

Acceleration of Tourism Development in the Process of Achieving an Increase in the Number of Tourists

¹ Reni Hamzah, ^{2*} Juli Meliza, ³ Innesty Adelia, ⁴ Raymond Siagian, ⁵ Zainuddin

S1 Manajemen, Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia
Email: ^{1*} renihamzah1@gmail.com, ^{2*} newjuli07@gmail.com, ^{3*} innestyadelia@gmail.com, ^{4*} raymondsiagianreal1@gmail.com, ^{5*} zainuddinn0103@gmail.com
(^{2*}Corresponding author : newjuli07@gmail.com)

Abstract

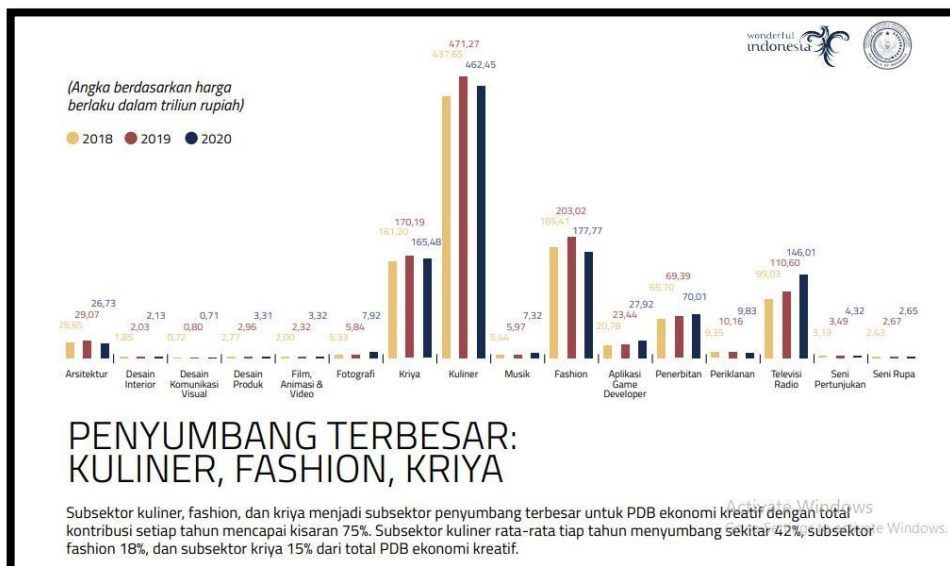
This study aims to find out how to accelerate or accelerate the process of tourism development in order to achieve an increase in the number of tourists in Indonesia. Data collection techniques were carried out through observation and documentation methods, data processing using SPSS. This study uses quantitative data that comes from the website of the BPS agency and the website of the Ministry of Tourism and Creative Economy. The results of the study show that fashion, culinary and crafts have an effect on the number of tourists in Indonesia. Several strategies were carried out as an effort to accelerate tourism, especially in the culinary, fashion and handicraft fields.

Keywords: Acceleration of Tourism, Culinary, Fashion, Crafts, Number of Tourists

1. INTRODUCTION

Tourism has always been a theme that is always interesting to discuss. Imagine, tourism is a promising source of income. Many countries pay special attention to the tourism sector to increase the income that enters their country. Indonesia is also a country that has special attention to the tourism sector. Many things can help accelerate the movement of tourism development in Indonesia. Acceleration of tourism development is carried out in various fields such as culinary, fashion and craft [1]. This is in accordance with data obtained from the Ministry of Tourism and Creative Economy website where the largest contributions are obtained from the culinary, fashion and craft sectors as shown in Figure 1.

Figure 1. Culinary, Fashion, Craft Data



Source: bankdata.kemenparekraf.go.id [2]

2. METHODOLOGY

This study uses a quantitative descriptive approach to analyze with proper interpretation, and to test hypotheses. In this research, the dependent variable is the number of tourists (Y). While the independent variables are culinary data (X1), fashion data (X2) and craft data (X3). The data collection technique used in this study is by using observation and documentation methods. From the data collected will be grouped by year. So that the form of the data is in the form of tabulations using data for a period of three years (2018-2020) which contains data on culinary, fashion, crafts, and the number of tourists in Indonesia. This study uses quantitative data that comes from the BPS web agency and the Ministry of Tourism and Creative Economy website.

3. RESULTS AND DISCUSSION

The results of the F test analysis show that there is a simultaneous or joint and significant effect of culinary variables, fashion data, crafts on the variable number of tourists. The results of the partial regression coefficient analysis (t test) show that there is a positive and significant effect. The culinary variable has a positive and significant influence on the number of tourists. This can happen because the uniqueness of the culinary makes the location more crowded with visitors. Culinary tourism is one that makes the number of tourists increase. Culinary is one of the targets of tourists.

Several strategies can help accelerate tourism development in the business sector culinary [2] namely:

- a. Development of partnerships by building joint marketing places for SME products
- b. Increased cooperation to maintain the continuity of the availability of raw materials between regions
- c. Development of SME product industrial area
- d. Facilitation in obtaining the acquisition of business legality
- e. Formation of UKM groups (cooperatives, clusters, centers, groups, and technical implementing units/UPT)
- f. Improved patterns of guidance, development and supervision of SMEs
- g. Increasing the role of SOEs in helping SMEs through corporate social responsibility (CSR) programs
- h. Application of food safety systems and quality standards
- i. Increased synergy between universities (business incubators), practitioners, SMEs, and industry
- j. Improvement in assisting SMEs to be independent by experts
- k. Increasing the role of local government and central government support
- l. Making regulations related to the development of food SMEs

The fashion variable has a positive and significant influence on the number of tourists. This can happen because the development of fashion in Indonesia is so rapid, so that it becomes an attraction for tourists to visit again. The times have influenced the flow of fashion. Many choices can result in people becoming passive because they consume too many choices without first digesting what they are consuming. At a time like this, designers have an obligation to create a new breakthrough in fashion and create trends full of interesting innovations, so that every design that is done will provide positive and maximum results for both parties, both designers and society. fashion. Designers hope that this report can provide benefits, information, and motivation for all fashion designers, both young designers and professional designers.

Some strategies that can help accelerate tourism development in the fashion business sector [3] are:

1. Conduct Market Research

Before starting to build a business, do research first to find out market needs or demands. Decide who will be the customer. By defining your customers at the start of your business, you can more easily go through the marketing process and determine the types of products you want to market. There are types of people who want to buy clothes with good quality and affordable prices, there are also those who want models that match current trends. These two target markets will determine the type of goods you will sell, marketing methods, etc. With research at the beginning, it can be determined what fashion business you want to build.

2. Follow the Trends

Running a fashion business is a little different from business in general. Because many customers will continue to follow the trends that are developing at that time. Therefore, as a fashion business you need to pay attention to the trends that are developing. Don't stockpile too many products if you don't have many customers. Follow fashion trends that are being sought after by consumers and use trends as indicators of products to pay attention to.

3. The Right Marketing Strategy

As with running other businesses, in the fashion business, you also need to use the right marketing strategy. You can promote using online marketing and non-online marketing. Many fashion entrepreneurs create groups on social media that contain target customers and post product images to these groups. This business method is quite effective if you have asked permission from the target market in question. Don't let your target market feel bothered by constantly posting pictures of your products.

4. Open Shop

If you don't have enough capital to open a big shop, then start small but interesting. Use creativity to design shops, attractive shops will be seen by more potential customers and of course bring in buyers.

5. Collaborate with Influencers/Buzzers

To introduce fashion products that are sold, it is necessary to work with influencers or buzzers with modeling professions and public figures. Try asking this model or public figure to wear the product and post it through their business and social media social media. This certainly makes business promotion more attractive. Besides, if a fashion item is worn by a famous person, then there will be a lot of people who want it.

6. Give Discounts

Everyone likes discounts, especially women who are looking for fashion needs. Therefore, try to give customers discounts every once in a while so they buy your products more often and make them more loyal.

The craft variable has a positive and significant influence on the number of tourists. This can happen because craft or craft are art activities that focus on hand skills and have a function to process raw materials that are often found around the environment which are processed into valuable and useful art objects. Craft art in the tourism business sector in Indonesia at this time can be said to have developed quite rapidly. This development can be seen from his works which are no longer fixated on the old ceramic stigma. Examples such as ceramics as a medium of pure expression seem to have a separate place in the world of Indonesian contemporary art. All of this cannot be separated from the efforts of several previous ceramic artists who dared to experiment, work with clay and present various ceramics with themes or concepts that were previously only close to pure art, which could be born with ceramics that had distinctive characteristics, both in terms of visual, style, theme to the intrinsic meaning of a ceramic work.

Some strategies that can help accelerate tourism development in the business sector in the craft world are:

A. Determining the Target Market

Many handicraft business actors have high ideals and end up trapped in production that is not in accordance with market tastes. In every business, determining the target market is very important because if you already have a target market, the products you sell can be adjusted to the needs of that target market.

B. Making Unique Craft Products

Unique products also have strong competitiveness so that they can survive in the midst of business competition that occurs.

Unique products also mean that they are different from products on the market. The differences can include shape, color, material, or function. This uniqueness will differentiate your product and make it more special than competing products.

Continue to innovate in creating products that will be liked by consumers, because this will make your business continue to exist and grow. If necessary, ask for input and suggestions from your customers in creating new craft product ideas.

C. Conduct Promotion According to Target Market

Look for insights or references that are relevant to your target market. For example making origami products or paper crafts, if the target is children, look for what children like and what are the benefits.

Then do an analysis of competitors and apply ATM (Observe, Imitate, and Modify) to your business.

Furthermore, the promotional theme must be creative, original, and attract people to act.

D. Take Advantage of Online Marketing

Current technological developments have made online media the right tool for marketing activities. Besides being cheap, this method has also proven to be effective for promoting a product. Therefore, use online media for marketing your craft products.

Create a website and accounts on well-known social media platforms such as Instagram, Facebook, Tik Tok and Youtube. Fill these social media accounts with interesting content about your handicraft products. Also maximize Search Engine Optimization (SEO) strategies in marketing products. If necessary, advertise craft products on social media to increase brand awareness.

E. Following events and bazaars

Through bazaars, we have the opportunity to show your products so that potential customers can know their form and function. Besides that, by participating in exhibitions you can build relationships to develop your products. In addition to implementing the right marketing strategy, there are other important things that must be done by a handicraft product business, namely managing business finances well.

Previous research is in line with the results of this study related to culinary strategy, namely the strategy that can be carried out by the culinary business is product and service diversification [6]. The results of this study are in line with previous research, which stated that several activities were carried out to improve craft, namely improving the quality of metal handicraft production which included strengthening production systems, strengthening human resources, utilizing appropriate technology, designing designs, and product branding which ultimately leads to the export of metal handicraft products [7].

4. CONCLUSION

The results showed that culinary variables had a positive and significant influence on the number of tourists. The fashion variable has a positive and significant influence on the number of tourists. The craft variable has a positive and significant influence on the number of tourists. The results of the F test analysis show that there is a simultaneous or joint and significant effect of culinary variables, fashion data, crafts on the variable number of tourists. Related to the acceleration of tourism development in the culinary-fashion and craft sector, several strategies have been carried out which have been described in the previous section. It is hoped that the implementation of this strategy can increase the number of tourists.

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