

# Proposed Marketing Communication Model To Increase Interse Of „Foreign Backpackers“ To Visit Ciletuh Palabuhanratu UNESCO Global Geopark

**Herry Hudrasyah**  
{herryhud@sbm-itb.ac.id}

School of Business and Management, Institut Teknologi Bandung, Indonesia

**Abstract.** Ciletuh-Palabuhanratu UNESCO Global Geopark (CPUGGp), is the first West Java Geopark located in the Sukabumi Region with UNESCO Global Geopark status in 2018. CPUGGp as a tourism destination, provides three geopark aspects to attract tourists such as: Geodiversity, Biodiversity, and Cultural Diversity . CPUGGp 2018, had the highest number of visitors at 1,175,258 visitors. In 2019 there was a drastic decrease of 26%, 873,894 visitors, while foreign visitors who came to CPUGGp were still 1%. The theoretical approach in this study uses customer analysis, external analysis (PESTEL), and internal analysis of activity resource-based models. The methodology for customer analysis uses multiple regression analysis. 1).Self-Development, 2).Knowledge & Cultural Heritage, 3).Meeting and Interacting with Local People, 4).Hanging out with Fellow Backpackers, 5). Excitement and Relaxation, are independent variables that are expected to present the motivation of foreign backpackers to visit CPUGGp. are independent variables that represent the motivation of foreign backpackers, while Visiting Intentions is the dependent variable. multiple regression analysis, the results that affect Intention to Visit are found in Self Development, Cultural & Heritable Knowledge, Mixing With Fellow Backpackers, and Relaxation. The results of this analysis will be developed into an Integrated Marketing Communication strategy to achieve Backpackers' motivation which is expected to increase to increase their intention to visit CPUGGp.

**Keywords:** backpackers motivation, marketing communication, linier regression, intention to visit

## 1 Introduction

### 1.1. Foreign Tourism In Indonesia

Indonesian tourism is increasingly recognized by the world. In 2018, the World Travel & Tourism Council (WTTC) placed Indonesia in the 9th position of the world's fastest growing number 3 foreign tourists in Asia and number 1 in Southeast Asia. Foreign tourists visiting Indonesia grew 22%. This figure is 3 times higher than the average regional growth in Southeast Asia (7%). Even world growth alone is only 6%. Not only that, Indonesia's Tourism competitiveness index was also boosted. From 70th in the world in 2013, it rocketed to the top 42 in 2017 [1].

## **1.2. Backpackers**

Backpacker is one of the sub-groups that are separated from mass tourism and obtained to get tourism. Backpacker is one of the styles or choices of ways to travel. This style is possible if we travel independently, not managed by a travel agent. Starting from arranging tickets, finding a place to stay, until the itinerary all done alone by tourists Hampton [2] has noted that backpacker tourists have had a positive impact on national economic development in countries such as Thailand because they offer less economic leakage than other forms of tourism.

## **1.3. Ciletuh-Palabuhanratu UNESCO Global Geopark**

Ciletuh-Palabuhanratu UNESCO Global Geopark (CPUGGp) was recognized by UNESCO as a UNESCO Global Geopark in April 2018. As a tourism destination CPUGGp provides three geopark aspects which is Geodiversity, Biodiversity, and Cultural Diversity. Geodiversity that can be used as tourist objects in CPUGGp, such as waterfalls, beaches, unique rocks, amphitheaters, geysers and caves. Then Biodiversity consists of the Wildlife Sanctuary and also Nature Reserves such as Turtle Hatchery on Pangumbahan Beach, and finally Cultural Diversity, namely the Kasepuhan adat Sinaresmi and Ciptagelar which are thick with the culture of Banten Kidul customs.

## **1.4. Business Issue**

Even though it has received the status of UNESCO Global Geopark in 2018 in fact CPUGGp still cannot maximize the existing potential to increase tourist visits, especially foreign tourists that in late 2018 there was an issue that caused a 26% decrease in visitors in 2019 to 873,894 people. Number of foreign tourists themselves represent 10% of total visitors to CPUGGp area which is 99,145 foreign tourists, it is mean foreign tourists who come to CPUGGp still low and only 1% of 16,106,954 foreign tourists came to Indonesia in 2019. Coupled with the Covid pandemic -19 which will make the visit rate even lower in 2020.

## **1.5. Scope and Objective**

This research was conducted to determine what motivational factors influence the intention to visit tourism destinations for foreign backpackers. Then to find the right marketing communication strategy to be conveyed to foreign backpackers by CPUGGp Management after knowing the factors that affect the intention to visit tourism destination.

## **1.6. Research Methods**

According to Sekaran & Bougie [3] Research methodology is a solutions finding process when facing a problem by using and emphasizing study analysis on situational. To get to know deeper about the topic methodology choosen in this research is a mixed method, using quantitative research for consumer analysis and qualitative research by doing interviews with some experts for gathering deeper information for marketing mix, general environment and industry analysis.

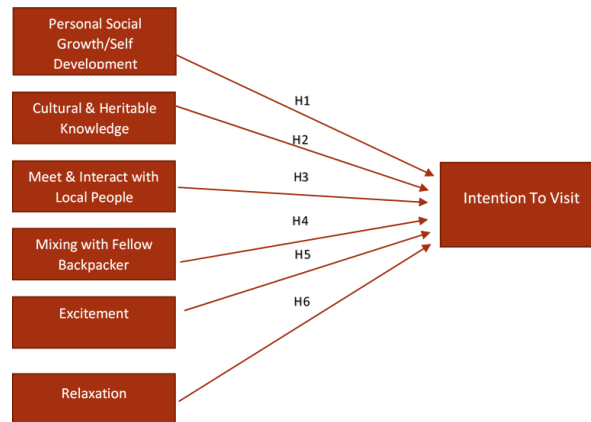
## **2. Literature Review**

According to Rodriguez [4] 4 (four) components of backpacker motivation, namely self-development, cultural knowledge, interaction with local people, mix with fellow backpackers, and excitement are factors that influence the choice of destination decisions by backpackers. Then Natalie Ooi & Jenifer Laing [5] stated that the factors that influence the desire to travel consist of self-development, cultural knowledge, interaction with local people, relaxation, and excitement. Based on both research, the researcher uses 6 (six) factors (Self-Development, Relaxation, Culture Knowledge, Interact with Local People, Mix with Fellow backpackers,

Excitement) through a distributed questionnaire to know the behavioral intentions of consumers in visiting the tourism destination. The Chartered Institute of Marketing offers the following definition of marketing. Marketing means “The management process responsible for identifying, anticipating and satisfying customer requirements profitably” [6]. A company’s add up to advancement blend – is additionally called marketing communication blend it is comprises of the particular mix of promoting, open relations, individual offering, deals advancement and coordinate showcasing devices that the company employments to powerfully communicate costumer esteem and construct client connections [7]. In conduct External analysis this research use In environmental scanning, researcher used PESTEL analysis to know deeper a whole environment that related to the CPUGGp; also PORTER’s Five Forces is conduct to know threat and bargaining from supplier & buyer. In analyzing internal conditions, researchers conducted an analysis of the resources, capabilities, and core competencies possessed by Ciletuh-Palabuhanratu UNESCO Global Geopark to further find out whether CPUGGp internal conditions have competitive advantages to compete in the world of the tourism industry. According to Hitt et, al. [8] resources, capabilities, and core competencies are the foundation of competitive advantage. Resources are bundled to create organizational capabilities. In turn, capabilities are the source of a firm’s core competencies, which are the basis of competitive advantages. Hitt et, al. [8] stated that two tools help firms identify and build their core competencies. The first consists of four specific criteria of sustainable competitive advantage that firms can use to determine those capabilities that are core competencies. The second tool is the value chain analysis.

### **3. Research Hypothesis**

After explaining the literature review, parameters that used in this research total is six parameters which explained by backpacker motivations. Parameters that choosen, had direct connection to the intention to visit tourism destination. Parameters such as Self-Development, Culture Knowledge, Meet and Interact with Local People, Mixing with fellow backpacker, Excitement and Relaxation stand as an independent variable that affect intention to visit tourism destination (in this case is Geopark) as a dependent variable.



**Fig 1.** Backpacker Motivation Regression Model (Hypothesis)

## 4. Methodology

### 4.1. Sampling

The researcher conducted a sampling procedure for this study by involving the international backpacker community in 5 (five) communities spread across social media as follows:

The total N of this research are **158.913** foreign backpackers, the margin error in this data chosen by 10%. So the calculation is explain below:

$$n = \frac{158,913}{1 + 158,913 \times (0.1)^2}$$

$$n = 99,93711206 \approx \mathbf{100 \text{ respondents}}$$

### 4.2. Research Methodology & Design

First step is to test the validity and reliability of questionnaire through SPSS 23, then using normality test to see that the data is normally distributed. Before doing multiple regression linear analysis, author conduct Multicollinearity test, and Heteroscedastisity Test. After it found that there is no symptomp then researcher conduct Multiple Regression Linier Analysis to see if there is significance affection between independent variables which are Self Development (SD), Cultural & Heritable Knowledge (CHK), Meet & Interact With Local People (MIP), Mixing With Fellow Backpackers (MFB), Exicetement (EXC), and Relaxation (RE) to the dependent variable which represent as intention to visit tourism destination.

## 5. Findings and Argumentation

### 5.1. Validity and Reliability Test Result

Researcher get the result of r test which condocuted to 30 respondent with using degree of freedom(df) 5% is 0,3494. For Reliability test the requirement of Cronbach's alpha coefficient is shoul be higher than 0.6 point. With an explanation : If the coefficient x is higher than 0.6, then data are reliable to use; if the coefficient x is lesser than the 0.6, then the data are not

reliable. The result of a reliability test using SPSS 23 concluded that the data is reliable for next analysis because all of variables has a higher value than 0.6.

## 5.2. Classic Assumption Test

Based on normality test, the coefficient result is 0,078 (more than 0,05) it could explained that the data is normally distributed. Heteroscedasticity test is conduct in this research with rules if the significance value (Sig.) > 0.05 then there is no heteroscedasticity symptomp. Based on the test, the significance result all of variable are more than 0.05, it means that there is no symptom of heteroscedasticity. Mulitcollinearity test shown that The value of Tolerance > 0.10, it means there is no correlation between independent variables.

## 5.3. Result of Multiple Regression Analysis Test

**Table 1** Multiple Regression Analysis Test Result

|   | Model      | Unstandardized Coefficients |            | Standardized Coefficients | t             | Sig.       |
|---|------------|-----------------------------|------------|---------------------------|---------------|------------|
|   |            | B                           | Std. Error | Beta                      |               |            |
| 1 | (Constant) | -4.445                      | 1.016      |                           | <b>-4.374</b> | <b>000</b> |
|   | SD         | 105                         | 042        | 206                       | <b>2.516</b>  | <b>013</b> |
|   | CHK        | 183                         | 066        | 226                       | <b>2.773</b>  | <b>007</b> |
|   | MIP        | .017                        | 051        | -030                      | <b>-331</b>   | <b>741</b> |
|   | MFB        | 136                         | 047        | 230                       | <b>2.855</b>  | <b>005</b> |
|   | EXC        | 062                         | 045        | 110                       | <b>1.378</b>  | <b>171</b> |
|   | RE         | 406                         | 098        | 340                       | <b>4.156</b>  | <b>000</b> |

Source : Author data processed

From the Table 1 above, the equation for the multiple regression could be explained like this :  **$Y = -0.546 + 0.105 SD + 0.183 CHK + (-) 0.033 MIP + 0.136 MFB + 0.062 EXC + 0.406 RE$**   
Based on Multiple regression Analysis Test the result that affect intention to visit tourism destination are Self Development (SD), Cultural & Heritable Knowledge (CHK), Mixing with Fellow Backpackers (MFB), and Relaxation (RE).

## 6. Conclusions

### 6.1. Business Analysis Conclusions

After the researchers analyzed the causality between the independent variables on the intention to visit the tourism destination instrument. Independent variables consist of Self Development, Cultural & Heritable Knowledge, Meet & Interact With Local People, Mixing With Fellow Backpacker, Excitement, and Relaxation. Then the dependent variable is the intention to visit tourism destination. Based on the results of the questionnaires that have been distributed, the findins are four (4) factors that have a significance level below 0.05. The four independent variables mentioned are Self Development, Cultural & Heritable Knowledge, Mixing With Fellow Backpacker, and Relaxation with a significance of 0.013; 0.007; 0.005; 0,000

respectively. On the other hand, the variable Meet & Interact Local People & Excitement shows no influence on the intention to visit tourism destinations.

In the conclusion of the internal analysis, firms must identify their strengths and weaknesses in resources, capabilities, and core competencies. CPUGGp have a competitive advantage to become world class tourism destination but need a lot improvement has to be done.

Based on external analysis, the covid-19 pandemic affected the level of foreign tourist visits, especially on restrictions on visa-free entry to Indonesia from other countries.

## 6.2. Proposed Solutions

Researcher has proposed solutions to solve the business problems which are proposed a new marketing mix which include develop facilities to be more international standard, Standardized the pricing tickets, train people, provide rent to solve the process, and also make a signboards as a physical evidence. The emphasizes solutions in this research is Integrated Marketing Communication to reach backpacker motivation to increase an intention to visit of foreign backpackers using Youtube Campaign and Integrated Marketing Communication tools such as, Advertising, Personal Selling, Sales Promotion, Public Relation, and Direct Marketing.

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