



Development Of Ecotourism Through Tourist Village Marketing Strategies To Increase The Visit Of Tourists In Kapuas Hulu Regency

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ABSTRACT

The development of ecotourism in Kapuas Hulu regency have a couple of problems such as environment from natural resources that will soon become a tourist attraction, supporting infrastructures for the development of tourism in countryside, the lack of promotion from the government, lack of facility and service for tourists. Malemba tourist village is one of the tourist village that located in Kapuas Hulu regency, in the village there is a long house which is also used as homestay for tourist accommodation. But the unavailability to communicate due to language barrier, they commonly can't be the tour guide for international nor the local tourists. The purpose of this study are to find marketing strategies through mix marketing (product, promotion, and price) that affect the increase of tourist village's tourists in Kapuas hulu regency. The result of this study shows that tourism product from Malemba tourist village has already took tourist's interest especially the natural tourism, but the price for it is quite pricy, specifically for transportation to the village itself could have an unstable price depending on nature's condition and incoming tourist, the promotion is also still lacking, only a few promotion are done by the local communities and the government of tourism. The need of support particularly from the government of tourism to help promote and fix the facilities and infrastructure so that the price of the tourism attraction could be more affordable.

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1. Introduction

Kapuas hulu regency is one of the area that has a natural tourist attraction that are very popular among international tourists. There are 8 tourist destination places that are ready to be visited by tourists : Danau Sentarum National Park, Tekenang Hill, Pelaik, Meliau, Betung Karihun National Forest. Kalimantan's forest tour, Potan, Nanga Bunga, and Tanjung Lokang(Pusat Informasi Data Investasi (PIDII)., 2006). Eight of those tourist destination have its own natural beauty, one of the unique thing that Danau Sentarum National Park has, is that they have many kind of flora and fauna that no place has. Danau Sentarum National Park is also set by the central government as a National Park area. (Dinas Kebudayaan dan Pariwisata (DKP) Kabupaten Kapuas Hulu, 2014)

The potential in the Heart of Borneo is one of the richest biodiversity in the world. It is an area on the Indonesia-Malaysia border in Kalimantan. It includes part of the Brunei Darussalam area, which has been mutually agreed upon between the three countries to be managed based on the principles of conservation and sustainable development. This National Park in Kapuas Hulu Regency is a matter of pride for residents because it is a national and international asset that contributes to the more significant benefits of environmental services, both locally and globally. Therefore, its existence can be preserved and exposed to support the community's economy in the Regency and Province(BAPPEDA, 2015)



The development of ecotourism in Kapuas Hulu regency has a couple of problems such as environment from natural resources that will soon become a tourist attraction, supporting infrastructures for the development of tourism in countryside, the lack of promotion from the government, lack of facility and service for tourists((BPS), 2015).

As a Regency with Danau Sentarum National Park with potential for biodiversity and is included in the border area of the State and province, Kapuas Hulu Regency is significantly worthy of being a leading ecotourism destination. The limitations of ecotourism include several aspects, namely the development and implementation of activities based on environmental use for protection, active community participation, education and learning, minimum negative impacts, making positive contributions to the survival of local communities and becoming the centre of the world civilization even later (Sekartjakrarini & Legoh, 2004). Tourism potential that is managed with a conservation approach can be developed optimally and continuously in order to improve the tourism sector and the creative economy that is raised in the form of the use of tourism objects as regional, national, and even international community attractions (Heriyanto , Alfari & Oktavianda, 2022).

The literal definition of ecotourism is a natural tourism that is responsible for respecting and conserving the environment and also giving help at improving the prosperity of local residents. Based on its meaning, ecotourism is a tourism that based on natural environment stuff. To put it simple, ecotourism is kind of tourism that is based on natural environment with activities such as looking, gazing, learning, and admiring at natural resources, flora and fauna, ethnics social culture of the locals and tourists who did those have to join fostering environment sustainability that involve the locals.

The boundaries of ecotourism have special characteristics and are different from the boundaries of tourism that we usually know. In this case we can distinguish them by: Objects and attractions are both seen by their involvement with nature or environment, including flora and fauna, social and economy, the local's culture that has aspects such as authenticity, rareness, uniqueness, and amazing. Tourist participation involve curiosity, education, hobby, and research about something related to the environment , The involvement of local residents such as providing lodgements, goods/needs, providing services, responsibility for maintaining the environment or being an instructor or guide for tourists , Ecotourism development projects must be able to increase the prosperity of local residents , Ecotourism development projects must preserve the environment, prevent pollution of arts and culture, avoid social unrest, and maintain comfort and safety at the same time. In contrast to tourism that we are familiar with, ecotourism in its implementation does not require the availability of modern or glamorous accommodation facilities equipped with luxurious equipment or excessive artificial buildings.

Basically, ecotourism in its implementation is carried out with simplicity, maintaining the authenticity of nature and culture, traditions, the way of life, creating calmness, silence, maintaining flora and fauna, and maintaining the environment to create a balance between human life and the natural surroundings. . Ecotourism does not exploit nature but only uses natural and community services to meet the physical and psychological knowledge needs of tourists. Even in various aspects of ecotourism is tourism that leads to metatourism. Ecotourism does not sell destinations but sells philosophy so that ecotourism does not recognize the boredom of tourism market.

With breathtaking natural resources that they have, Kapuas Hulu regency has a potential to become a tourist village. But the problem is, those potentials aren't maximalized to lift the tourism in those area. Couple of places like Danau Sentarum National Park, Tekenang Hill, Pelai, Meliau, Bentung Karihun National Park, Kalimantan's forest tour, Potan, Nanga Bunga, and Tanjung Lokang have a difficult transportation acces to reach those area, defective road facilities, and the unavailability of accommodation (hotel) in those area. That makes international and local tourists have a troublesome way to visit those area. The native's culture itself are separeated into two tribes which are Dayak, and Melayu tribe that have their own uniqueness, this also need to be understand by tourists(Rencana Jangka Menengah Desa (RPJMDes) Melemba., 2019).

Malemba tourist village is one of the tourist village that located in Kapuas Hulu regency, Malemba tourist village is one of the village that are expected to become an example for other countryside area, in the village there is are long houses and the local's houses which are also used as homestay for tourist accommodation. The locals also got LSM Kompakh education for giving language services to the tourists(Pusat Penelitian Kebudayaan Melayu (PPKM) Universitas Tanjungpura, 2006). A tourist village is defined as a tourist attraction located in a rural area with special rural features, such as open space, natural

resources, traditional practices, traditional character, an organic, grown and controlled by the local community, integrated and coordinated at the local level. ,that probably gives maximum benefits for long-term regional development. Accommodation is provided by the community in a large house with high quality architectural values, simple decorations and equipment with a typical countryside origin located in a countryside environment. The innocent, pure, simple and straightforward lifestyle, intact nature, and the perfect integration of humans with the natural environment, history, cultural manifestations, distinctive facilities, etc., have resulted in different forms of destinations and products, leading to an increase of demand for local products. Tourists who visit rural areas can increase the local area's attractiveness, increase the pride and self-esteem of the community. Therefore, rural tourism also needs a touch of integrated, well-coordinated planning, strengthening the involvement of the local community, being managed and marketed to significantly increase the economic, social and cultural benefits in countryside areas. In the era of economic experience, creativity in packaging and programming becomes a tool on forming competitiveness and attractiveness for tourists. Tourist village can offer tourism products based on sustainable values, elevating the traditions and culture of local communities and involving the local community in tourism activities. Tourist attractions and activities such as planting rice, making emping/tempe, gejak mortar, and traditional sports are activities favored by tourists, especially because these activities are unique and involve tourists directly (co-creation experience).

Consumptions and food are provided for tourists, but the unavailability to communicate due to language barrier, they commonly can't be the tour guide for international nor the local tourists. Survey result that researcher got,from LSM Kompakh (legitimate LSM that works at environment and tourism in Kapuas Hulu regency) and from an government of tourism officer in Kapuas Hulu, turns out the amount of visitor that come to the natural excursion in Kapuas Hulu regency Malemba tourist village is very little, the condition of the mesmerizing nature, the availability of tourism village prove that those thing weren't enough to take visitor's attention.

As well as result of an interview that the researcher does with meliau countryhead, the amount of visitors are very depending on the nature's condition and events. They generally come to do research or attend celebration events like Danau Sentarum festival. But when theres no specific event there are barely any visitors especially when its dry season (dry lake) it will make transportation become hard and expensive. Besides that,the lack of promotion makes only a few people know that tourist village existed in Kapuas Hulu regency, one of them is Malemba village.

2. Methods

Methods that are used in "Development of ecotourism through marketing strategies and tourist villages in Kapuas Hulu Regency" are using interviews and indepth interviews to various informers from Kelompok Penggiat Pariwisata (KPP), Meliau countryhead, LSM Kompakh, Government of Tourism, and also Malemba tourist village visitors that related to the ecotourism development and marketing strategies that will be done. This study use quilitatives method. According qualitative method is a research method that is based on positivism philosophy, used to examine the condition of natural objects where the researcher is the key instrument, sampling and data sources are carried out purposively and snowball, collection techniques are triangulation (combined) (sugiyono, 2016), data analysis is inductive or qualitative, and the results of qualitative research emphasize the meaning on generalizations. Data and information collection techniques in this study, researchers used several data collection techniques including observation, in-depth interviews, and documentation studies, Focus Group Discussion (FGD) (Purwanto, 2016) .

3. Result and Discussion

Survey result that researcher got ,from LSM Kompakh (legitimate LSM that works at environment and tourism in Kapuas Hulu regency) and from an government of tourism officer in Kapuas Hulu, turns out the amount of visitor that come to the natural excursion in Kapuas Hulu regency Malemba tourist village is very little, the condition of the mesmerizing nature, the availability of tourism village prove that those thing weren't enough to take visitor's attention.

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The results of observations and interviews that are done by researchers in this study resulted in a marketing strategy through the marketing mix (product, promotion and price) that could affect the increase in tourist visits to the Tourism Village in Kapuas Hulu Regency, as follows:

3.1 Products

Tourism product from Malemba village with variety of products they offer (fishing pond, natural tourism exploring lake), tracking to see the beauty of flora variety, and endemic animal like Orang Utan, place where they weave craft. Various and unique Tourism products could increase the visits to Malemba tourist village. However, in terms of accommodation or a place to stay like homestay, rumah betang and floating house are considered cheap, but the facilities are still lacking.

Product can be interpreted as a result that has been achieved by producers and offered to consumers according to their needs. According to (Tjiptono, 2015) products can be defined as consumer perceptions described by producers through the outcome of production or operations. In planning a product or market offering. Products are generally classified in two main groups; goods and services.

a. Goods

Goods are products that have a physical form, so they can be seen, touched, felt, held, stored, moved, and other physical treatments.

b. Service

Services are activities, benefits or satisfactions that are offered for selling purposes. Service characteristics are intangible, inseparable, variable, and perishable.

Products according to (Tjiptono, Fandy, 2016) products include everything that provides value to satisfy consumer needs or desires, such as physical goods, services, events, experiences, people or individuals, places (tourist objects), property, organizations, information and ideas.

Diversification of tourism products for natural tourism objects is more directed to be alternative tourism by developing tour packages. Meanwhile, in artificial tourism objects, beside adding themed rides, the manager also can diversify tourist attractions by adding cultural events such as dances at certain hours. Other than destinations and attractions, diversification of tourism products can also be done by adding and improving tourism facilities and increasing accessibility. This increase of accessibility can be directed by building a parking center and providing transportation services to tourist attractions.

In addition, they also offer activities that are more oriented to local culture in Melemba Village such as regional crafts and local arts. As well as doing fishing activities in several lakes located around the village, such as Lake Merebung, Lake Belaram, and Lake Lukuk with various types of fish that are local animals that attracted tourists (Sofia, 2017). the products that are offered in ecotourism in these two villages are very attractive to tourists. Because from the information that the researchers got from the interviews with the head of the KPP, (Mr. Sodikh) mentioned that there were a lot of tourists who came to fish, but due to natural conditions and to protect the ecosystem of the lake, we limited the tourists who came (Kurniawan, Yerikho Jimmy, 2019).

When researchers made observations, researchers met with a group of fishers from Japan, this shows that tourism products such as fishing in the lake have attracted international tourists. Beside that, the woven crafts made by the residents of Meliau village are no less attractive to local and international tourists, and this is proven by the demand or order for woven from bamban and rattan from Java. Beside weaving crafts, there are also woven fabrics that are no less interesting. From the results of observations and interviews with KOMPAKH and the Head of KPP and the Head of Meliau Village, it can be said that the ecotourism in Melemba Village with the variety of products offered is a marketing mix strategy that can increase tourist visits to tourist villages in Melemba Village in Kapuas Hulu Regency.

3.2 Promotion (Promosi)

In implementing tourism marketing activities, it is inseparable from the marketing mix. In general, the marketing mix according to (Kotler, 2009) can be defined as a mixture of various controlled marketing variables so that companies or organizations use them to achieve sales levels based on the target market. The four basic components of mix marketing are product formulations that match target customers changing needs, a suitable price is used to manage the sales volume, promotions to reach potential customers to be aware on making purchases, and places that includes distribution channels or facilities and all sales channels that provide product access to its potential customers. This statement is strengthened by the theory put forward



by Cooper et al (Kotler, 2009) who have the view and believe that the "four Ps", offer an adequate framework in which has differences between products and services that are depicted in table 3.1. the following:

Tabel 1
Expanded Mix Marketing for Service Products

Products	Distribution	Promotion	Price
Variety of Product, quality, design, features, brand name, packaging, size, service, warranty, and return.	Distribution channels, distribution scopes, product comprehensiveness, location, inventory, storage facilities, and transportation.	Personal Selling, public relations, Advertising, Direct Marketing, Publicity.	Catalog prices, discounts, special discounts, payment periods and credit terms.
Human Resources	Physical Proof	Process	
Employees, Motivation and rewards, Team work, Education and training.	Facility. Equipment. Appearance. Employee. Quality assurance.	Customer involvement. Process injury. Service stages.	

Sales promotions are designed to stimulate quicker or larger purchases of certain products or services by consumers. Advertising offers a reason to buy, whereas sales promotion offers an incentive to buy. Sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers, discounts, premiums, gifts, patronage rewards, free trials, warranties, related promotions, cross-promotions, point-of-purchase displays, and demonstrations); trade promotions (discounts, incentives for advertising and display, and free stuffs); and business promotion and sales force (trade events and convection, sales contests, and special advertisements). Merchants use incentive-type of promotions to attract new tryers, reward loyal customers, and increase the repurchase rate of infrequent users.

Promotions that are done are not the best, according to Government of tourism in Kapuas hulu, they are doing the promotion through nasional events that are held in Jakarta, using limited banners and posters, they are, also using social media for the promotion, pamphlets, brochures, and mouth to mouth. Promotion can be done through pamphlets, brochures that can be provided at airports such as the airport in Pontianak City and Pang Semangai airport in Putussibau city. Promotions must still be maximized to be able to support the increasing number of tourists visiting these tourist attractions. In addition, the promotion has not been intensively done, leading to not many people know that there are tourist villages in Kapuas Hulu, one of which is in the village of Melembai

However, the researchers also obtained an information from interviewing the Head of the Tourism Management Group (KPP) of Dusun Meliau, Mr. Sodik. States that the promotional activities that are done could have an impact in the form of concern for the local community about the damage to the ecosystem, especially for fishing activities in the lake.

3.3 Price

The price includes the price of transportation and accommodation that must be spent by tourists to go to tourist attractions. The intended price relates to the overall costs that must be spent by tourists to be able to visit Melemba Village. The factor that has a big impact on the cost is that the transportation access is still minimal and expensive so that it is limited to water transportation. Meanwhile, the transportation that must be issued also includes air and land transportation to Putusibau city before heading to Melemba Village. In a narrow meaning, price according to (Kotler, 2009), is the amount charged for a product or service. More broadly, price is the total of all the values that customers give in order to having a benefit on owning or using a product or service.

According to (ALI, 2015); For tourists, prices are all forms of costs (monetary and non-monetary) sacrificed by tourists to obtain, own and use or consume a number of combinations of values related to tourism products. Tourists in determining the total value they want to get from tourism activities, is how the trade off goes between the benefit against the cost of the tour packages they receive. In this concept, Evaluation of the total woth of a product depends on the number of costs they sacrifice. Price can be said as the base for offering to consumers, set in such a way that it is attractive to consumers and competes with



prices set by competitors for the same product. Price does not only determine profitability, but also as a signal to communicate the proportion value of a tourism product/destination.

Discounts and payment methods in the tourism business (for visitors) as well as transaction tools are also a promotional material. Low pricing is often used to drive high volume and ensure a high level of profit or smooth cash flow for the company. In general, the public sector has a little influence on prices (except in the case of public ownership which is a subject to taxes, fees, etc.), but is the most influential tool in the commercial sector especially for increasing demand. In all cases price is inversely proportional to profits, sales volume and consumer demands. Some important things that marketers need to consider when setting a price strategy are: (ALI, 2015)

- a. The level of uniqueness on the product, unique tourism products will be more flexible in deciding prices.
- b. Additional Value, how much additional value does the service provide to create a travel experience?
- c. Value differentiation, how strong is the product attribute to attract the market and what kind of position you want to build in the market?
- d. What about operational costs (fixed and variable costs)? Cost users, to calculate the break-even point and how much so the minimum price must be determined for profit purposes (estimated income, visit rate, occupancy, and other required things).
- e. For tourism businesses most of the pricing arrangements are more market based which is what are competitors doing with similar products and costs in serving the market? Consider your financial position (debt, cash and cash flow levels) before deciding whether to compete on price. Ideally, being competitive is not driven by price increases but is driven by product uniqueness.

This high cost of transportation also has an impact on tourist visits, especially local tourists, although for international tourists it is not too influential. They still consider the prices reasonable. Beside transportation, the price for accommodation is still considered cheap, with homestays available in people's homes, including Betang's house.

4. Conclusion

Conclusion, ecotourism program in Malemba village is a conservation park that are focusing on being the protector of Danau Sentarum. This conservation park is also accommodating a couple of eye-catching tourist destination. Conversion park is a tourist park that embodies ecotourism theme with the expectation on becoming a conversion place, a place to study and a tourist attraction at once. Malemba village is one of the object of tourism in Kapuas Hulu regency that has a big development potential. The location of the object is the main cause of the potential, which is in Danau Sentarum National Park area and Betung Karihun National Park. This development is also related to the economy of locals.

Various amount of unique tourism products could increase the visitor of Malemba tourist village. Limited amount of promotions that were done by the local government and Kelompok Penggerak Tempat Wisata. The nature's condition is also the cause on why Malemba tourist village is not promoted nationally or internationally yet. These things are important to be considered for the continuity of ecotourism development through marketing strategy and the design of the tourist village to increase the amount of visitors in Kapuas Hulu regency. The tourism products, promotions and the prices need support from the local government of tourism. There are need to be a discussion forum between the government and the locals through KPP, discussing about the tourism products price stability, comprehensive counselling, improvement of infrastructures, fast and affordable capital assistance, acces to technology, and acces to commodity and facility markets, and legal certainties that are obeyed together in developing a good cooperation between investors and local community as well as between the government and KPP (Kelompok Penggiat Pariwisata)

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