

PROMOTION STRATEGY TO INCREASE TOURIST VISITS IN KAMPAR REGENCY

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Abstract

Kampar Regency has diverse tourism potential in terms of ecological, natural, cultural, and historical tourism. However, the potential of tourist attractions in Kampar Regency has not been maximally exposed so the impact on increasing local revenue (PAD) from the tourism sector has not been significant. This study aims to 1). Identify the form of tourism promotion carried out by the Kampar Regency Tourism Office 2). Determine the impact of the promotion that has been carried out on increasing tourist visits 3). Formulate the right promotion strategy to increase tourist visits in Kampar Regency. This study uses a qualitative descriptive analysis method. Data collection was carried out through direct observation, interviews, questionnaires, documentation, agency surveys, and literature reviews. Qualitative descriptive analysis techniques were used to identify the form of tourism promotion carried out by the Kampar Regency Tourism Office and to determine the impact of the promotion that has been carried out on increasing tourist visits and the SWOT analysis method to formulate the right promotion strategy to increase tourist visits in Kampar Regency. The results of this study indicate 1). The promotion carried out by the Kampar Regency Tourism Office is participating in festivals, and exhibitions, placing advertisements in various media, and holding tourism events 2). The impact promotion carried out by the Kampar Regency Tourism Office can provide a significant impact on increasing tourist visits 3). The right strategy to increase the number of visits is the creation of work units and cooperation in promoting tourist attractions in Kampar Regency, Development of accommodation at innovative leading tourist attractions, Community-based tourism management and local culture, and Improvement of human resources (HR).

Keywords: Promotion Strategy, Tourism, Tourist

A. INTRODUCTION

Promotion plays a crucial role in the development of tourist attractions. It serves as a means to introduce and inform potential consumers—tourists—about the tourism products and services available. Effective tourism development is closely linked to the principles of regional and city planning, as the creation of infrastructure and facilities for tourist attractions requires careful space management and planning. This approach ensures that the tourist area can grow and develop effectively, ultimately attracting more visitors. One effective way to boost tourist visits is through targeted promotion. The development of a tourist attraction can have numerous positive impacts, including improvements to the local economy, the creation of new job opportunities, and the acceleration of regional growth, particularly in the tourist area.

In 2012, Soebagyo emphasized that tourism development capable of supporting economic growth must take several factors into account, with promotion being a key element. He noted that promotional activities should be varied and that establishing a reliable information system and fostering strong cooperation with other tourism information centers are essential. Promotion in the marketing of tourism products serves as a critical support mechanism for transactions. It helps to inform, persuade, remind, and distinguish the promoted tourism products from others in the market. Suryadana and Octavia (2015) added that promotion in tourism involves a one-way flow of information designed to guide potential tourists or tourism businesses toward actions that facilitate exchanges (buying and selling) related to tourism products. When both promotional strategies and tourism development work effectively together, they can significantly influence tourism by attracting visitors, increasing foot traffic, and accelerating overall tourism growth.

The tourism sector is one of the sectors that is a source of foreign exchange for the country. Tourism can be expected to be a determinant and catalyst for the development of other sectors in stages (Yoeti, 2000). Tourism development is generally directed as a mainstay sector to encourage economic growth, increase regional income, empower the community economy, expand employment and business opportunities, and increase product recognition and marketing to improve community welfare. The development of tourism areas must be comprehensively planned so that optimal benefits can be obtained for the community (Unga, 2011).

Kampar Regency is an area that has diverse tourism potential, ranging from nature tourism, cultural tourism, and historical tourism. The tourism sector is a leading sector that can provide a good contribution to increasing the Regional Original Income of Kampar Regency, improving the standard of living of the community, and expanding employment opportunities. The tourism industry will provide opportunities for empowering local resources and become a positive multiplier effect stimulant for the economy and progress of the local community (Astuti, et al., 2017). Among the several tourist destinations in Kampar Regency are the Muara Takus Temple Tourist Attraction, Stanum Recreation Park, Na'ang Hill, Koto Panjang Hydroelectric Deer Lake, Lontiok House, Lobang Kolam and other tours (Kampar Regency Tourism and Culture Office, 2010). The number of tourist visits to Kampar Regency in 2018 was 1,651,406 tourists. The number of tourist visits continues to increase every year, where 2017 there were 344,100 tourists, an increase from 2016 which was 36,367 tourists (Tourism, Youth and Sports Office of Kampar Regency, 2017).

Based on tourist visit data from 2016-2018, the number of tourist visits continues to increase every year, but the increase in the number of tourist visits has not been able to make tourism the main sector in increasing the original regional income of Kampar Regency. To increase the number of tourist visits in Kampar Regency, proper tourism promotion is needed so that existing tourist attractions can be known by the wider community, not only by the community around the tourist attractions or the Kampar Regency community.

Promotion of tourist villages makes use of various budget sources. Several budget sources obtained through collaboration with the government district, provincial government, and cooperation with private parties. Various aid funds, good from the government and private sector generally still priority is given to the fulfillment of infrastructure (Setiawan, 2014) . Proper tourism promotion can increase the number of visits and will influence regional development of the tourist attraction itself. Through promotional strategies, it is hoped that it will be able to help Kampar Regency tourism become better known not only by the Kampar community, but also by the outside community and is expected to be able to compete with tourism in other areas. In

developing tourist attractions, good promotion and publication support is needed, especially in the current global era, publication can be done easily via the internet. The regional government is expected to be able to plan tourism development and market existing tourist attractions, especially in Kampar Regency, due to the lack of updated information regarding tourism in this area, a good promotional strategy is needed so that the vision and mission of regional tourism can be realized.

To increase tourist visits, Kampar Regency needs the right marketing strategy, especially in the promotion strategy. The role of tourism marketing can increase the knowledge and awareness of tourism stakeholders towards efforts to preserve tourism products sustainably. Marketing and promotion strategies provide a coordination framework, so that tourism stakeholders, namely the Tourism Office which is responsible for tourist attractions, will have the same direction in efforts to develop, manage destinations, and promote tourism in their areas. Promotion is an effort to inform or offer products or services to attract potential consumers to buy or consume them. Kotler and Keller (2010), put forward the definition of promotion as a means by which companies try to inform, persuade, and remind consumers either directly or indirectly about a product and brand they sell.

Proper tourism promotion can increase the number of visits and will affect the development of the area at the tourist attraction itself. Through the promotion strategy, it is hoped that it will be able to help Kampar Regency tourism to be better known not only by the Kampar community but also by the outside community and is expected to be able to compete with tourism in other areas. In developing tourist attractions, good promotion and publication support are needed, especially in the current global era where publication can be done easily via the Internet. The local government is expected to be able to plan tourism development and market existing tourist attractions, especially in Kampar Regency, because of the lack of updated information regarding tourism in this area, a good promotional strategy is needed so that the vision and mission of regional tourism can be realized.

B. RESEARCH METHOD

The purpose of this study is to formulate a promotional strategy to increase tourist visits to Kampar Regency. There are several problems related to promotional strategies in increasing tourist visits in Kampar Regency, namely:

1. Tourism promotion carried out by the Kampar Regency Tourism Office has not been properly identified.
2. The impact of tourism promotion carried out is not yet known to increase the number of tourist visits in Kampar Regency.
3. The right promotional strategy to increase tourist visits in Kampar Regency is not yet known.

This study uses a descriptive research approach to describe the existing phenomena. Descriptive research is a study that provides an explanation of the social symptoms studied by describing the value of variables based on the indicators studied without making relationships and comparisons with a number of other variables. This study was conducted in Kampar Regency, with an area of 27,908.32 km², consisting of 21 sub-districts. This study focuses on areas identified as tourism areas in Kampar Regency. The time of this research was conducted from March 2019 to June 2020. The population taken in this study were tourists who visited tourist

attractions in Kampar Regency in 2016-2018, totaling 677,291 people spread across 21 sub-districts. The number of samples is derived from the total number of individuals involved in the land acquisition. To determine the sample size for this study, the Slovin formula was utilized (Sangadji, 2010):

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = sample size

N = population size

e = desired critical value (accuracy limit). This study uses 10% as the critical value.

$$n = \frac{677.291}{1 + 677.291 (0,01)}$$

$$n = 99,99 = 100 \text{ Sample}$$

The sampling technique in this study used the simple random sampling technique, where sampling from all members of the population was carried out randomly without considering the strata in the population. With this technique, the selection of population members as samples has the same opportunity (Kriyantono, 2006). Based on the sampling technique that has been determined, the criteria for respondents involved in this study are: minimum age 15 years and have visited tourist attractions in Kampar Regency.

Table 1. Sample Distribution Based on Tourism Type

No.	Types of Tourist Attractions	Name of Tourist Attraction	Location (District)	Sample
1	Eco and Nature	Perbukitan di sekitar Bendungan Sungai Paku	Kampar Kiri	10
2	Eco and Nature	Pulau Kecil di tengah Bendungan Sungai Paku	Kampar Kiri	
3	Eco and Nature	Air Terjun Koboko	Kampar Kiri	
4	Culture and History	Tugu Ekuator	Kampar Kiri	
5	Culture and History	Lokomotif	Kampar Kiri	
6	Culture and History	Bendungan Sungai Paku	Kampar Kiri	
7	Culture and History	Makam Syech Burhanudin	Kampar Kiri	
8	Culture and History	Takau Posuok	Kampar Kiri	
9	Eco and Nature	Sungai Sebayang	Kampar Kiri Hulu	7
10	Eco and Nature	Perbukitan dan Hutan di sekitar Sungai Sebayang	Kampar Kiri Hulu	
11	Eco and Nature	Air Terjun Bertingkat	Kampar Kiri Hulu	
12	Eco and Nature	Air Terjun Pangkalan Kapas	Kampar Kiri Hulu	
13	Eco and Nature	Air Terjun Tanjung Belit	Kampar Kiri Hulu	
14	Culture and History	Kehidupan masyarakat sekitar Sungai Sebayang	Kampar Kiri Hulu	
15	Eco and Nature	Perkebunan Sawit	Kampar Kiri Hilir	2
16	Eco and Nature	Perkebunan Karet	Kampar Kiri Tengah	2
17	Eco and Nature	Perkebunan Sawit	Kampar Kiri Tengah	
18	Eco and Nature	Lahan Basah (<i>Wet Land</i>) di Gunung Sahilan	Gunung Sahilan	4
19	Culture and History	Istana Darussalam Gunung Sahilan	Gunung Sahilan	
20	Culture and History	Makam Keramat Kerajaan Darussalam Gunung Sahilan	Gunung Sahilan	

21	Eco and Nature	Air Terjun Sungai Osang	XIII Koto Kampar	14
22	Eco and Nature	Air Terjun Binamang	XIII Koto Kampar	
23	Eco and Nature	Aquari	XIII Koto Kampar	
24	Eco and Nature	Puncak Panorama	XIII Koto Kampar	
25	Eco and Nature	Danau Rusa PLTA Kota Panjang	XIII Koto Kampar	
26	Culture and History	Candi Muara Takus	XIII Koto Kampar	
27	Culture and History	Makam Syech Abdul Ghani	XIII Koto Kampar	
28	Culture and History	Rumah Adat Suku Domo	XIII Koto Kampar	
29	Culture and History	Industri Rumah Tangga Ikan Patin	XIII Koto Kampar	
30	Culture and History	Pasar Karet di Koto Tuo Barat	XIII Koto Kampar	
31	Culture and History	Makam Syech Jaafar	XIII Koto Kampar	
32	Eco and Nature	Sungai Kampar	Bangkinang Barat	10
33	Culture and History	Desa Pulau Belimbing	Bangkinang Barat	
34	Culture and History	Rumah Lontiok	Bangkinang Barat	
35	Culture and History	Museum Kendil Kemilau Emas	Bangkinang Barat	
36	Culture and History	Tepian Pacu Sampan Desa Pulau Belimbing	Bangkinang Barat	
37	Culture and History	Makam Syech Abdul Samad Palambani	Bangkinang Barat	
38	Culture and History	Lobang Kolam	Bangkinang Barat	
39	Culture and History	Pacu Tongkang di Desa Pulau Belimbing	Bangkinang Barat	
40	Culture and History	Danau Bekas Tambang di Timah Siabu	Salo	2
41	Culture and History	Jembatan Berayun	Salo	
42	Eco and Nature	Perkebunan Sawit	Tapung	5
43	Culture and History	Pemandian Alam Petapahan	Tapung	
44	Culture and History	Kerajinan Tudung Saji	Tapung	
45	Eco and Nature	Air Panas Senama Nenek	Tapung Hulu	2
46	Eco and Nature	Perkebunan Sawit	Tapung Hulu	
47	Culture and History	Kuburan China (Keramat)	Tapung Hilir	2
48	Culture and History	Pusaka Adat	Tapung Hilir	
49	Culture and History	Masjid Islamic Centre	Bangkinang	5
50	Culture and History	Bukit Cadika	Bangkinang	
51	Culture and History	Taman Rekreasi Stanum	Bangkinang	
52	Culture and History	Pekan Budaya Kampar	Bangkinang	
53	Eco and Nature	Bukit Na'ang	Bangkinang Seberang	6
54	Eco and Nature	Hutan Lindung Rimbo Ta'ontang	Bangkinang Seberang	
55	Culture and History	Agrowisata Bukit Na'ang	Bangkinang Seberang	
56	Culture and History	Makam Datuk Tabano	Bangkinang Seberang	
57	Culture and History	Ziarah Kubur Hari Raya Enam	Bangkinang Seberang	
58	Culture and History	Masjid Jamik	Kampar	10
59	Culture and History	Pasar Usang (Pasar Lama)	Kampar	
60	Culture and History	Rumah Adat Suku Bendang	Kampar	
61	Culture and History	Masjid Al-Ikhsan	Kampar	
62	Culture and History	Benteng Tanah Nagaro	Kampar	
63	Culture and History	Makam China	Kampar	
64	Culture and History	Makam Datuk Alif dan Wahid	Kampar	
65	Culture and History	Balimau Kasai di Desa Batu Belah	Kampar	
66	Culture and History	Masjid kubro	Kampar Timur	3
67	Culture and History	Bendungan Sungai Sesapan	Kampar Timur	
68	Culture and History	Bendungan Simbat	Kampar Timur	
69	Eco and Nature	Danau Lancang	Rumbio Jaya	2
70	Eco and Nature	Perkebunan Sawit	Kampar Utara	2
71	Eco and Nature	Perkebunan Karet	Kampar Utara	
72	Eco and Nature	Danau Bakuok	Tambang	2
73	Culture and History	Kegiatan Tahunan Ma'awuo	Tambang	
74	Eco and Nature	Hutan Wisata Buluhcina	Siak Hulu	6
75	Eco and Nature	Tujuh Danau Buluhcina	Siak Hulu	
76	Culture and History	Desa Wisata Buluhcina	Siak Hulu	
77	Culture and History	Atrksi Tahunan Ma'awuo	Siak Hulu	
78	Culture and History	Atraksi Pacu Sampan	Siak Hulu	
79	Eco and Nature	Perkebunana Sawit	Perhentian Raja	2
80	Culture and History	Rumah Godang	Koto Kampar Hulu	2

Source: Department of Tourism and Culture of Kampar Regency and Data Processing, 2019

SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a development activity or a business. These four factors form the acronym SWOT (strength, weakness, opportunities, threats). This process involves determining specific goals and identifying external and internal factors that support and do not support achieving those goals. SWOT analysis includes systematic identification of various factors to formulate a management strategy. This analysis is based on logic that can maximize strengths and opportunities but, at the same time, can minimize weaknesses and threats. Determination of SWOT analysis is carried out after knowing and analyzing descriptively the strengths, weaknesses, opportunities, and threats that exist. SWOT analysis provides output in the form of a SWOT matrix that can produce four cells or types. Possible alternative strategies are S-O strategy, W-O strategy, W-T strategy, and S-T strategy.

Table 2. SWOT Matrix

	STRENGTH (S)	WEAKNESS (W)
OPPORTUNITY (O)	Strategy S-O	Strategy W-O
THREATS (T)	Strategy S-T	Strategy W-T

Source : Muta'ali, 2015

Tabel 3. Research Variables

Variables	Indicators	Required Data	Method of Collecting Data	Analysis Methods	Hasil
Forms of tourism promotion	- Personal Selling - Mass Selling - Sales Promotion - Public Relations - Direct Marketing	Primary Data and Secondary Data	- Observation - Interview - Documentation - Literature Review - Instantional Survey	Qualitative Descriptive Analysis	It is known what form of tourism promotion is carried out by the Kampar district tourism office.
Impact of promotion on tourist visits	- Increase in the number of visits in a certain period - Intensity of visits - Nature of visits	Primary Data and Secondary Data	- Observation - Documentation - Literature Review - Instantional Survey	Qualitative Descriptive Analysis	It is known that the impact of tourism promotion in Kampar Regency has increased tourist visits.
Promotion Strategy	- Internal Factors (Strengths and weaknesses in Kampar Regency tourism). - External Factors (Opportunities and threats to Kampar Regency tourism).	Primary Data	- Observation - Quitionaire	SWOT Analisys	Knowing the right promotional strategy to increase tourist visits to Kampar Regency.

Source: Analysis Results, 2019

C. FINDINGS AND DISCUSSION

Based on Law Number 10 of 2009 concerning tourism, what is meant by tourism is various kinds of tourism activities and support by various facilities and services provided by the community, entrepreneurs, the government, and the regional government. According to Sinaga (2010), tourism is a planned journey, carried out individually or in groups from one place to another with the aim of obtaining a form of satisfaction and pleasure alone. Kampar Regency is

one of the regencies in Riau Province which has various types of tourist attractions consisting of ecological, natural, cultural and historical tourism spread across 21 sub-districts.

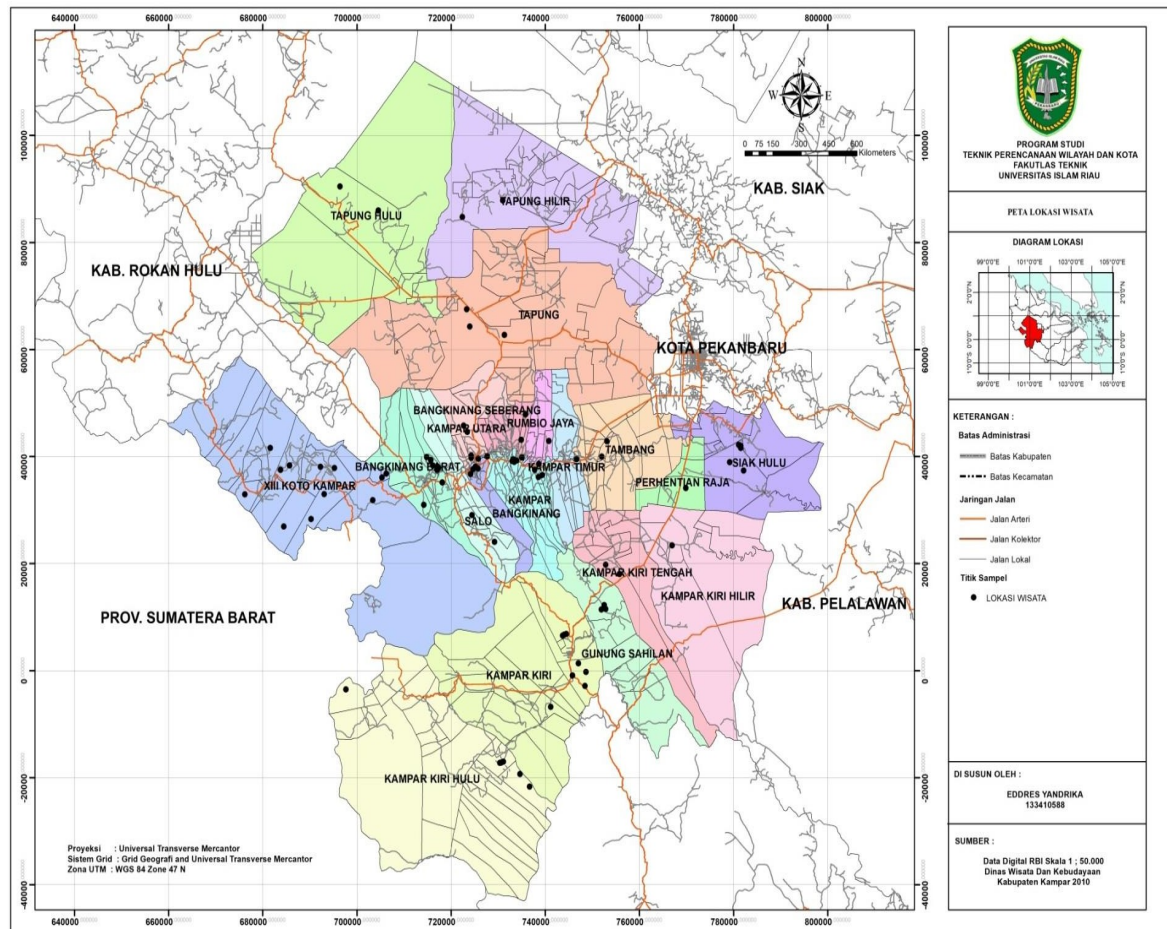


Figure 1. Map of Distribution of Tourist Objects

Source: Analysis Results, 2019



Figure 2. Tourist Attractions in Kampar Regency

Source : Observation, 2019

The Tourism and Culture Office of Kampar Regency, as an agency tasked with formulating technical policies for government affairs in the tourism sector, has made various efforts to promote tourist attractions in Kampar Regency. Based on the results of the researcher's interview with the Head of Marketing, the Tourism and Culture Office of Kampar Regency has carried out the following promotions:

1. Personal Selling (Face to Face); The Tourism and Culture Office of Kampar Regency has carried out promotions using the personal selling method, namely by participating in tourism promotion events in Jakarta, the Umbrella Festival in Borobudur, Riau Expo, expos held by regencies/cities in Riau Province, participating in the sales motion of Riau tourism in Bali, and hosting the 2019 Kampar International Dragon Boat Festival. Kampar Regency tourism products will be sold and introduced through tourism promotion events that have been participated in by the Tourism and Culture Office of Kampar Regency to visitors who come.
2. Mass Selling (Through Media): The Tourism and Culture Office of Kampar Regency has carried out promotions using the mass selling method through advertisements in various media. The media used are social media, Facebook, and Instagram; advertisements on RTV, TVRI, and Tayangan Bolang (Bocah Petualang) on Trans 7; and through local radio in Kampar Regency, using a tourism event calendar and billboards.
3. Sales Promotion: The Department of Tourism and Culture of Kampar Regency has carried out promotions using sales promotion methods by distributing leaflets and brochures.
4. Public Relations; The Tourism and Culture Office of Kampar Regency has conducted promotions using public relations methods by collaborating with several tourism organizations including: Collaborating with the Riau Tourism College (STP), implementing work programs with Pekansikawan (Pekanbaru, Kampar, Siak and Pelalawan), collaborating with Generasi Pesona Indonesia (GENPI), the Indonesian Tour Guide Association (HPI), the Association of Indonesian Tours and Travel Agencies (ASITA) is the Association of Indonesian Travel Companies, the Indonesian Hotel and Restaurant Association (PHRI) Pokdarwis (tourism awareness groups) and collaborating with the mass media to conduct press relations or press conferences.
5. Direct Marketing: The Tourism and Culture Office of Kampar Regency has conducted promotions using direct marketing methods carried out by the Kampar Regency tourism ambassadors and sales marketing, who go to the field and interact directly with consumers carried out by sales marketing or tourism officers.

To determine the impact of promotions carried out by the Kampar Regency Tourism Office on increasing tourist visits, the researcher conducted field observations by distributing questionnaires to 100 respondents with the intention/purpose of obtaining the required data. Respondents who answered the distribution of this questionnaire were tourists who visited tourist attractions in Kampar Regency.

1. The promotion method through the media is the right promotion method with the highest presentation value, namely 76%. Electronic media (television, radio, and mobiles) are the media that provide the most information related to tourist attractions in Kampar Regency.
2. Respondents who are interested in visiting tourist attractions in Kampar Regency because of the promotion of these tourist attractions. The promotion that has been carried out makes respondents interested in visiting tourist attractions in Kampar Regency.

3. Respondents support the promotion in Kampar Regency (97%).
4. 81% of respondents visit tourist attractions more than 3 times.
6. Respondents feel satisfied in doing this tour (78%).
7. As many as 73% of respondents want to repeat their visits to tourist attractions.
8. Respondents will recommend tourist attractions in Kampar Regency to friends and relatives with a percentage of 95%.

The Department of Tourism and Culture of Kampar Regency began to intensively carry out tourism promotion activities in 2018 with various promotional methods used. After the promotion was carried out by the Department of Tourism and Culture of Kampar Regency, the number of tourist visits increased drastically from 2017, which was only 344,100 people, to 1,652,406 people in 2018. This very significant increase in tourist visits proves that the promotion carried out by the Department of Tourism and Culture of Kampar Regency was successful, although in 2019 it decreased to 1,197,255 people due to the haze disaster. Based on the promotional methods carried out by the Department of Tourism and Culture of Kampar Regency, the most effective promotional method to increase the number of tourist visits in Kampar Regency is through the media.

Based on the results of field observations, documentation, interviews and questionnaires, internal and external factors found in the tourist area in Kampar Regency were obtained.

Tabel 4. SWOT Matrixs

Internal Factors	Strength : - Great tourism potential (tourist attractions: rare, natural, and unique) - Strategic location of Kampar Regency - Customs and culture that are still preserved - Easy to reach from Pekanbaru city center - Community support (youth figures, respected figures) - Historical value of tourist attractions as potential regional marketing - Planning of tourist areas in Kampar RTRW - Sufficient financial support from the Kampar Regency government - Increasing the economy of the community around tourist attractions	Weakness : - The number of tourists is still low. - Marketing/promotion is not optimal. - Supporting factors such as low accommodation facilities - Low human resources (HR) - Undeveloped tourist attractions - Low skills and mastery of technology - Lack of involvement of the younger generation in tourism development - Low community participation in tourism promotion - The benefits of tourism are still not felt by the community. - RIPPDA Kampar has not been implemented properly. - Tourism is seasonal. - There is a gap between tourism object managers in attracting tourists.
	External Factors	
Opportunity: - Strong support from the Riau Provincial Government - Opening of the international market marked by the presence of foreign tourists - Tourism provides a multiplier effect that benefits the community and the government. - Investment in tourism businesses - Increasing local revenue from the tourism sector - The government's desire to develop the tourism sector - Development of regions in tourist attractions	Strategy S-O : - Establish a special field/unit tasked with promoting tourism. - Develop cooperation both on a regional scale (between local communities, local, provincial, and central governments) and internationally to promote tourist attractions. - Develop tourism investment and financing, especially for promotional purposes. - Utilize technological advances for tourism promotion, especially through social media - Explore the uniqueness of each tourist attraction so that tourists are	Strategy W-O : - Development of accommodation in several leading tourist attractions - Innovating and creating new attractions in tourist attractions - Development of special tour packages with cheaper prices. - Development of entrepreneurship in the tourism sector for local communities

	interested in visiting	
Threat :	Strategy S-T :	Strategy W-T :
1. Competition with other more attractive tourist attractions such as West Sumatra and the Riau Islands 2. The threat of the entry of foreign cultures that conflict with local culture 3. Conflicts over the use of space and land use permits 4. The possibility of environmental damage caused by tourists 5. Low interest from investors 6. The Covid-19 pandemic	1. Improving human resources in tourism development. 2. Developing public awareness of tourism 3. Developing tourism-aware and environmentally conscious community groups in collaboration with related agencies for the sake of environmental preservation. 4. Improving the skills and innovation of tourism business actors	1. Create an interesting event with a mature concept that is routinely carried out at certain times. 2. Instill and strengthen religious values, customs, and cultural values from an early age. 3. Implementation of health protocols in tourist attractions, considering that Indonesia has now entered the New Normal stage against the Covid-19 pandemic. 4. Development of cultural tourism as one of the tourist attractions

Source: Analysis Results, 2019

Based on the results of the SWOT matrix above, the researcher concluded the promotional strategy to increase tourist visits in Kampar Regency, namely:

1. Establishment of work units and cooperation in promoting tourist attractions in Kampar Regency.

The success of the promotion will be easier to achieve with the existence of work units and good cooperation and coordination between the government, stakeholders, and the community in promoting tourist attractions.

2. Development of accommodation at innovative leading tourist attractions.
3. The availability of accommodation facilities at tourist attractions can be used by tourists to rest or stay overnight and enjoy the services and entertainment available. Thus, tourists from outside the area can use this facility to rest and relax.
4. Community-based tourism management and local culture.
5. Community-based tourism and local culture aim to place the community as the main actor through community empowerment in various tourism activities.
6. Improving human resources (HR).
7. The role of human resources (HR) is very important in determining the success of tourism activities. Therefore, human resources (HR) in the tourist area should gain an understanding according to the needs of tourists through education and training.

D. CONCLUSION

Based on the results of the analysis that has been carried out, the following conclusions were obtained:

1. There are five forms of tourism promotion carried out by the Kampar Regency Tourism Office, namely: personal selling (face to face), mass selling (through media), sales promotion (sales promotion), public relations (public relations), and direct marketing (direct marketing).
2. The intensive tourism promotion carried out by the Kampar Regency Tourism Office in 2018 was able to have a significant impact on increasing the number of tourist visits to 1,652,406 tourists, with a percentage of 48.3%, a drastic increase from 2017 (before the promotion), which only amounted to 344,100 tourists, with a percentage of 10% of the total number of visits as a whole from 2009 to 2019.
3. There are 4 promotional development strategies to increase the number of tourist visits to tourist areas, namely: creation of work units and cooperation in promoting tourist

attractions in Kampar Regency, development of accommodation at innovative leading tourist attractions, community-based tourism management and local culture, and improvement of human resources (HR).

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