factors, namely internal factors and external factors. First, the internal factors possessed by the Latimojong tourist village which consist of strengths and weaknesses. Second, there are external factors that can influence the formation of opportunities and threats. In identifying opportunities, researchers use an analysis known as the SWOT analysis model, which is an analysis that can be used to determine the organization's internal strengths and weaknesses, as well as external opportunities and threats.

Based on the research results, the process of identifying opportunities to achieve goals has been carried out by the management of the Latimojong tourist village. There are several strengths and weaknesses that are internal aspects of the Latimojong tourist village. The strengths include the strategic location of the Latimojong tourist village because it is at the foot of Mount Latimojong which is the climbing route to the highest peak of the Latimojong mountains, the Latimojong tourist village has a lot of potential and tourist attractions which continue to be developed, road access to tourist destinations is quite adequate, has adequate facilities and a beautiful, calm, comfortable and clean environment, the prices offered are quite affordable and has managers from the Sirandepala tourism awareness group (Pokdarwis) who are friendly and excel in serving tourists. Meanwhile, the weaknesses of the Latimojong tourist village include that the Latimojong tourist village has not been fully supported by the local village government, resulting in a lack of budget allocation sourced from village funds to support the development of the Latimojong tourist village, inadequate public transportation to tourist destinations and The distance of the Latimojong tourist village is quite far from the city center or district capital.

Then there are also external factors that influence the formation of opportunities and threats in the Latimojong tourist village. Opportunities include the fact that the Latimojong tourist village is well known and has its own segment among climbers and nature lovers, the Latimojong tourist village has tourist destinations that can be enjoyed by all groups and is a family tourist attraction, there is assistance and support from the regional government and provincial government, there are many Today's young visitors are aggressively posting on their respective social media so that more and more people know about the beauty offered in the Latimojong tourist village and the Latimojong tourist village is included in the top 300 at the 2023 Indonesian Tourism Village Award (ADWI) event held by the Ministry of Tourism and Creative Economy (Kemenparekraf). Meanwhile, the threat to the Latimojong tourist village is the existence of competitors who set up the same tourism in the same area.

Based on the internal and external factors that have been identified, the management of the Latimojong tourist village has determined several strategies in order to maintain the strengths and opportunities that it has. The strategies implemented include utilizing support from existing regional and provincial governments, using social media to promote tourist destinations, prioritizing visitor satisfaction by maintaining and improving the quality of tourism services and products, utilizing locations around the foot of the mountain. very strategic, taking advantage of the beautiful and cool natural gifts and continuing to preserve nature and environmental cleanliness.

The manager of the Latimojong tourist village also determines strategies in order to reduce its weaknesses so that they can become opportunities for developing the Latimojong tourist village, including by making communication efforts with the village government so that the management of the tourist village can be maximized with cooperation and assistance through Village-Owned Enterprises (Bumdes), opening an open trip tour business through social media, and managers must always read market needs for forms of service products that are today's trends.

### **Establishing Methods for Improving Tourism Village Management**

Next, the third step implemented by the Latimojong tourist village manager is to determine a method, namely by identifying methods to achieve optimal tourism village management. From the research results, it was found that the method or method used by the Sirandepala tourism awareness group in order to improve the management of tourist villages and increase tourist visits to the Latimojong tourist village is to develop tourist destinations, namely adding and introducing new tourist destinations by utilizing the attractiveness and beauty of the tourist destinations. It is owned by the Latimojong tourist village.

Apart from the charm of the beauty of Mount Latimojong and the height of the peak of Rante Mario which has long been known to mountain climbers, there are several tourist destinations that have just been developed by the management of the Latimojong tourist village or the Sirandepala tourism awareness group (Pokdarwis), including Arabica Coffee Agrotourism, Water Nature Tourism. The waterfall is so soothing and eye-catching, as well as the Tirta River Tubbing Tour with Camping Ground (Sivin Camp). The Sivin Camp area was initially just a climbing route to the top of Mount Latimojong, but after Pokdarwis attended tourism awareness training at the end of 2021, an initiative finally emerged to build this tourist spot. In the Sivin Camp tourist area, visitors can see the Latimojong coffee plantation directly, where the Latimojong tourist village is one of the best Arabica coffee producing villages in South Sulawesi. In this area, visitors are also treated to cool air while enjoying natural views that are pleasing to the eye which are combined with a combination of clear small rivers, camp areas, large gardens and restaurant areas. Even though it is still relatively new, there are already several facilities provided for visitors such as villas, home stays, toilets, places of worship and stalls that also provide Latimojong Arabica coffee. Apart from that, there is also rental of tents and camping equipment, as well as rubber tires for visitors who want to go along a small river.

### **Using Social Media in Tourism Destination Marketing**

The fourth step implemented by the Latimojong tourist village manager is media selection, namely how to use social media in marketing tourist destinations. Media is a tool used by someone to convey a message and explain the message so that it reaches consumers or the public. The aim of the right media selection strategy is to make consumers or the public aware, understand how to determine attitudes, and want to enjoy the products produced. Based on the research results, the management of the Latimojong tourist village also uses media in marketing the Latimojong tourist village in order to increase the number of tourist visits by carrying out various promotions and introductions to tourist destinations, namely through social media and public communication channels.

Social media is a very effective online marketing medium for reaching the public or tourists, especially millennials who are very active on social media in their daily lives. Social media such as Facebook, Instagram and Tiktok are the most widely used. Apart from posting videos and photos, using the advertising feature can also be used to achieve more reach.

Furthermore, the Latimojong tourist village manager also uses public communication channels. Public communication channels are in the form of meetings or face-to-face meetings which are held openly and directly. For example, certain community events, festival activities, large meetings, sports tournaments, music performances, cheap markets, and so on. This is proven because of the cooperation and support from the regional government through the Youth, Sports and Tourism Department of Enrekang Regency which helps and supports the development of the Latimojong tourist village through supporting activities in the form of the Latimojong Festival which was held in the Karan hamlet of the Latimojong tourist village which succeeded in attracting and attracting the attention of many visitors. Based on research findings, it started with the Latimojong Festival activities so that many tourist visitors shared moments of these activities via social media so that many other people were interested in traveling and enjoying the coolness of the Latimojong tourist village.

### **CONCLUSION**

Latimojong tourist village carries out a marketing communication strategy in order to increase tourist visits which is carried out in several stages or steps, namely by getting to know the audience and determining the segmentation and targets of tourists who will visit, planning information and opportunities in marketing that can attract tourist sympathy, identifying methods to achieve optimal management of tourist villages, as well as the use of social media in marketing tourist destinations. These steps have been successfully implemented so that currently the Latimojong tourist village is increasingly visited and new destinations are always being developed by the management, namely the Sirendapala tourism awareness group.

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