

Implementation of Experiential Marketing in an Effort to Increase Tourists' Visiting Decisions at the Cimincul Springs Camping Ground Tourist Attraction, Subang Regency

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Article Info	ABSTRACT
Keywords: Experiential Marketing, final decision, Camping Ground Cimincul	The aim of this research is to find out how the implementation of Experiential marketing can improve tourists' visiting decisions. The method used in this research uses a qualitative method. The respondents used in this research were 4 tourists and managers using random sampling. The government's plan, based on the strategic plan of the Ministry of Tourism and Creative Economy, initiates how to revive the tourism sector after the Covid-19 pandemic and revive the community's economy through the tourism sector. The Ministry of Tourism and Creative Economy has a strategy to develop a tourist destination that prioritizes positive value for tourists, so that it can contribute to exploring existing potential. in their respective places or explore their own potential which can be collaborated with this tourism sector. One of them is the establishment of a Camping Ground, which is how the management can provide a positive experience for tourists. After this Camping Ground became increasingly well known and had a positive image, indirectly the management and the community could directly enjoy the results. Based on the description above, research was conducted regarding the Implementation of Experiential Marketing in an Effort to Increase Tourists' Visiting Decisions at the Cimincul Springs Camping Ground Tourist Attraction, Subang Regency. The method used in this research is qualitative, with interview, observation and documentation methods. The number of resource persons in this research was 4 resource persons consisting of management and tourists at the Mata Air Cimincul Camping Ground. The results of this research show that the implementation of Experiential Marketing has contributed to increasing tourists' visiting decisions, with more and more tourists visiting the Cimincul Subang Springs Camping Ground.

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INTRODUCTION

The Covid 19 pandemic that occurred in Indonesia began in February 2020 and had an impact on several sectors in Indonesia, one of the sectors affected was the economic and tourism sectors, both sectors were directly affected due to the implementation of social restrictions by the Government, where citizens' movements were restricted. The impact of the pandemic on the tourism sector has resulted in a reduction in the number of tourists at a tourist attraction. The government at the Ministry of Tourism and Creative Economy (Kemenparekraf) has taken the initiative to revive the tourism sector quickly and trigger efforts to increase tourist visits. The Ministry of Tourism and Creative Economy has a strategy to develop a tourist destination that implements a healthy lifestyle, so that when tourists visit tourist attractions they can still maintain social distancing. West Java Province is one of the provinces in Indonesia that has the potential to develop this concept. The city in West Java that has started to develop this concept is Subang Regency, where in Subang Regency there

are several natural resources or tourism potential that can be developed into a strategy. to revive tourism in Indonesia, especially in Subang Regency itself.

Camping Ground Cimincul Springs is one of the tourist attractions in Subang Regency, Cimincul Springs Camping Ground has very diverse potential, these facilities must be maximized in order to attract tourist visits and increase the level of tourist visits and can be utilized by the local government, Karang Taruna, community residents and by parties related to the Cimincul Springs Camping Ground. The management of the Cimincul Springs Camping Ground under the auspices of Karang Taruna with Bumdes, through guidance from the Head of Pasanggrahan Village, has several strategies in developing this tourist attraction. The following are several strategies that are expected to develop at the Cimincul Springs Camping Ground: One of the strategies carried out is management, marketing, collaboration and social media promotion strategies. One of the prominent strategies is the experiential marketing strategy, where this strategy is how tourism managers create positive thoughts in the minds of tourists.

From the description above, it is in accordance with the concept put forward by: Kartajaya in (Lokito & Dharmayanti, 2017) experiential marketing is a marketing concept that aims to form loyal customers by touching their emotions and providing a positive feeling towards products and services . In an experiential marketing approach, products and services must be able to generate sensations and experiences that will become the basis for customer loyalty. Based on the background above, the author plans to take the title of this research, "Implementation of Experiential Marketing in an Effort to Increase Tourists' Visiting Decisions at the Cimincul Springs Camping Ground Tourist Attraction, Subang Regency".

METHODS

Types of research

The type of research that the research team used in this research was qualitative research. According to Bogdan and Taylor, "qualitative methods" are research procedures that present descriptive data from several written or spoken words from people or actors who can be observed (Moleong, 2018). Qualitative research methods typically include interviews and observations, but may also include case studies, surveys, and historical and document analysis.

Descriptive research aims to describe, depict, explain, explain and answer in more detail the problems to be studied by studying as closely as possible an individual, a group or an event (Mulyana, 2014). This type of research is phenomenology. According to Alase (2017), phenomenology is a qualitative methodology that allows researchers to apply and apply their subjectivity and interpersonal skills in the exploratory research process.

Location and Time of Research

The research location in this research is the Cimincul Camping Ground, Subang Regency, West Java. This research location was chosen because among the Camping Grounds in other Subang Regency, this Camping Ground is the one that has the most unique potential in it, and the benefits of establishing a Camping Ground have not yet been absorbed. by all levels of society. This research was conducted for 1 year.

RESULTS AND DISCUSSION

The results of the research analysis show that there is an increase in tourist visits in the management of the Cimincul Camping Ground in implementing the Experiential Marketing concept, although there is still a small increase in the level. The positive experience felt by tourists is mostly due to the beautiful views, comfortable atmosphere, beautiful nature, being surrounded by mountains. , quite a lot of tourist facilities. Tourists are generally interested in visiting the Cimincul Springs Camping Ground because of the many posts on social media from several content creators discussing Cimincul, as well as trying new experiences in traveling by using a Campervan or bringing your own tent and the prices are relatively cheap compared to most. sources, however there were still many negative comments expressed by the sources, namely that there was still a lot of rubbish strewn in several areas at the Cimincul Subang Springs Camping Ground and many tourists were disturbed by the noise which made them a little uncomfortable when resting at night.

In line with the growing development of the tourist area, the Cimincul Camping Ground is increasingly improving the existing environment, such as roads that are getting better because they are being repaired for

access to tourist attractions, the cleanliness of the place is being maintained, this is because the government or management informs them to always maintain the cleanliness of all areas.

Tourism at the Cimincul Camping Ground, the community also participates in maintaining the cleanliness of all areas at the Cimincul Camping Ground. The results of the analysis using the Atlas.Ti 23 application are as follows:

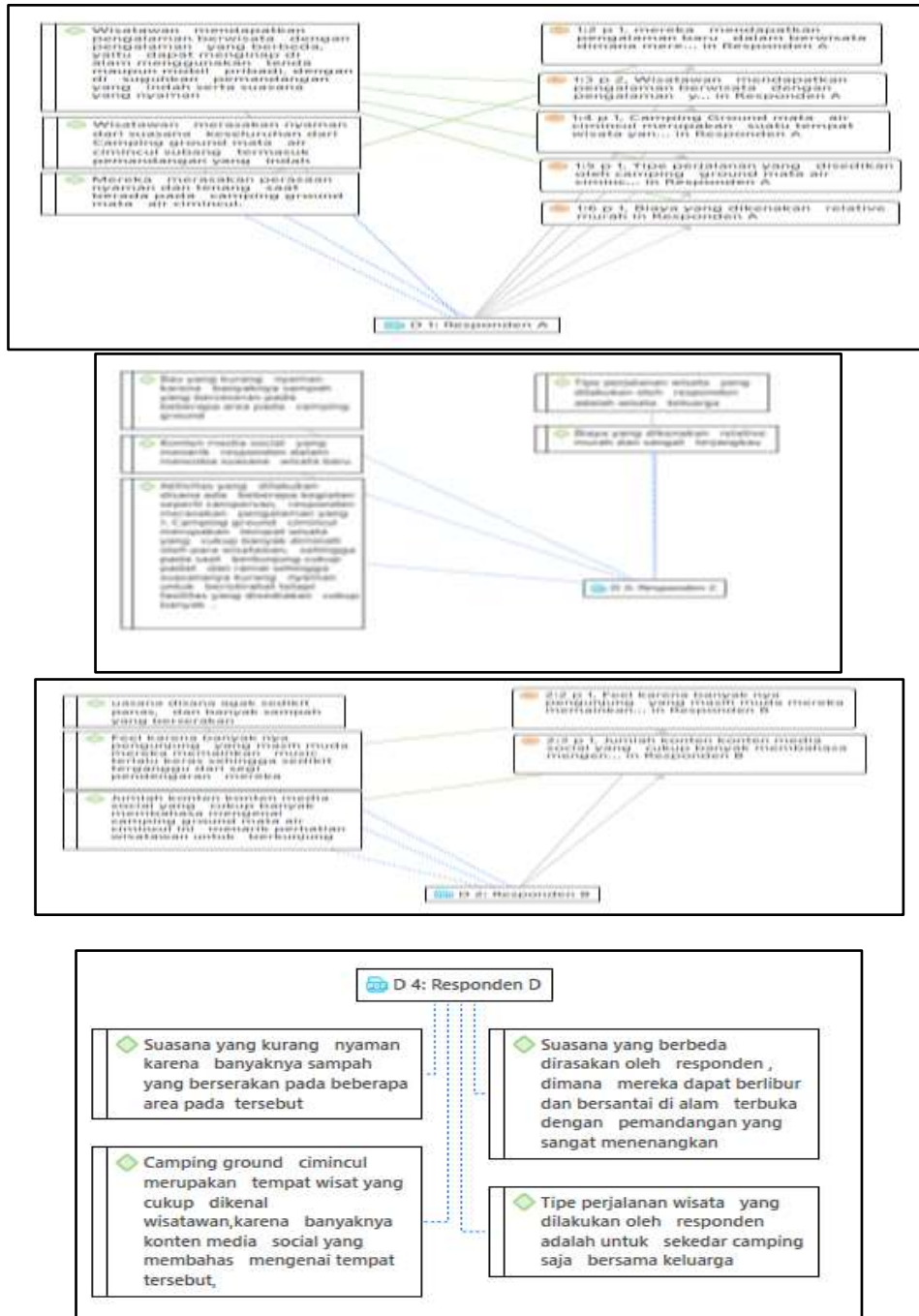


Figure 1. Analyst Result Atlas.TI 23

Based on the results of the analysis, the author draws conclusions from the results of interviews, observations and documentation carried out in the field and processed using the Atlas.TI 23 application. There are several things that are good in implementing Experiential Marketing at the Cimincul Subang Springs Camping

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Ground, such as: Very good location good, beautiful views, comfortable atmosphere, quite a lot of facilities, location surrounded by mountains, social media support that attracts tourists to visit, the entire Cimincul area is enough to make tourists feel comfortable when visiting, new experiences given to tourists, where tourists can spend the night there using tents provided by the management, bringing their own tents or using campervans and the prices offered are relatively cheap according to respondents' statements.

However, there are still negative comments from female tourists, such as the place still not being kept clean, giving rise to an uncomfortable view and a smell that is a bit disturbing to the smell of female tourists, and when carrying out camping activities, many tourists are disturbed by the noise made by visitors. Others who were staying overnight too, they played music too loud and chatted in high tones.

So these activities disturb the comfort of other tourists. This must be a concern for managers in maintaining cleanliness and maintenance, as well as controlling tourists who play music or chat too loudly, so that they don't disturb each other and can feel each other's feelings.

The results of this research show that the application of the Experiential Marketing concept carried out by the managers of the Mata Air Cimincul Camping Ground has contributed to increasing tourists' visiting decisions. This is in line with research findings by (Wibawanto & Nursoliah, 2023), although there are still tourists who comment negatively on the atmosphere and atmosphere. the situation there, this must be taken seriously by the management.

CONCLUSION

Camping Ground Mata Air Cimincul Subang has succeeded in getting a positive response from tourists thanks to the implementation of experiential marketing strategies which have a positive impact on tourists' visiting decisions which are quite effective, this is in line with research findings by (Wibawanto & Nursoliah, 2023). Beautiful natural views, calm atmosphere, strategic location, adequate facilities, and affordable prices are the main factors for success. However, some areas need further attention to improve the visitor experience. Camping Ground Mata Air Cimincul Subang has succeeded in getting a positive response from tourists thanks to the implementation of experiential marketing strategies which have a positive impact on tourists' visiting decisions which are quite effective, this is in line with research findings by (Wibawanto & Nursoliah, 2023). Beautiful natural views; calm atmosphere, strategic location, adequate facilities, and affordable prices are the main factors for success. However, some areas need further attention to improve the visitor experience.

The following are some suggestions that can be used as input to the managers of the Cimincul Subang Springs Camping Ground: Adding cleaning staff and cleaning facilities, enforcing rules at night for visitors, providing education to tourists, involving the local community as managers and supervisors, carrying out regular monitoring and evaluation about the maintenance of the place, the condition of the place, customer complaints and everything about the place. Suggestions for future researchers are how to further develop this research, if possible the number of respondents used is greater, both on the tourist side and the management side related to research variables and research locations, with the latest, more optimal software, perhaps it will produce more accurate conclusions. even better.

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