

## **Marketing Strategy Analysis of The Mangrove Forest- Nature Tourism Park, Pantai Indah Kapuk, North Jakarta**

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**Abstract:** *The Mangrove Forest Tourism Park is one of the conservation forests that can be developed into a Nature Tourism Park. Currently, development has been carried out towards tourism by building facilities for visitors such as mangrove tours, camping areas, interesting photo spots, paddle boats, cafés, and more. This is a qualitative study with a case study approach. Data collection was conducted using semi-structured interview techniques with visitors of the Mangrove Forest Tourism Park PIK and park managers. The researcher also conducted participant observation. To maintain data validity in this study, the researcher used source triangulation. The results of this study show that the marketing mix carried out by the Mangrove Forest Nature Tourism Park, Pantai Indah Kapuk, has not been optimal and requires improvements in terms of product quality, price, and promotional strategy.*

**Abstrak :** *Taman Wisata Hutan Mangrove merupakan salah satu hutan konservasi yang dapat dikembangkan menjadi Taman Wisata Alam. Saat ini, pengembangan telah dilakukan ke arah pariwisata dengan membangun fasilitas bagi pengunjung seperti tur mangrove, area berkemah, tempat foto menarik, perahu dayung, kafe, dan lain-lain. Penelitian ini merupakan studi kualitatif dengan pendekatan studi kasus. Pengumpulan data dilakukan menggunakan teknik wawancara semi-terstruktur dengan pengunjung Taman Wisata Hutan Mangrove PIK dan pengelola taman. Peneliti juga melakukan observasi partisipan. Untuk menjaga validitas data dalam penelitian ini, peneliti menggunakan triangulasi sumber. Hasil penelitian ini menunjukkan bahwa bauran pemasaran yang dilakukan oleh Taman Wisata Alam Hutan Mangrove, Pantai Indah Kapuk, belum optimal dan memerlukan perbaikan dalam hal kualitas produk, harga, dan strategi promosi.*

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**Keywords :** *Strategy, Promotion, Mangrove Forest*

### **INTRODUCTION**

Indonesia has a very large potential to be developed as a forest tourism destination, both for ecotourism activities and special tourism (Flamin and Asnaryati, 2013). Forest areas that can be developed as tourism destinations include protected forests, production forests, and conservation forests other than nature reserves. Complete natural forest ecosystems such as lowland tropical forests, coastal forests, mangroves, savannas, wetland forests, mountain forests, and snow-capped mountains make Indonesia a country with various natural tourist attraction assets in the form of: the beauty of landscapes, the beauty of natural phenomena, the uniqueness and authenticity of traditional culture, biodiversity, and historical/cultural heritage (Fandeli, 2002).

The potential in Indonesia's tourism sector is extremely abundant and diverse, ranging from nature tourism to cultural or traditional tourism. This occurs because Indonesia is a country rich in ethnic groups and traditions. However, even though the tourism sector's potential is very abundant, there are still many tourist areas that have not received special attention from the government. This results in the tourism sector, which should attract tourists to visit these areas, still not being properly managed. According to Ridwan (2012), a tourist attraction is something that has uniqueness, beauty, and value in the form of the diversity of natural wealth, culture, and human-made products, which becomes the target or destination for tourist visits. The diversity of natural resources, such as natural beauty, uniqueness, originality, freshness, natural phenomena, culture, and history, is an extraordinary potential that can be developed into one of the tourist destinations.

One of the forest areas that can be developed for the purpose of tourism and nature recreation is the Nature Tourism Park. The Mangrove Forest, Pantai Indah Kapuk, North Jakarta, is a conservation forest area. According to Law No. 41 of 1999 concerning Forestry, conservation forest areas in Indonesia are divided into nature reserves (KSA), natural preservation areas (KPA), and hunting parks. KPA is further divided into national parks, grand forest parks, and nature tourism parks (TWA). Unlike national parks and grand forest parks, whose conservation functions are clearly stated in their definitions, the conservation focus carried by TWA is not explicitly explained. Government Regulation No. 28 of 2011 concerning the Management of KSA and KPA defines TWA as KPA that is primarily utilized for the purposes of nature tourism and recreation.

The existence of tourism allocation and the conservation function carried out by TWA creates a need for a TWA management concept that can accommodate both. Therefore, the tourism concept for TWA management should not merely be nature-based tourism but sustainable tourism. The implementation of tourism that considers the conservation function of TWA can be accommodated through the application of ecotourism, because ecotourism is based on the concept of sustainable tourism, which emerged as a critique and response to the deviations of mass tourism practices (Kustanti et al., 2012).

Ceballos-Luscurain in Fennell (2001) explains the definition of ecotourism, which was then developed and widely accepted around the world, as environmentally responsible travel and visits to relatively undisturbed or uncontaminated natural areas to study, enjoy, and appreciate nature (and its accompanying cultural manifestations) that promote conservation, have low negative visitor impacts, and actively involve and benefit local communities socio-economically. Some literature explicitly states ecotourism as a concept of sustainable tourism, and thus it is promoted as a means of reconciling area conservation with economic development, especially in developing countries (Campbell, 2002; Hakim, 2004).

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## **METHOD**

This is a qualitative study with a case study approach. As stated by Yin (2018), Case Study is not only popular but also one of the most challenging types of research to use across various social science disciplines, ranging from sociology, politics, psychology, history, to economics and so on. Many education experts and practitioners also use Case Study as a research approach.

A case study is a research approach conducted intensively and in detail by collecting rich data from various sources to understand and delve into a particular topic being studied, such as a program, event, activity, or specific individual. The aim is to gain an in-depth understanding of the topic. The phenomenon being studied is usually referred to as a case, which means a real situation that is currently ongoing, not something that has already passed (Miza Nina Adlini et al., 2022). A case study is a research approach conducted intensively and in detail by collecting rich data from various sources to understand and delve into a particular topic being studied, such as a program, event, activity, or specific individual. The aim is to gain an in-depth understanding of the topic. The phenomenon being studied is usually referred to as a case, which means a real situation that is currently ongoing, not something that has already passed (Miza Nina Adlini et al., 2022).

In this study, the author uses data collection techniques through interviews. According to Lexy (2000), an interview is a conversation with a specific purpose conducted by two parties, namely the interviewer and the interviewee who provides answers to the questions. In this case, the researcher uses in-depth interviews in the form of semi-structured interviews, which according to Sugiyono (2012), are conducted more freely compared to structured interviews. The purpose of this type of interview is to explore problems more openly, where the interviewee is asked for their opinion.

In this study, the researcher interviewed 15 individuals consisting of 5 students, 5 lecturers, and 5 managers from different companies. To maintain data validity, the researcher conducted source triangulation. The researcher also used documentation. According to Sugiyono (2012), documents are records of past events. Documents can be in the form of writings, pictures, or monumental works of

someone. Their function is to support and complement the primary data sources obtained through in-depth interviews. Documentation in this study was carried out by taking photos and recordings during the interviews.

Creswell (2015) defines observation as the activity of paying attention to phenomena in the field through the five senses of the researcher, often with instruments or devices, and recording them for scientific purposes. The type of observation generally conducted in this study is participatory observation. In participatory observation, the researcher participates in the activities of the participants being studied (Creswell, 2017).

The data analysis in this study refers to the Miles and Huberman analysis model. Miles and Huberman (in Sugiyono, 2017: 246) mention three stages in the qualitative research data analysis model, which include data reduction, data presentation, and drawing conclusions.

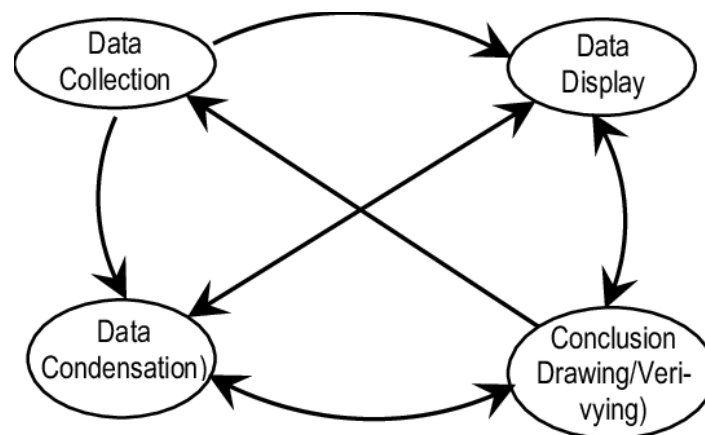


Figure 1. Miles and Huberman Data Analysis

## RESULTS AND DISCUSSION

Speaking of the product, the Taman Wisata Alam, Mangrove Forest, Pantai Indah Kapuk, North Jakarta is already equipped with various facilities for visitors, including walking along wooden bridges in the middle of the Mangrove forest, taking boat rides, or taking photos at Instagrammable spots. This Taman Wisata Alam, Mangrove Forest is also often used for Mangrove planting, environmental education activities, and outdoor events. In addition, visitors can enjoy culinary delights at the restaurant, and for those who will hold meetings or gatherings, the Taman Wisata Alam, Mangrove Forest already has lodging cottages, which are suitable for families and companies. Besides functioning as a recreational place, this area also has an important value in supporting environmental conservation efforts in Jakarta.

However, unfortunately, if observed more closely, the parts that should be the center of the facilities give the impression of being poorly maintained, such as accommodations with some wooden

parts that appear to be rotten, restaurants that offer a limited menu, and Instagrammable spots that are still under-explored. The parking area is also quite far from the centers of activities and there are no facilities for the elderly or people with disabilities, such as wheelchairs, strollers, or vehicles to go to activity areas. This results in less than optimal comfort for visitors. Many facilities still require special attention for maintenance and renovation. According to Kotler and Keller (2016), a product can be understood as a target offered to consumers or the market with the aim of attracting attention for use and purchase by consumers to satisfy consumer needs and desires. Meanwhile, this has not been fully felt by visitors at the Mangrove Forest Nature Tourism Park, PIK, North Jakarta.

The entrance ticket to the PIK Mangrove Forest Nature Tourism Park is quite affordable, at IDR 30,000 for adults on weekdays and IDR 35,000 on weekends. For children aged 1-12 years, the entrance tickets start from IDR 15,000 on weekdays and IDR 20,000 on weekends. From interviews conducted by the researcher with the management of the PIK Mangrove Forest Nature Tourism Park, the ticket prices are adjusted based on Regional Regulation Number 1 of 2024 concerning Local Taxes and Regional Levies. As for foreign tourists (without KITAS), the entrance ticket is IDR 150,000 on weekdays and IDR 170,000 on weekends and public holidays. Based on interviews and observations conducted by the researcher grounded in the theory from Kotler and Keller (2016), the implementation of ticket pricing at the PIK Mangrove Forest Nature Tourism Park is appropriate because the pricing is determined based on the targeted market.

However, if we look at the prices of various facilities available in the Mangrove Forest Nature Tourism Park, not all of them match what visitors receive. Accommodation on land, for example, is charged at IDR 300,000 per night, and accommodation over the water is charged at IDR 450,000 per night without AC. If visitors want an air-conditioned room, the room rate is IDR 600,000 per night. This accommodation can be considered very simple because it is only made of wooden walls, equipped with a mattress and a wooden chair. In the Marketing Mix theory (Kotler and Keller, 2020), it is stated that pricing must correspond to what the consumer receives. Based on the results of interviews with visitors and the researcher's observations, data shows that the prices set in the Mangrove Forest Nature Tourism Park for certain aspects do not align with the theory of Kotler and Keller because the prices set seem quite expensive and disproportionate.

The Mangrove Forest Nature Tourism Park, Pantai Indah Kapuk, is located north of Jakarta City, quite far from the urban area, so it has a still natural environment with fresh air and is strategic for developing a comfortable and enjoyable tourist attraction. In addition to attracting local tourists, it is also hoped that this tourist attraction can attract international tourists. The location of the Mangrove Forest Nature Tourism Park can be said to be strategic because the road access to visit this tourist

attraction is already very good, not full of potholes, and can be passed by two-wheeled vehicles as well as buses.

The Natural Tourism Park, Mangrove Forest is also already available on Google Maps, making it easier for new tourists who want to visit this tourist attraction. The lush and pleasant atmosphere also becomes an additional point as to why this Natural Tourism Park is considered a strategic tourist attraction. The large parking area also makes it easier for visitors to come and enjoy the site. When talking about the place or location, the Natural Tourism Park Mangrove Forest PIK has been running according to theory because the location of the tourist attraction is considered strategic, and the tourist place is comfortable, with the availability of parking space at the tourist site providing a sense of safety for visitors using vehicles for tourism. In discussing the place, it is very important to ensure access for visitors or how visitors can reach the tourist attraction, which should be a concern. The road access to the tourist attraction is also already very good and optimal.

Promotion is defined as a communication activity carried out by a business entity or individual to the general public, which includes sales activities, advertising, personal branding, and activities directly related to the public. Based on the results of the researcher's interview with the managers of the Mangrove Forest Natural Tourism Park PIK, the management entrusts this matter to the government, in this case, the Tourism Office, to market the products of the Mangrove Forest Natural Tourism Park.

Based on the results of the research conducted using observation and interview techniques with the theory of Kotler and Keller (2016), it is not yet appropriate because it is not yet effective in marketing the Mangrove Forest tourist attraction itself. Kotler and Keller (2016) explain that the Marketing Mix is a collection of promotional activities that are carried out and will determine what kind of communication is conducted. In the Promotion Mix, it is necessary to first establish the communication tools to be used. There are several types of communication media used in the marketing mix, including sales promotion, advertising, personal selling, direct relationships, and public relations.

Of the five types of marketing communication tools, they have been implemented but not maximally; this lack of maximization was found from the results of interviews conducted by the researcher and visitors. Many visitors are still unaware of the promotions carried out by the management of PIK Mangrove Forest Nature Tourism Park, or by the government, in this case the related agency. The management consistently stated that in terms of marketing Mangrove Forest products, it has been entirely handed over to the government. In the field, it was found that the promotion of the Mangrove Forest Nature Tourism Park is not optimal.

In the process of implementing promotion, if it runs well and effectively, it can have an impact on increasing tourist visits. Efforts to market the product or initiatives to promote this tourism seem not

to have been carried out continuously and sustainably, namely there is still minimal promotion on digital platforms or on social media packaged with interesting and unique content.

Based on the observation by the researcher, the factor inhibiting the marketing strategy of the Mangrove Forest tourist attraction, PIK, is the lack of participation from the management in marketing the product and promoting it using digital access. For the researcher, of course, if promotion is carried out from two directions, namely by the government and also the management, it will be more effective in increasing tourist visits. And of course, when promotion is carried out by the management, the promotion that will be implemented will be more relevant and more targeted considering that the management are those who know the condition of the Mangrove Forest better.

## CONCLUSION

The results of this study indicate that the marketing strategies carried out by the Mangrove Forest Nature Tourism Park, Pantai Indah Kapuk, have not been in accordance with the Marketing Mix presented by Kotler and Keller (2016). In terms of products, the quality provided has not been optimal, namely accommodation facilities that do not provide a comfortable feeling, as only a bed with a wooden chair is available, which is not matched by an appropriate price. In addition, the promotion carried out is also not optimal. The management of the Mangrove Forest Nature Tourism Park needs to optimize its promotional strategy, especially from the digital platform aspect. For further research, the researcher suggests conducting a study related to the classification of tourists visiting with a different approach.

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