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“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

Analysis of Promotional Strategies with a Culinary Tourism Approach to Increasing Tourist Visitation on the Beach Digitalization-Mediated Variable**Slamet Widodo^{1*}, Elfitra Desy Surya¹, Viridyra Tasril¹**¹Universitas Sumatera Utara

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***Email :** slametwidodo@dosen.pancabudi.ac.id**ABSTRACT**

This study aims to test and analyze the influence of advertising, personal selling, and public relation on tourist visits on Mutiara beach with a promotional strategy with a culinary tourism approach. To test and analyze the influence of advertising, personal selling, and public relation on tourist visits at Mutiara beach with a promotional strategy with a culinary tourism approach mediated by digitalization. This study was analyzed with SMART PLS with a total of 100 samples. From the results of the study, it is known that advertising has a positive and significant effect on tourist visits. Personal Selling has a positive and insignificant effect on tourist visits. Public relations has a positive and significant effect on tourist visits while digitalization has a positive and insignificant effect on tourist visits on Mutiara beach using a promotional strategy with a culinary tourism approach.

Keywords : Advertising, Personal Selling, Public Relation, Digitization, Visits Tourist

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INTRODUCTION

Culinary is one type of tourism that has a tourist destination about creating an incomparable food and beverage experience for foodie tourists by doing the activities of eating and learning to cook a variety of typical culinary from the region. Currently, the condition of culinary tourism in Pantai Mutiara is at the stage of development and improvement. In this study, the initial location studied was in the form of a restaurant that dedicated several traditional foods, namely restaurants. Furthermore, the next restaurant is the Traditional Food restaurant. Finally, the typical souvenir shop of Pantai Mutiara Market that embodies to hold and marketing some tourism productions such as seafood called Sea food. This culinary tour uses strategies to find out the potentials of food that can be improved in the development of Pantai Mutiara tourism.

The potential of culinary tourism is expected to be known by people out there by using marketing strategies to increase culinary tourism from within the tourism industry. An entrepreneur or what is currently better known as an entrepreneur is someone who can bring change, innovation and new ideas (S. Hidayat and Dewi 2017). The application of innovation to industry does not always go through complicated processes, a lot of research, and the use of large resources. Innovation can be done with a little modification but can have a big impact. A business unit cannot rely on one aspect alone, but how to manage the paradox between one thing and another. In today's technological era, new business models are emerging as innovations from conventional marketing shift to modern marketing using digital media. Selling process Conventional buying that requires sellers and buyers to be face-to-face is now able to be mediated by digital media, resulting in new marketing trends. The emergence of online shops, online commerce groups, e-commerce platforms, and other e-business models is proof that today's society wants convenience in trying to get what they want. Moreover, Indonesia has a large market potential, where according to the results of a 2017 survey of the Indonesian Internet Service Providers Association, Indonesia's internet user penetration is 143.26 million or 54.68% of the total Indonesian population The utilization of its economic activity is used to check prices, buy and sell goods. The use of digital media for business is not only an additional marketing activity, but also an integrated communication mechanism that strengthens the impact of every function in an organization by harnessing the power of human networks through a platform (Blanchard 2015). Several studies have shown a link between the use of digital media such as social media and sales volume. The most increase in sales was felt by SMEs by 10-50% after using social media as a marketing tool (Purwidianoro, et al., 2016). The same is shown by research (Pane 2014) that out of 67% 75% of SMEs who have used social media to market their products have benefited from the increase in sales and finished products are better known. This is supported by statistical data on the highest internet usage activity is opening social networking sites 73.30%, searching for information about goods or services 53.7% and sending messages via instant messaging (including chat) 52.7% (KOMINFO, 2016).

LITERATURE REVIEW**Promotion Strategy**

The definition of strategy according to Stoner, Freeman, and Gilbert in (mayasari, 2014 :10) is interpreted in two perspectives : a. With what you want to do, the meaning is in the determination or achievement of an organization and its application. b. Its execution, with what is done in response to the surroundings. "Strategy is planning and enforcement by using the capable power they have in their targeting". (Mayasari, 2014:10). Promotion is a

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crucial variable in its implementation by an organization, with product marketing, activities that are useful in connecting an organization with its users, media influencing buyers on user activity, with what is needed Carried out using the medium of introduction (Lupiyoadi, 2013: 178).

Promotion is a special variable that has a reputation for tourist attractions, various tourism management. It is a way of communicating, informing the introduction and reminding the announcement of the advantages of the attraction offered to prospective tourists about the products offered to travel to the object with the right time and place. According to Gromang in (Novalina, 2013:20) Tourism promotion goes from prediction and its relation to efforts that refer to the possibility of marketability, for example in the overall planned activity, introduction through advertisements, films, usage guides and others. Tourism promotion is a communication in tourism marketing. In one tourist attraction or tourist destination, promotion must be carried out properly and continuously. Promotion of tourism for the sake of notifications, persuasions and increased purchasing power, with the desire for promoted visits. Promotion is carried out with good means, on increasing activity.

Digitization

Each social media has its own character in carrying out promotional activities to consumers. Facebook is the social media with the fastest growth rate. According to research from We Are Social media in collaboration with Hootsuite as of January 2019, Facebook has the third highest penetration of the most actively used social media category, which is 81% or 130 million users. The range is wide and how to operate it is relatively easy. Business actors only need to upload content in the form of captions pictures or videos, making friends, trading groups and so on. Meanwhile, Instagram prioritizes visual appearance (images or videos) equipped with captions as an explanation. Several studies related to the use of Facebook and Instagram social media as promotional tools have been carried out by many experts and experts in the field of marketing. Research on the influence of Facebook by Handaruwati (2017) entitled "The Influence of Social Media on Online Sales of Local Snack Products Online" discusses the activities of local snack marketers on social media and what factors influence sales. In this study, it was stated that the activeness factor of providing the latest information is the most dominant influence on the sale of local snack products online. Similar research was also conducted by Khairani, et al (2018) related to the effectiveness of promotion on social media, but using Instagram. The results have proven effective in generating product buying activities (action) from followers.

Previous research studies are very important to compare subsequent research studies that are bound and used to sort out the focus and locus of the study. The initial study with the title "The Potential of Culinary Tourism in Supporting Tourism in the City of Padang" (Eri Besra, 2012) and the second study "Development of Local Culinary as a Tourist Attraction in Dili, TimorLeste" (Elizabeth Barreto Araujo, 2016). The study in this study uses two theories and five concepts that are applied which include: gastronomic theory (Scaparto, 2002), marketing theory (Alma, 2007), as well as the concept of marketing strategy (Kotler and Amstrong, 1997), culinary business (Dranic, 2014), culinary tourism (Pendit, 2003). traditional food (Lestari et al. 2018), tourism destinations (Law on Tourism, 2009). To do the right marketing in developing culinary tourism, in this case, the government must cooperate with culinary tourism business actors with abilities in their respective fields. Therefore, culinary tourism business actors must create unique culinary tours and can create unforgettable experiences for tourists and increase tourist visits to increase tourism promotion on Mutiara beach.

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METHOD

Research Models

The research approach used is quantitative which tests certain theories by examining the relationship between variables. Variables measured by research instruments, so that data consisting of numbers can be analyzed based on statistical procedures (Creswell, 2013)

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Types and Scope of Research

Data analysis is adjusted to path analysis in Serdang Bedagai Regency with a quantitative approach. The scope of this research is focused on advertising, personal selling, public relations at Mutiara beach to tourist visits mediated by digitalization

Data Collection Techniques

According to Sugiyono (2016:224), data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. The data collection techniques used are Observation and Questionnaire

Data Analysis Method

This study was analyzed with SMART PLS. This research was conducted to analyze advertising, personal selling, public relations to tourist visits mediated by digitalization.

Path analysis with the formula:

$$\text{Press. substructure 1: } Y1 = PY1X1 + PY1X2 + PY1X3 + e1$$

$$\text{Press. substructure 2: } Y2 = PY2X1 + PY2X2 + PY2X3 + e2$$

where:

X1 : Advertising

X2 : Personal Selling

X3 : Public Relations

Y1 : Digitization

Y2 : Traveller Visits

E : error term

Research Results

Table 1 . Descriptive Analysis
Descriptive Statistics

Variable	N	Minimum	Maximum	Sum	Mean	Std. Deviation
AD	100	1	5	600	3.51	1.054
PS	100	1	5	575	3.36	1.016
PR	100	1	5	509	2.98	.901

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DG	100	1	4	506	2.96	.850
KW	100	1	5	507	2.96	.860
Valid N (listwise)	100					

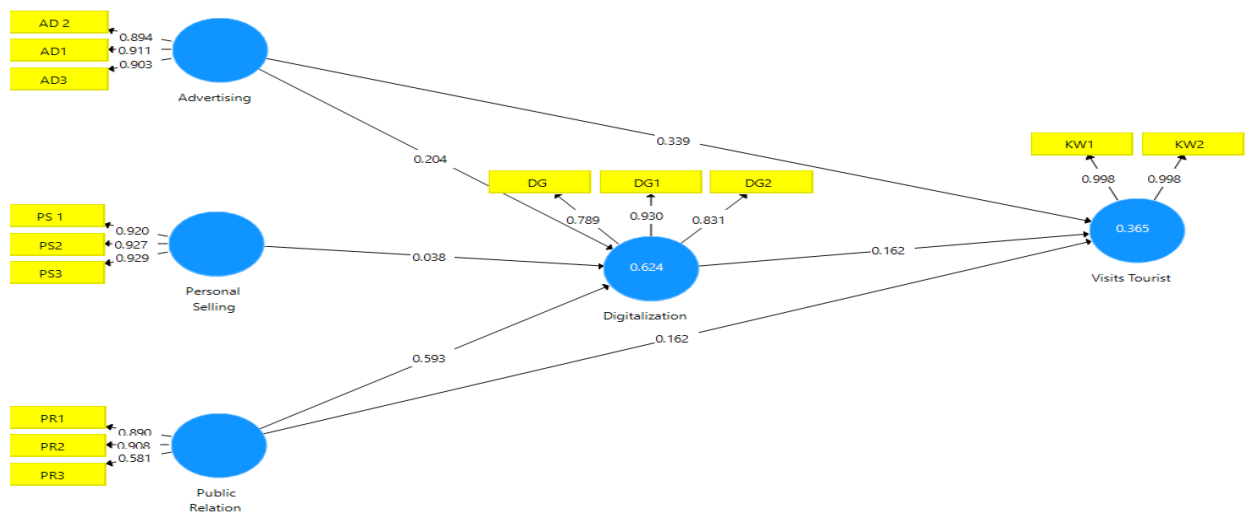


Figure 2. Full Research Model

RESULT AND DISCUSSION

Respondent Characteristics The identity characteristics of the study respondents (100 respondents), including gender, age, education, income, and number of visits. The majority of respondents in this study were men, namely 53.8% while the remaining 46.2% were women. If you look at the last education, the majority of respondents had an undergraduate education, namely 75.4%. Based on age, the majority of respondents or 41.5% were aged 31 to 40 years. Based on revenue, the majority of tourists have a high income of 75.3%. Based on those who visited on average more than once.

Validits and Reliability Tests

Table 1 is an outer model table which is an assessment of the reliability and validity of this study. Reflective measure is said to be high if it correlates more than 0.40 with the construct to be measured.

Table 2. Outer Loading

Scale Items	AD	PS	PR	DG	KW
AD1.1	0,894				
AD1.2	0,911				
AD1.3	0,903				
PS2.1		0,920			
PS2.2		0,927			
PS2.3		0,929			
PR3.1			0,890		
PR3.2			0,908		
PR3.3			0,881		
DG 4.1				0,789	
DG4.2				0,930	
DG4.3				0,831	
KW5.1					0,998
KW5.2					0,998

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Source : Processed (2022)

Based on the output results of outer loading in table 1, it appears that the correlation value of all question items in the questionnaire for the overall indicator and item is above 0.40. Thus it can be concluded that the entire item has met the validity requirements. Based on the results in table 2, it appears that the fifth cronbach alpha value of the study variable is above 0.7. Thus it can be concluded that the instrument has met the reliable requirements.

Structural Model Table 2 presented the results of R-square estimation using Smart PLS. The structural model presents the relationship between research variables. The structural model was evaluated using R-square for the dependent construct of the t-test as well as the significance of the path parameter coefficient. The assessment of the model with PLS begins with looking at the R-square, the higher - the value of R- Square, means the better the prediction model of the proposed research model (Jogiyanto & Abdillah, 2009). The R-square value for the variable Y was obtained by 0.617. These results show that 61.7% of tourist decision variables can be influenced by Advertising, Personal Selling, Public Realition.

Table 3. Composite Reliability, Cronbachs Alpha and R Square

Variable	Composite Reliability	R Square	Cronbachs Alpha
AD	0,930	0	0,887
PS	0,888	0	0,809
PR	0,947	0	0,916
DG	0,844	0	0,716
KW	0,998	0,617	0,999

Source : Processed (2022)

Hypothesis Testing

Table 3 presents the results of testing of direct structural models. Hypothesis testing is done by looking at coefiisient paths that show t-statistics parameters and values. The path or inner model coefficient score indicated by the T-statistical value must be above 1.96 for the two-tailed hypothesis. The results of testing the model directly are as follows:

Table 4 . Path Coefficient-BootStrap

Variable Relationships	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR) P	P Values
AD▼ Y	0,339	0,331	0,097	3,487	0,001
PS ▼ Y	0,038	0,039	0,113	0,333	0,739
PR ▼ Y	0,593	0,585	0,105	5,661	0,000
DG ▼ Y	0,162	0,171	0,100	1,621	0,106

Source : Processed (2022)

The Effect of Advertising on Traveller Visits

Testing the effect of advertising variables on tourist visits shows that advertising has a positive and significant effect on tourist visits with a path coefficient value of 0.339 with a T-statistic of $3.487 > 1.96$, and a p-value of $0.001 < 0.05$, so the H1 hypothesis is accepted. This means that the direction of the positively marked path coefficient indicates that if advertising increases, tourist visits will also increase.

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The Effect of Personal Selling on Traveller Visits

Testing the effect of personal selling variables on tourist visits showed that personal selling had a positive and insignificant effect on tourist visits with a path coefficient value of 0.038 with a T-statistic of $0.333 < 1.96$, and a p-value of $0.739 > 0.05$, so the H1 hypothesis was rejected. This means that the direction of the positively marked path coefficient indicates that if personal selling increases then tourist visits will not necessarily also increase.

The Effect of Public Realition on Tourist Visits

Testing the effect of public relations variables on tourist visits showed that public realtiuon had a positive and significant effect on visiting decisions with a path coefficient value of 0.593 with a T-statistic of $5.661 > 1.96$, and a p-value of $0.000 < 0.05$, so the H1 hypothesis was accepted. This means that the direction of the positively marked path coefficient indicates that if public relations increase, tourist visits will also increase.

The Effect of Digitalization on Tourist Visits

Testing the effect of digitization variables on tourist visits showed that digitization had a positive and insignificant effect on visiting decisions with a path coefficient value of 0.162 with a T-statistic of $1.621 > 1.96$, and a p-value of $0.106 > 0.05$, so the H1 hypothesis was rejected. This means that the direction of the positively marked path coefficient indicates that if digital promotion increases then tourist visits do not increase.

DISCUSSION

The results of this study show that Advertising has a significant effect on tourist visits. This means that the higher the advertising, the higher the tourist visit. Conversely, the lower the advertising, the lower the tourist visits. This is in line. Peter, Olson (2018) stated that advertising is the presentation of nonpersonal information about a product, brand, company, or store that is carried out for a certain fee. Kotler (2018) provides a definition of advertising (advertising) is any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that requires payment. Advertising is the use of media to inform consumers about something and invite them to do something. In general, advertising helps explain a product, while for the company itself advertising is a very important marketing tool for the company. It becomes very important when consumers know that there is a product or area where tourist visits are good, advertising plays a very important role in providing information for consumers.

The results of this study show that personal selling has an insignificant effect on tourists' visiting decisions. This means that the higher the personal selling, the less likely it will be able to increase tourist visits. On the other hand, the lower the personal selling, the less necessarily the decrease in tourist visits. This is in line with Svend Hollensen (2015) revealing that personal selling is an effective way to sell products. According to Koshnick in Backstorm (2018) suggests that Sales can be interpreted as the process of helping and inviting consumers to buy a product and provide benefits to sellers. As a result of the research findings, the author reinforces the concept of personal selling to visiting decisions expressed by Scott McCabe (2019) "This is a highly effective form of communication because the seller can respond to the individual needs of the consumer and provide a tailored and flexible solution." Personal Selling is the most effective part of communication because sellers can respond directly to individual consumer needs and provide an appropriate solution.

The results of this study show that public relations have a significant effect on tourist visits. This means that the higher the public relations, the higher the tourist visits.

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Conversely, the lower the public relations, the lower the tourist visits. This is in line with Amaireh, (2014) Expansion of external public relations functions, one of which is Marketing Public Relations (MPR). MPR includes the process of planning, implementing and evaluating programs that encourage purchase and visitor satisfaction through information communication and credible impressions. Like advertising, public relations is also an important marketing tip. The public relations function has a competitive advantage in hotel performance, namely increasing customer satisfaction and achieving goals. A positive image can be formed if the public has a positive perception of the company. For this to be achieved, the public must be in a state of sufficient information (well informed) about the company (Gultom, 2013). Image is important for companies in the hotel industry, so companies need to do various ways by forming excellent service by hotel workers as hotel representatives, so that consumers will feel at home and survive in using hotel services in the future (Nurrahman, 2015). If consumer responses are not good, the hotel's image will decline (Lianty & Widayatmoko, 2011)

The results of this study show that digitalization promotion has a significant effect on tourists' visiting decisions. This means that the higher the digital promotion carried out, the higher the decision to visit tourists. Conversely, the lower the digital promotion carried out, the lower the decision to visit tourists. If tourism in Indonesia is only focused on individuals living in densely populated areas such as Java, the country's growth will be severely hampered. There are still many other potentials from tourism outside Java that can be used as regional superior products. One of the instruments to introduce, promote and also sell other tourist attractions is the digitization of tourism which is not only enjoyed by the people of Indonesia. This is in line with research (Morrisan, 2010) With its broad nature and not limited by time and space, internet media causes the internet to become the main alternative in disseminating local cultural content. The Internet provides complex facilities in marketing a product, ranging from specific target consumers, specific messages, interactive capabilities, access to information, creativity, broad exposure, and speed. With this, the development of digital tourism can spread its wings through search engine marketing tools. These tools provide coherence in the development of digital-based tourism. In his explanation, Search engine marketing is a series of online tactics (when combined with Search engine optimization can increase the visibility of website content. Useful for researching, conveying the message and positioning of a website, attracting customers, generating brand awareness, building customer trust, and other functions that will increase exposure and traffic to its website (Sianipar and Liyushiana, 2019).

CONCLUSION AND SUGGESTIONS

Advertising has a positive and significant effect on digitalization promotion. The higher the advertising, the higher the tourist visit. Personal Selling has a positive and insignificant effect on tourist visits. The higher the personal selling, the less likely it is to increase tourist visits. Public Relations has a positive and significant effect on tourist visits. The higher the public relations, the higher the tourist visit. Digitalization has a positive and insignificant effect on tourist visits.

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