

Tourism Marketing Strategy of Legenda Tapaktuan Tourist Attraction in South Aceh District, Aceh Province

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Abstract: This study aims to identify and produce a relational marketing strategy for the Legend of Tapaktuan tourist attraction. This research used relational theory and emphasized partnership and collaboration with the aim of a sustainable tourism program. Indicators in related programs can relate to the relationship between various parties involved in the tourism industry. The problem formulation in this study is the ideal marketing strategy for the Legend of Tapaktuan tourist attraction in Aceh Province. This study used a descriptive method with a qualitative approach. The results showed that the South Aceh District Tourism Office has tried to promote not only through out-of-town trips but also through online media. To make the Tapaktuan Legend tourist attraction more advanced, the South Aceh District Government carried out the first promotion strategy, advertising and promoting Tour & Travel Online services on a number of social media platforms such as Instagram, Facebook and Twitter. The government also offers a number of tour packages by participating in expo activities outside the region to introduce and re-promote tourist destinations, especially the Tapaktuan Legend tourist attraction as an icon of South Aceh. Tourists only need to download an application that provides many features that can be used, such as directions, maps, lodging, and how to get to the location. This application also provides a transportation feature that will make it easier for tourists to visit tourist sites.

Keywords: Marketing Strategy; Tourism; Legend; Tapaktuan

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INTRODUCTION

Attractive tourist destinations such as beach attractions, cultural and historical sites, and mountainous tourist objects. Tourist destinations in South Aceh Regency are always crowded with visitors from the western and southern regions of the Aceh province, such as Meulaboh, Nagan Raya, Calang, Subulussalam, Blang Pidie and other areas.

According to data from the South Aceh Regency Regional Tourism Development Master Plan (RIPPARDA) 2020-2035, in 2020, tourists who visited tourist objects in Tapaktuan in 2019 reached 460,749 people; the average visit length was three days, while regional income reached Rp. 2,832,119,887.

In addition to its beautiful natural potential, South Aceh Regency is also known for its rich artistic and cultural works of its people to serve as superior products for Tourism Destinations

(DTW) at the National Level. The types of tourist objects in South Aceh Regency, especially in Tapaktuan, include marine tourism objects along the Tapaktuan City, waterfalls, cultural sites and historical attractions such as the Legenda Tapaktuan (Tuan Tapa).

In recent years, the Legenda Tapaktuan tourist attraction has begun to develop since facilities such as roads, toilets, rice stalls, internet networks, prayer rooms and ATMs are already provided. The Government of South Aceh Regency, in the past few months, has built a tourist pavilion in the Gunung Lampu Area, Gampong Pasar, Tapaktuan Sub-District. The building resembles a corridor that protrudes into the sea for about 20 meters. The building is one of the accesses to make it easier for tourists to visit Tuan Tapa's footprints and enjoy the beauty of the sea in Tapaktuan directly.

According to (Cristobal-Fransi et al., 2020; Lumbanraja et al., 2019), the attractiveness of tourist destinations is the main motivation for tourists to make visits. The strength of the attraction of all destinations, including natural attractions, is highly dependent on attractions, amenities, accessibility, and marketing. Marketing plays a very important role in tourism because customers need to see, feel or try the product they are going to buy. To be able to value a product, one has to travel to the destination.

The potential of the Legenda Tapaktuan tourist attraction, which is prospective, needs to have the right marketing strategy according to the character of the existing potential tourist attraction. Along with the development of existing tourist objects, there will also be an increase in tourist visits to South Aceh in general.

Marketing needs to be done since people are not familiar with the whereabouts of the destination to be visited. Marketing is also related to the consumer. Every marketing has various combinations of goals (such as survival, financial, and social), which it wants to realize through product offerings. However, not all possible product alternatives can be produced since it is dependent on the competence and capacity of resources (capital, human resources, raw materials, time, and entrepreneurship). Meanwhile, every consumer has various goals and desires (Neneng Nurmalasari & Masitoh, 2020; Senjaya, 2021; Sulistiyani et al., 2020). Marketing activities are closely related to business. Successful tourism business has at least four important philosophies: (1) having a visitor-guest orientation, (2) having clear analytical procedures and concepts, (3) strategic decisions supported by a strong organizational structure, and (4) a planning function that integrates with various destination environments (Senjaya, 2021).

All related destinations in a national tourism industry development plan must link the relationship between tourism and other sectors such as environment, health, agriculture, and culture. This linkage needs to be continuously maintained and cannot be left to one party alone. It also must be firmly included in the framework of institutional coordination and inter-functional planning (Chan, 2013). The government and destination leaders must consistently place the development of green tourism as a priority issue, both at the national and regional levels (Sultan, 2013).

In a global context, competition in various tourist destinations for international tourists, foreign tour operators and individual tourists presents an increasing choice. To face competition, companies or tourism actors must struggle to form a clear identity and image in the international market (Griskevicius et al., 2012).

The level of service (hospitality) delivered and the physical appearance and personality of the business strongly influence customer satisfaction in the tourism industry. The elements must be marketed in the best way possible to convince people to come and enjoy the products offered. The ability to generate repeat product purchases is also equally important. Thus, marketing becomes a way to reach potential markets, which is done effectively so that a strategy is needed.

Research Roadmap

The research roadmap consists of three interrelated stages. The first stage is related to the potential of the Legenda Tapaktuan tourist attraction. After knowing its potential, the second stage is the marketing stage so that many tourists can know the existing potential to grow tourists' plans to visit the Legenda Tapaktuan tourist attraction. The third stage is promoting Legenda Tapaktuan, located in Panjupian Village, Tapaktuan District, to become a tourist village in the future so it can get assistance for the development of tourism objects from the Ministry of Tourism and Creative

Economy. More details on the research roadmap that the researchers conducted can be seen in Figure 1.

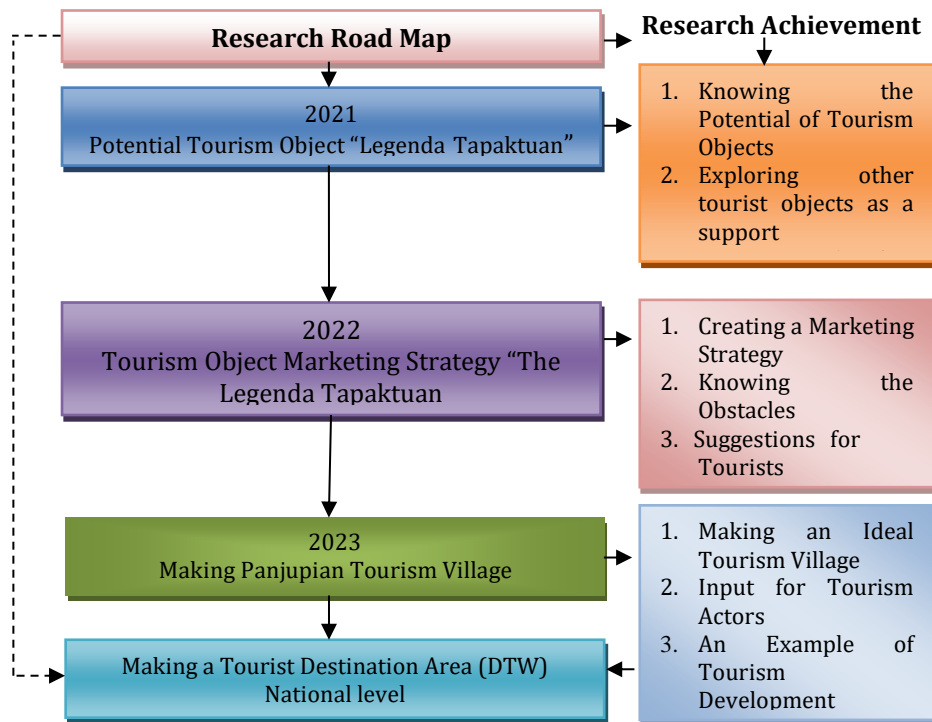


Figure 1. Research Roadmap
 Source: Researchers Analysis, 2022

Marketing Models

According to (Kotler & Bliemel, 2001; Lo & Tseng, 2021; Mostafavi et al., 2021), a model is a pattern, example, and reference of something that will be made or produced. Marketing is a social and managerial process by which individuals and groups obtain what they want through creating and freely exchanging something of value with others. Marketing is not only how to sell products but must be able to provide satisfaction for consumers in the long term. At the same time, the goal of marketing is to identify customer needs and meet those needs properly so that all products sell themselves.

Furthermore, Kotler explained that tourism marketing emphasizes even more about who the market segment really is and how it behaves. The emphasis is on how to communicate to the market that the product offered (destination) is superior and different from other products. Conventional promotional media cannot always be used for tourism products, especially special interest tourism products. Marketing consists of 7Ps: product, positioning, price, promotion, place, packaging, and partnership. Tourism marketing is a system and coordination that must be carried out as a policy for tourism industry companies or groups, both private and government, within the local, regional, national or international scope in order to achieve tourist satisfaction by obtaining reasonable profits.

Promotion is part of marketing. Marketing activities try to spread information, influence/persuade, and remind target markets for their products to be willing to accept, buy and be loyal to the products offered by the company concerned (Malikhah, 2019; Prakoso, 2021), while promotion is an effort or company activities in influencing "actual consumers" and "potential consumers" to make purchases of the products offered, now or in the future.

Actual consumers are consumers who directly buy the products offered at the time or immediately after the product promotion is launched. In contrast, potential consumers are consumers who are interested in purchasing the products offered by the company in the future. Tjiptono further explained that the purpose of promotion includes four aspects: introducing,

persuading, modifying and shaping behavior and reminding about the product and the company concerned. By introducing or informing consumers of new products, consumers will be hopefully influenced and persuaded to switch to these products. The next stage is more about efforts to remind consumers to remain loyal amidst the many old and new competitors.

Promotion will be more effective through the promotion mix, which is an optimal combination of choosing the most effective types of promotional activities in increasing sales. According to (Kotler & Bliemel, 2001 and Penrose, 1959), there are five types of promotional activities, including: 1) Advertising: a non-personal promotion using various media aimed at stimulating purchases. 2) Face-to-Face Sales (Personal Selling): a personal promotion with oral presentations in a conversation with prospective buyers aimed at stimulating purchases. 3) Publicity: a non-personal promotion regarding certain services or business entities by reviewing information/news about products (generally of a scientific nature). 4) Sales Promotion: a promotion carried out by using marketing personnel who are experts in their fields. 5) Direct Marketing: a personal selling directly intended to influence consumer purchases.

The Sustainable Value Green Tourism Marketing Model

Marketing scientists attempt to find green marketing theories, concepts and practices as an alternative to traditional marketing, which has been widely recognized as an exchange process to pursue profits through customer satisfaction, motivated by the desire to realize the ideals of sustainability even more so in the tourism industry, where tourism is not only an economic phenomenon but also a social, cultural, environmental and other natural resource phenomenon. The societal marketing concept introduced by Kotler has not been able to fully provide answers to the challenges of sustainability (sustainability) of tourism itself because of the goals, viewpoints and strategies used for different products (Bastos et al., 2022; Finkler & Higham, 2020; Little et al., 2019).

According to (Jamrozy, 2007), sustainable tourism destination marketing must have a more holistic, broader and more balanced perspective on the tourism phenomenon and develop a combination of a system-based approach and a living system-based approach view) in developing a sustainable tourism marketing model (Bellhouse, 2004; Yamada, 2020). Marketing activities to achieve profits through an exchange process that satisfies customer desires are built through a marketing process that prioritizes the sustainability of the living system that takes place in the relevant tourism destination (sustainable living system).

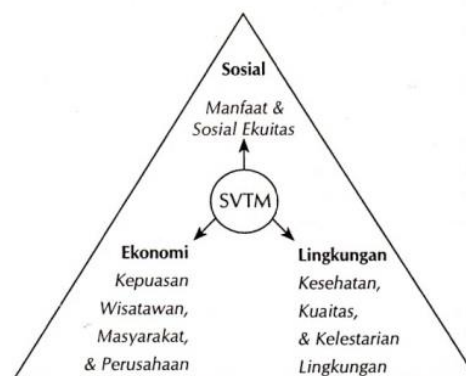


Figure 2. Sustainable Value Tourism Marketing Model

The implication is that companies must market tourism as a product to have fun in spending free time (leisure) into a travel experience that can improve the quality of life (quality of life), not only for the benefit of tourists but for the whole life system in the tourism destinations, both humans, host communities, and the local environment. Figure 2.1 shows a model that synergizes economic, social (society) and environmental aspects into tourism marketing.

The concept and paradigm model of sustainable tourism marketing in the tourism industry is an overall management orientation that reflects an attitude that can balance the wishes of stakeholders with the interests of environmental preservation in the long term and, at the same

time, can meet the demands and expectations of tourists optimally (Guo et al., 2019; Santos-Roldán et al., 2020).

Environmentally Friendly Tourism Development Model

According to Fennell, D. A. (2014), this environmentally friendly tourism model is based on a number of basic assumptions that aim to maintain the sustainability of the natural, cultural and social environment while still promoting the tourism industry. Some of the basic assumptions in the eco-friendly tourism model include:

- a. Environmental Conservation: This model assumes that tourism should focus on preserving and protecting the natural environment, including management of national parks, nature reserves and other natural areas, as well as measures to reduce negative impacts such as pollution, ecosystem damage and biodiversity loss.
- b. Respect for Local Culture: Eco-friendly tourism assumes that tourists and the tourism industry must respect the local culture, traditions and values of local people. It may include promoting local crafts, traditional culinary delights and participating in culturally appropriate activities.
- c. Local Economic Development: Eco-friendly tourism supports the assumption that tourism can be a source of income for local communities. This condition can create jobs, boost the local economy, and help reduce poverty levels.
- d. Community Participation: This model assumes that local communities should be involved in tourism-related decision-making and have a stake in the success of the industry. Their participation can lead to the development of more sustainable tourism plans.
- e. Reduction of Negative Impacts: Eco-tourism seeks to reduce negative impacts such as excessive use of water, air and water pollution, and accumulation of waste. It often involves the use of environmentally friendly technologies, such as efficient waste treatment systems.
- f. Tourist Education: This assumption focuses on the importance of education and awareness of tourists about how to protect the natural and cultural environment while traveling, including educational programs, warning signs, and initiatives that promote responsible behavior.
- g. Sustainable Development: Eco-friendly tourism assumes that tourism development must be sustainable in the long term, meaning avoiding overdevelopment that damages the environment and culture and focusing on balanced growth.
- h. Tourism Diversification: This assumption includes diversification of tourism products and destinations to reduce pressure on the most popular tourist destinations and involve more regions in tourism benefits.

Following these assumptions, the eco-tourism model aims to create tourism that is sustainable and beneficial to the environment, local communities and tourists.

RESEARCH METHOD

The design in this study is planned for the course of this research from the initial stages to the final stages, as seen in Figure 3.

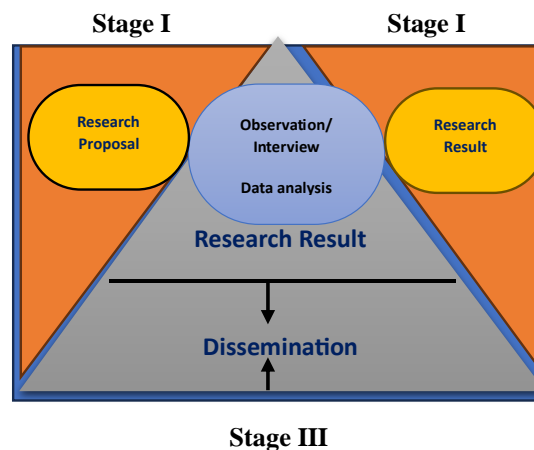


Figure 3. Research Flow
Source: Researchers Analysis, 2022

Data Collection Technique

The data collection techniques in this study are as follows.

1. Observation. Observation means direct supervision when people carry out an activity related to a certain research problem. In its implementation, it refers to several benchmarks:
 - 1.1. Observation is based on direct observation, which allows researchers to observe themselves.
 - 1.2. Researchers record behaviors and activities that occur in real situations.
 - 1.3. Researchers record events in situations related to knowledge related to the data needed.
2. Documentation. Expected data documentation through a documentation approach can be reflected through notes or written materials related to the case under study, whether related to individuals, groups or related agencies.
3. Interviews. The interviews were carried out informally and openly. Informal interviews are aimed at creating a relationship between the interviewer and the informant in an ordinary, free and reasonable atmosphere. Open interviews are intended to reduce the variations that occur between informants so as to reduce the possibility of bias.

For the District Government, the researchers want to explore the extent of the tourism marketing strategy program that has been implemented so far, and what obstacles are faced in tourism development in South Aceh District in general, as well as how to plan tourism programs in the future. This research is also an attempt to design the right Legenda Tapaktuan tourism marketing strategy. The types of data needed in this study are as follows.

- a) Primary data, including the response of the government, community and related parties to the tourism marketing program that has been running so far, as well as observations related to the implementation of marketing on the Legenda Tapaktuan tourist attraction.
- b) Secondary data or data obtained from government agencies or institutions related to this research. Secondary data may be research results, documents and books related to the required data. This secondary data collection is conducted before or simultaneously with the field study to accelerate understanding of field conditions and what information must be collected.

Lofland (Moleong, 2017, 2019) stated that qualitative research is words and actions. So data is obtained from data sources that can provide information, both humans (informants), about the world of tourism or situations observed in research. The key informants who became sources in this study were the Head of the South Aceh Tourism Office, the South Aceh Ulema Consultative Council (MPU), the Chairman of the South Aceh Regional Planning Agency (Bappeda), domestic tourists, religious leaders in South Aceh, tourism services provider in South Aceh District.

Table 1. Informant matrix

No.	Institution	Position
1	Bappeda, Aceh Selatan Regency	Head
2	Tourism Office, Aceh Selatan Regency	Head
3	Ulema Consultative Council (MPU)	Head
4	Domestic Tourists/International Tourists	-
5	Tourism Services Provider	Head

Source: Researchers Analysis, 2022

Data Analysis

Data analysis in this study was conducted in an inductive descriptive manner. Data is analyzed in direct form continuously by grouping data according to the research problem. Furthermore, all data were analyzed based on research results obtained in the field through observation, documentation and interviews with all research target informants. The relational marketing indicators used in this study are related to sustainable relationships so that bonds, empathy, reciprocity, and trust are formed, which are used as tools to analyze various aspects needed in this

study. The strategy used was ongoing communication with related parties, quality services, partnerships with local parties and empowering local communities. More details in analyzing the results of this study can be seen in Figure 4.

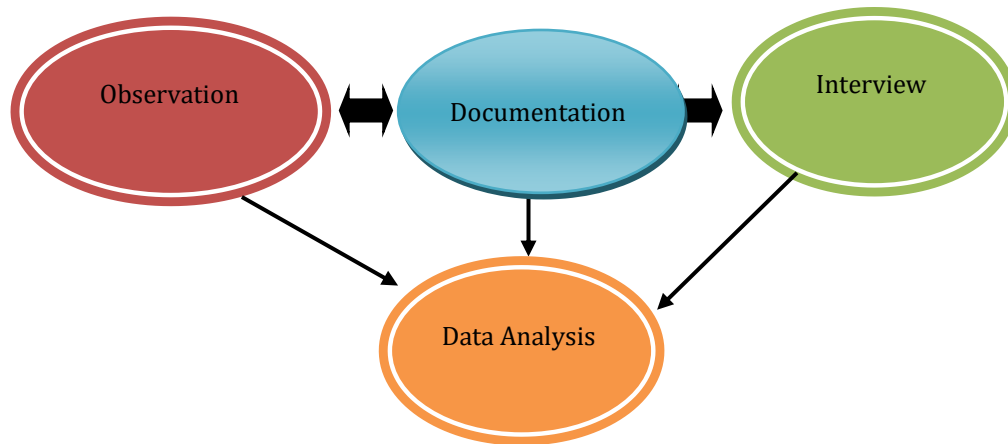


Figure 4. Picture of Data Analysis Stages
Source: Researchers Analysis, 2022

RESULTS AND DISCUSSION

The legendary tourist attraction of Tapaktuan is located in the Tapaktuan District, and the capital city of South Aceh Regency is known as a city with natural charm, history, culture and religion. The history of Tapaktuan is associated with the Legend of the Dragon Princess and Tuan Tapa, which has become folklore for generations. This history is the basis for Tapaktuan being known as Dragon City, becoming a favorite tourist destination from various regions.

Geographically, South Aceh District is located at the coordinates of 020 22' 36"-040-06' North Latitude (LU) 960 35'340" East Longitude (BT) with an area of 3,841.60 km². The boundaries of the South Aceh Regency Regency include: to the east, which is bordered by Southeast Aceh district; to the west by the Indian Ocean; to the north by Southwest Aceh district; and the south by Subulussalam Municipality (South Aceh in figures: 2018).

South Aceh District consists of 16 districts, 43 *mukim*, and 247 villages (*gampong*), with a population growth rate of 2,968 people or 10.0% per year. The topography of the South Aceh Regency area has a height of 500 m above sea level. South Aceh District is an area with a wet tropical climate with an average rainfall ranging from 2,861 mm to 4,245 mm. January to August is the dry season, and September to December is the rainy season, with temperatures in South Aceh District 26-31 oC.

The topographical conditions of South Aceh District vary greatly, consisting of lowlands, undulating, hilly, and mountainous. The area of South Aceh Regency is 4,173.82 km², which stretches from north to south. Central Kluet District is the largest area in South Aceh by 801.08 km². At the same time, the area of the smallest sub-district is the Labuhanhaji sub-district, by 54.83 km².

Economic Conditions

The majority of Tapaktuan people rely on the government agency sector. Agricultural and plantation products that are quite prominent in the Tapaktuan area are nutmeg. Nutmeg grows well in Tapaktuan. Nutmeg is cultivated by the Tapaktuan people in various ways, such as making sweets or nutmeg cakes, nutmeg syrup, and others. The details are shown in Figure 5.

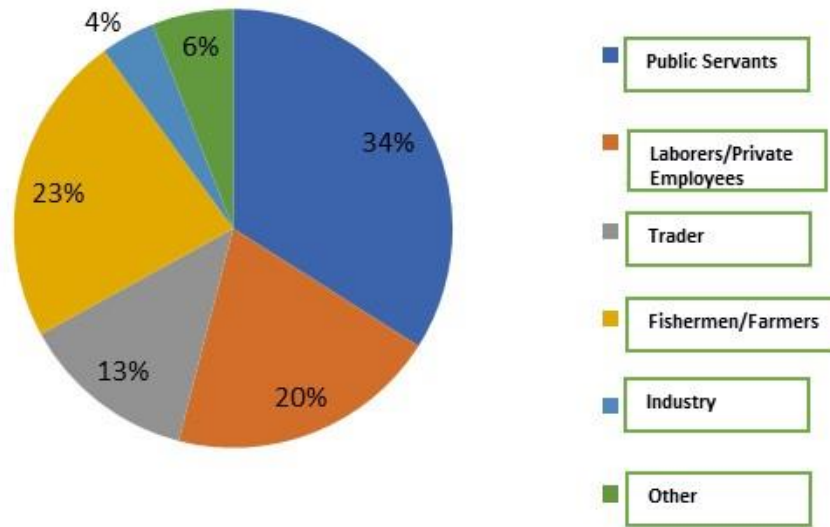


Figure 5. Percentage of Population of Business Field in 2017
 Source: South Aceh BPS data in 2018

The Head of the South Aceh Regency Tourism Office (Muchsin, ST), in an interview with researchers on October 27, 2022, regarding the Government's program on tourism marketing, said.

"In South Aceh, we are currently actively marketing tourism, although the government is doing it through social media, by involving environmental groups or with Tourism Ambassadors as well as carrying out activities with certain events such as community arts and cultural performances at annual events."

According to (Hayes, 2013), the majority of the people of Tapaktuan City are inhabited by the Aneuk Jamee tribe. The name *Aneuk Jamee* (Acehnese) means "newcomer". This name is used to describe the Minang people originating from Lubuk Attitudeing, Pariaman, Rao, and Pasaman, who started migrating to the area in the 17th century. Gradually, they assimilated with the Acehnese in the area. Common Islamic beliefs facilitated the process of assimilation. However, in the end, they felt that they were neither Acehnese nor Minangkabau but a new society that had its culture and language. While in South Aceh District in general, many Aneuk Jamee tribes also live in Samadua District, North Kleut District, South Kluet and Labuhan Haji District. The illustration of the Tapak Tuan Legend tourist attraction can be seen in Figure 6.



Picture (a)



Picture (b)



Picture (c)



Picture (d)

Figure 6. (a) A little girl playing with a dragon (b) Photo of the male dragon (c) Tgk Syeh Tuan Tapa's grave (d) Tgk Syeh Tuan Tapa's footprint

Tourism Objects

According to Kotler, P., Bowen, J. T., & Makens, J. C. (2017), image and branding have an important role in marketing tourism programs. They help create a strong and positive image of a particular tourism destination or program in the minds of potential tourists. Here are several reasons why image and branding are important in tourism program marketing:

1. **Creating a Strong Identity:** Image and branding help tourism destinations or programs create a strong identity that differentiates them from competitors. It could be a logo, slogan, or other easily recognizable visual design element.
2. **Increasing Attractiveness:** With effective branding, tourism destinations or programs can increase their attractiveness to potential tourists. An attractive and positive image can encourage people to visit the place.
3. **Raising Awareness:** A good image and branding can help increase awareness about a destination or tourism program among potential tourists. It can help in generating initial interest and interest in visiting the place.
4. **Building Trust:** A strong and consistent image can help build trust among travelers. When tourists feel confident about a destination or tourism program, they are more likely to plan their trip.
5. **Making marketing easier:** Good image and branding can make marketing efforts easier. They provide a clear framework for marketing messages and promotional campaigns.

Marketing strategy through image (positioning) and branding is an important aspect in the world of marketing. Image is the way customers see a brand or product, while branding involves creating a strong and consistent brand image in the eyes of customers. Here are some views from marketing experts and some bibliography that you can refer to to understand this strategy more deeply:

Al Ries and Jack Trout, in their acclaimed book, "Positioning: The Battle for Your Mind," discussed the importance of image and outlined strategies for taking a unique position in the minds of consumers. Kapferer, J. N. (2012): Jean-Noël Kapferer is a renowned branding expert. His books, such as "The New Strategic Brand Management" and "The Branding Gap," discuss branding strategy and how to build a strong brand. Keller, K. L. (2013): Kevin Lane Keller is a renowned branding and imaging expert. The book "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" is one of the main references in this field.

In South Aceh Regency tourism marketing, organizational structure is necessary. According to marketing experts, there are at least several structures needed in developing tourism marketing:

- a. The Tourism Marketing Director leads the tourism marketing team and is responsible for strategic planning and marketing program execution.
- b. The Destination Marketing Manager is responsible for the promotion of a specific destination and managing the team working at that destination.

- c. Social and Digital Media Manager focuses on online marketing, social media campaigns and website management.
- d. Public Relations (PR) Manager is responsible for building relationships with the media, companies and other organizations to gain positive coverage.
- e. Events and Promotions Manager organizes special events and promotions to attract tourists.
- f. The Sales and Reservations Manager is responsible for the sales of tour packages, reservations, and cooperation with travel agents.
- g. The Market Research Manager collects and analyzes market data to understand traveler trends and preferences.
- h. Creative Staff includes graphic designers, content writers, and photographers to create engaging marketing materials.
- i. Administrative Staff performs administrative tasks that support marketing operations.
- j. The Finance Staff manages the marketing budget and reports expenses.
- k. Information Technology (IT) Staff is responsible for the IT infrastructure and software used in marketing.
- l. Customer Service Staff provides support to travelers and answers their questions.
- m. Marketing Consultants can be part of an external team that helps with marketing strategy and planning.

Tourist objects are all destinations that have uniqueness, beauty, and value of diversity of natural, cultural and historical wealth. South Aceh is famous for the Legenda Tapaktuan, a tourist attraction in the Tapaktuan district. The tourist attractions in Tapaktuan are all related to the Legenda Tapaktuan, such as Tapak Tuan Tapa tours, Tuan Tapa's Tomb, Dragon Statues, Putri Naga Baths, Pulau Dua, and Air Tingkat Tujuh.

A) Tapak Tuan Tapa

Tapak Tuan Tapa (Legenda Tapaktuan) is located at the foot of Mount Lampu, which is not too far away. It is about 1.3 kilometers from Tapaktuan City. Tuan Tapa's footprint has its charm that makes people curious when they hear that there is a giant footprint. Its location by the sea is also an added value.

Tapak Tuan Tapa is one of the legendary tourist attractions of Tapaktuan. Many tourists, both local and foreign tourists, visit the legendary Tapak Tuan Tapa tour. Tuan Tapa's footprints were also explained by Mukhsin (Head of the South Aceh Regency Tourism Office) as follows.

The actual footprint of Tuan Tapa is ± 1 m, and to commemorate Tuan Tapa's footprints, the local community took the initiative to cement it so that the footprints were not lost and could be remembered to prove that the legend of Tuan Tapa was true. Tapa is told in the Legenda Tapaktuan. At first, the cementing of the soles was done on the original footprints measuring ± 1 m. However, during the cementing process, a mystical incident occurred, which befell the worker, causing the worker to fall ill and die. This incident made the community believe that the mystical incident that happened to the worker had something to do with Tuan Tapa's anger. The community then decided not to continue cementing Tuan Tapa's footprints in the original place. Then, the people thought about how to commemorate Tuan Tapa's footprints so that they would not be lost and become historical evidence of the Legenda Tapaktuan. Finally, the community decided to make Tuan Tapa's footprints in another place, which is also next to the original Tuan Tapa's footprints. However, the size made is much different and larger than the original, which is $\pm 6 \times 2.5$ m.

B) Panjupian Baths

Panjupian is the name of a village in Tapaktuan District, South Aceh. It is one of the destinations related to the story of Legenda Tapaktuan. The distance from the capital city of South Aceh Regency to this village is relatively close, which is only about 5 kilometers away. The location of this village is on the Tapaktuan-Medan highway. It is in this village that there is a tourist spot known as the Pemandian Putri Naga.

The natural conditions in Panjupian village are cold because it is located in a mountainous area and close to the coastline, making bathing attractions the main target for residents who want to travel. One of the most visited tourist attractions is the Pemandian Putri Naga tour. The water

in this natural bath is very cold because it is water from the mountains, so it makes the atmosphere cool and comfortable.

The Pemandian Putri Naga is visited by tourists on holidays, especially during school holidays such as the day after Eid al-Fitr/Adha, *tulak bala*, and other holidays. Its strategic position supports this, and the safety of children on vacation is more guaranteed. From the researchers' interview with the head of the South Aceh Tourism Office (Mukhsin, ST), around twenty thousand tourists visited the tourist attraction in 2020 (Interview on September 29, 2022).

The following is data on tourist visits to the location of the Panjupian village tourist attraction (Dragon Princess Bath).

Table 2. The number of visitors to the Princess Naga/Ie Sejuk Panjupian Bathing Tourism Object

Year	Domestic	Foreign	Total (Person)
2019	15000	150	15150
2020	18300	167	19239

Source: Tourism Office, 2021

This tourist attraction is a small river that comes straight out of rock crevices. The water is clear. The flow is not too fast, and also safe for children. In addition, the natural conditions around the mountain create a fresh atmosphere and make the mind calm with natural green scenery overgrown with trees so that the water discharge is always maintained.

The setting of cool, clear river water and bathing pools shaped like Tuan Tapa's footprints were made to attract tourists to visit the Pemandian Putri Naga. They are equipped with tourist huts, stalls, and places of prayer and are designed in such a way as to blend with nature completely. At this tourist attraction, several restaurants provide various kinds of food, such as meatballs, Acehnese noodles, white rice and other types of food.

Pemandian Putri Naga is based on a legend saying that Putri Naga (Dragon Princess) often bathed in the Panjupian Bath. This story has influenced the increasing number of tourists, which is also a benefit for the local community.

Based on the observations of researchers at the beginning of September 2022, activities at this tourist attraction, apart from providing a place to relax, there was also a bathing place for visitors. The visitors were charged an entry fee of only five thousand rupiah per person for two-wheeled vehicles and four up to fifteen thousand for four wheels.

C) Tapaktuan City

Tapak Tuan City is the capital city of South Aceh Regency. The city is also known as Dragon City. A number of dragon statues have also been carved to commemorate the story and have been planted in the urban center of Tapaktuan City. One of the large dragon statues that has become a tourist destination is the dragon statue, which is located right next to the official residence of the South Aceh Regent. A dragon statue with its mouth gaping and its tongue sticking out is located on a hill. The statue symbolizes the power of the dragon against Tuan Tapa. This location is visited by many residents on holidays, only to see the famous statue and also to take pictures. The dragon, which is the icon of Tapaktuan City, can be seen in Figure 6 (b).

Another dragon statue built by the South Aceh Government is a giant dragon statue that is on the edge of the Tapaktuan city road and close to the office of Educational Services. The making of this dragon statue aims to show everyone who passes through the Tapaktuan area that a dragon is a symbol or icon of the city.

D) Tuan Tapa's Tomb

The location of Tuan Tapa's tomb is in Padang Village, which is adjacent to Pasar Village. Tuan Tapa's tomb also attracts many tourists to visit because many visitors are curious about how big Tuan Tapa's tomb is. The tourists want to see directly the whereabouts of Tuan Tapa's grave.

Based on the results of an interview with South Aceh cultural observer Syukriadi on September 30, 2022, the Legenda Tapaktuan tells about the Tomb of Tuan Tapa. Tuan Tapa's tomb is one of the places visited by tourists. Tuan Tapa's tomb is located in Pasar Village. Some of the tourists who visit Tuan Tapa's Tomb are tourists who deliberately go to release their vows

and pray for blessings, and some people think that Tuan Tapa's Tomb is a sacred place. Mr. Syukriadi explained about the origin of Tuan Tapa's Tomb.

"Actually, Tuan Tapa's Tomb is not a tomb like the graves of dead people in general, but Tuan Tapa's Tomb was built because it is said that Tuan Tapa had his last rest in the area. After that, he was never seen again and just disappeared. Therefore, the people of Gampong Pasar built a grave as the last place where Tuan Tapa was and became a place that many people can remember."

From these interviews, the community is making efforts to attract tourists to visit Tapaktuan, one of which is by reproducing the Legenda Tapaktuan as a tourist attraction in South Aceh. The commodification done by the community was to make the size of Tuan Tapa's grave large so that people were curious about Tuan Tapa's grave. In addition, a caretaker is assigned as the caretaker of Tuan Tapa's Tomb.

Promotion Strategy

Tapaktuan District has a myriad of interesting tourist objects that attract many visitors. The Tourism Services, together with the KSW management, made market conditions in the tourism sector continue to advance by establishing several promotional strategy items, as follows.

a. Advertising and Tour & Travel Services

The first promotion strategy is by advertising and promoting Tour & Travel Online services on a number of social media platforms. The promotion is done by distributing pamphlets on Instagram, Facebook and Twitter. A number of tour packages entering the new normal era by participating in expo activities outside the area are also one of the strategies employed to introduce and re-promote tourist destinations, especially the Legenda Tapaktuan tourist attraction as an icon of South Aceh.

Tourists can download a tourism application. The application has many features, such as directions, maps, accommodations, and procedures for traveling to the location. This application also provides transportation features, which will make it easier for tourists to visit tourist sites. The Tourism Services designed this application to make it easier for tourists to travel independently without having to look for travel services. It is one of the strategies used to provide the right and easy solution.

b. Promotion of Storynomics Tourism

This strategy began to be implemented on April 30, 2021, by the Indonesian Ministry of Tourism and Culture. The impact of the COVID-19 pandemic has been felt in various sectors, including the tourism and creative economy sectors. Various ways have been carried out to restore the national economic sector, including the regions, one of which is by developing storynomics tourism. This tourism approach prioritizes narratives, creative content, and living culture and uses the power of culture as the destination's DNA. In other words, storynomics tourism is carried out to package the beauty of the charm of the Legenda Tapaktuan tourist destination in an interesting story so that it can become an attraction for domestic and foreign tourists to travel to a number of destinations in South Aceh Regency. As in the Legenda Tapaktuan tourist attraction, the narrative developed with creative content is in the form of a 1-minute video presented with a cartoon character to explain the Legenda Tapaktuan.

Every tourist destination in South Aceh Regency has a different historical, geological and geographic heritage. This uniqueness will be an added value in promoting South Aceh through storynomics tourism. The promotion so far in South Aceh District is through the Internet or publications based on social networks used as media publications. In practice, the Tourism Services Office uses the Internet as a communication strategy to promote tourist attractions in South Aceh. One of the social media used by the Tourism Office is the Facebook account "Tapaktuan Kota Wisata Aceh, Instagram "Wisataacehselatan_", Whatsapp, and YouTube "Wisata Aceh Selatan" or "New Tourism in South Aceh". The following can be seen in several forms of promotion carried out at the Legenda Tapaktuan tourist attraction.

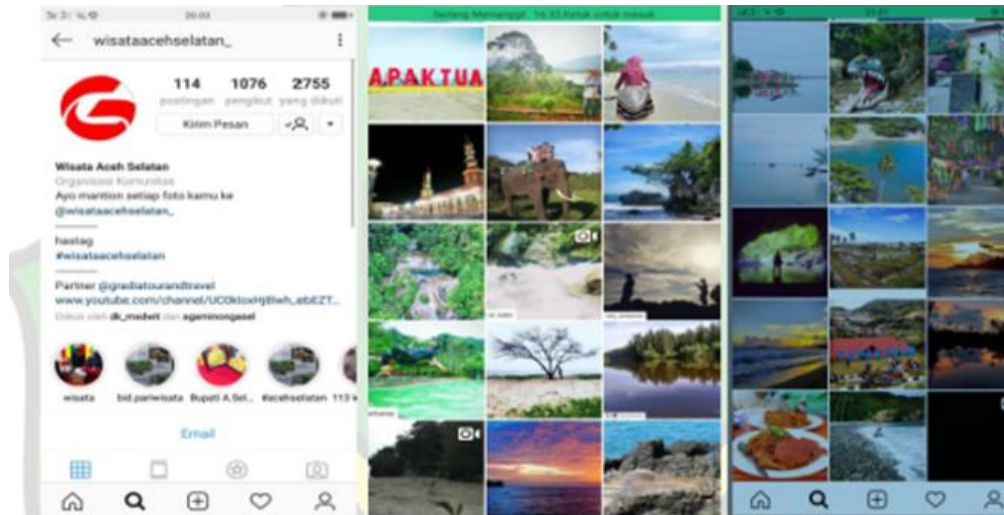


Figure 7. A Calendar of the Legenda Tapaktuan Tourist Attraction



Figure 8. Brochures of Tourism Attraction in South Aceh Regency

Besides conducting promotions through social media, the Tourism Office also promotes tourist attractions through brochures and printing calendars. They provide counseling or understanding to communities about the benefits of tourism in their respective areas, a tourism awareness forum. People can hopefully preserve the environment for tourist objects in their respective areas.

CONCLUSION

The marketing strategy done at the Legenda Tapaktuan has not been fully on target and successful because only local tourists are promoting via social media, and even then, it has not been structured and planned carefully. Visitors only used the cell phones they used with all the limitations and just for fun. Meanwhile, the Tourism Services has a limited program due to the limited budget available and the lack of human resources in the field of marketing. At the same time, preferences are essential for approaches in different marketing channels.

Until now, marketing the Legenda Tapaktuan tourist attraction only done through the Facebook account "Tapaktuan Kota Wisata Aceh", Instagram "Wisataacehselatan_", Whatsapp, and YouTube "Wisata Aceh Selatan" or "Wisata Baru Aceh Selatan". While electronic media such as television through film or documentary has never been made yet, this strategy, for the current conditions, is still considered effective in influencing visitors to visit a tourist destination. Meanwhile, the global competition is high since many tourism attractions around the world compete to hook as many visitors as possible using various strategies.

Marketing communications play a strategic role in tourism because potential tourists need to see, feel or try the product they are going to buy. Therefore, the focus of tourism marketing is actually on how to communicate the value of tourism products. Tourism products are not only limited to natural beauty but also the ease of accessing destinations, infrastructure, public services and personal needs (banks, telecommunications, health services, and others). This convenience aspect must be highlighted as one of the strategies in marketing communication since it is a key factor that influences tourists' decisions to visit.

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