

Analysis of marketing strategy in increasing the number of tourist visits at the Le Hu Garden tourist attraction, Deli Serdang regency

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Article Info	ABSTRACT
Keywords: Marketing Strategy, Tourist visits	The purpose of this research is to know how the marketing strategies increase the number of tourist visits to the tourist attraction The Le Hu Garden, Deli Serdang Regency. Data analysis used qualitative descriptive methods and conducted interviews and data collection which was carried out by searching for information based on documents related to research and comparing data from observations made at The Le Hu Garden. From the results of research using Swot Analysis at The Le Hu Garden tourist attraction, the first is the strength of having a unique garden that is specially cared for and natural fertilizer which makes plants grow abundantly which other tourist attractions do not have, weakness Lack of Promotional activities carried out include the absence of cooperation with travel, opportunities Large land, can be used to add new attractions suitable for agrotourism such as growing hydroponic vegetables, raising livestock and fish cultivation, threats Competitor tourist attractions of the same type create more varied places.
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INTRODUCTION

Tourism marketing strategies are very influential in the life of a tourist attraction. Due to the many competitors and the emergence of various new tourist destinations. Until now, tourism marketing is one way to bring tourists to a tourist attraction. Managers must have effective marketing strategies and concepts to be different from other tourist destinations. Along with the development of tourism, marketing also continues to be improved so that tourists feel satisfied so that targets and goals in a tourist attraction will be more focused. Strategy is a long-term plan that is prepared to lead to the achievement of certain goals and objectives. So strategy is very necessary in developing a business in order to achieve the targets required by the manager, therefore one way to attract tourists to a tourist attraction is marketing.

Research on marketing in increasing the number of tourist visits has been carried out, including research carried out such as research on Marketing Strategy Analysis to Increase the Number of Tourist Visits in the City of Banda Aceh using the SWOT analysis method (Marlizar et al., 2020). Marketing Strategy for Alas Tourist Attractions Kedaton to increase

the number of tourist visits (Budiarta et al., 2020). Marketing Strategy in Increasing Tourist Visits at Villa Kancil Majalaya (Fauzzia et al., 2019). Marketing Strategy to Increase the Number of Tourist Visits at Serayu Lestari Baths in Samarinda City (Sejahtri, 2022). From the results of this research, the factors that influence marketing at a tourist attraction are in terms of product, price, place and promotion for this reason, managers are expected to be responsible for developing tourism destinations that are related to tourists' desires and expectations.

The Hu Garden which is located off road education, Deli Old West, Subdistrict Deli Old, Regency Deli Serdang, Sumatra North, become objective tours Which Lots interested travelers. Place tour with draft Park and tour family This breadth around 3 hectares. Tourist attraction This is divided into 3 plains. From plain low be found lake and pool fish. Visitors can enjoy game air like boat and bicycle air. Besides That, visitors Also Can fish and eat fish in the pool. Square second and third is hills Which planted various type tree with flower shaped heart Various color flower Which There is make Park This the more beautiful. Square height This become place favorite traveler for come

This is page House Which conjured a place tour by the owner. Manager The Hu Garden provide a number facility tour can used traveler come the place This like restaurant, cottage family, a number of cottage umbrella, bicycle air, live music, Islamic Prayer Room, The Le Hu Garden. Park This own one pull unique and be equipped with facility make traveler feel comfortable and make Park This different from other is availability game for children, like: like see saw, agree and skating can used moment visit the Park.

Mix marketing tourist consists of four variable keys which relate to and become combinations from strategy Activation marketing tourist, that is Product, Price, Place and Promotion. Draft mix marketing tourist is a group effort which can be done for influence enhancement visit travelers. Product tour The Le Hu Garden is object tour Park family and rest which contain plant tropical which grow off near surface sea, The Hu Garden is Park which beautiful with decoration flower colorful which organized neat decorate Park, so that visitors free photographed with the flowers. View beautiful with various flower colorful arranged regularly creative decorate Park will give effect positive for visitor moment traveling, air fresh which no be found of cities will possible visitors enjoy air fresh Park. Place Park The Le Hu Garden city is 15 km with distance travel around 50 minutes. Road from city While going to place tour This Enough smooth form street asphalt and can be accessed using Google Maps. Each traveler Which come the place This usually use vehicle personal Because Not yet There is transport general Which Can direct going to the place tour This and the lack of tourists from the city of Medan who rarely visit this tourist attraction because there are no billboards in the city of Medan, only around the outskirts of the city of Medan. Price ticket enter and package tour Which offered affordable. The Le Hu Garden is open each day from Monday until week with jam open still from o'clock 09.00 am until 18:00. For entrance tickets there are several variants, for general or regular tickets IDR 20,000/person then for entrance tickets to the thematic parks there are Japanese, Papuan and Javanese parks. If you want to enter the three parks you have to choose the continuous park package starting at IDR 55,000/person because they have special maintenance for the

parks and there are also holiday packages. And promotion which party management explain that No maximum so that cause amount visitors No stable, No There is printing leaflet, brochure or travel guide, No There is participation in program tour area, country, only promote through networking social and internet. And on year 2020 amount traveler become 47.487, year 2021 become 43.930 and year 2022 become 18.520 in accordance data that amount traveler in 3 years final experience decline. This has a big influence on tourist attractions in increasing the number of tourist visits. In an effort to attract tourists to come back and become better known to a tourist attraction by the wider community, a good marketing strategy is definitely needed.

Theoretical Basis

Understanding Tourism

Tourism is an important sector in economic development because tourism is closely related to all economic sectors, so it makes many important contributions to the regional economy. The tourism sector contributes to foreign exchange earnings, increasing business opportunities and various employment opportunities, as well as increasing income for the central and regional governments. (Mahendrayani & Suryawan, 2018)

Understanding Strategy

Strategy is an overall approach related to the implementation of ideas, planning and execution of an activity within a certain period of time. Strategy is an action that is incremental (always improving) and continuous, and is carried out based on the perspective of what customers expect in the future. Thus, strategy always starts from what can happen and not from what does happen. (Auliza, 2022)

Strategic management can be defined as the art and science of formulating, implementing, and evaluating decisions enabling an organization to achieve its goals. The term strategic management is used for strategy formulation, implementation, and evaluation, with strategic planning referring only to strategy formulation. The goal of strategic management is to exploit and create new and different opportunities for the future. The strategy consists of the following elements:

1. Strategy is a plan for an organization, to determine what the organization will be like.
2. In strategy there is a series of actions aimed at achieving organizational goals as in the points above.
3. Along the way, strategies can change according to the conditions faced by an organization, therefore company policies are needed.
4. Plans, policies and actions must be synergistic/integrated with each other.

In its implementation, strategies can change according to the conditions faced by an organization. Uncertainty is a factor that must be anticipated by an organization to survive, so that strategies develop continuously according to organizational conditions. Strategic management is related to the process of selecting strategies and policies to achieve organizational goals and objectives by maximizing the potential or resources owned by the organization.

Marketing

"A tourism marketing plan is to help managers have a systematic approach to developing products and services that can meet and satisfy the needs of consumers or tourists" (Nasrullah, 2021)

A good tourism marketing plan allows an organization to do the following:

1. Look internally to fully understand the impact and results of previous marketing decisions
2. Looking outward to fully understand the chosen market to compete in
3. Setting goals and providing direction for future marketing efforts should be undertaken by everyone in the organization
4. It is a key component in obtaining funding to pursue new initiatives
5. The systematics of a tourism marketing plan usually consists of:
 1. Executive Summary. The executive summary provides a brief overview of the main points of the tourism marketing plan document. This section should be a synopsis of what the organization has done, what it plans to do, and how it will achieve it. Although the executive summary appears at the beginning of the plan, this section should be written at the end of the marketing plan.
 2. Situation Analysis. Situation analysis can be carried out, among other things, through analysis of internal and external factors to identify Strengths, Weaknesses, Opportunities and Threats (SWOT analysis). Strengths are assets or resources that can be used to improve a competitive position, such as natural attractions, historic buildings, or natural beauty. In contrast, weaknesses include resources, capabilities, or conditions that cause a tourism business or destination to have a less competitive position, which can have a negative impact on tourism. Opportunities are external circumstances that can provide opportunities. Meanwhile, external threats can create potentially negative situations.
 3. Marketing objectives must be based on the strengths and weaknesses of the tourism business and destination that is the focus of the marketing plan, and must also consider the business environment/ecosystem. The objectives formulated must also be linked to the overall business strategy. For example, if a destination's goal is to increase visits by 10 percent over the next year, then the marketing objectives that should be formulated may include targeting promising new market segments or helping to achieve this growth. Marketing objectives will guide all marketing initiatives and are used for evaluation.
 4. Target Market. The target market concept is one of the most basic yet important aspects of marketing because in some situations, it may not be realistic to target everyone. Determining the target market helps us decide on the resource commitment to devote, promotional methods and messages to be used. The target market can be determined based on:
 - a. Demographic segmentation: age, income, marital status, employment status.
 - b. psychographics or lifestyle and habits
 - c. geography or origin of tourists

- d. strata social
- e. It is activities: what consumers or tourists want to do, for example including holidays or business.

RESULTS AND DISCUSSION

SWOT analysis is a process where the management team identifies internal and external factors that will influence the performance of the organization/company in the future. The results of identifying internal and external factors will be used to carry out strategic planning and manage the business in the most effective and efficient way. SWOT analysis is used by identifying internal factors, strengths and weaknesses as well as external factors, opportunities and threats to the organization.

The internal environment of The Le Hu Garden includes several strength and weakness factors in managing The Le Hu Garden tourist attraction. Analysis of the internal environment

1. Strength

- a. Identify the core competencies (skills and abilities) of the company
- b. advantages an organization has over its competitors
- c. other strengths the company has
- d. condition of what resources the company
- e. company reputation over time

2. Weakness

- a. conditions of competitors compared to the company
- b. something that makes the internal condition look lacking Good
- c. something that often results in dissatisfaction and customer complain

The external environment of The Le Hu Garden includes several opportunity factors and threat factors in managing The Le Hu Garden as a tourist attraction in Deli Serdang Regency.

3. Opportunities

- a. It will be used as an agrotourism place, where tourists can learn while traveling
- b. The spacious land can be used to add new attractions which is suitable for agrotourism such as growing vegetables hydroponics, raising and cultivating fish
- c. In accordance with the desire of city residents to travel which is safe, comfortable and beautiful
- d. Helps improve the local economy.
- e. Set strategies for working with the other part.
- f. Following the trend of the Gen Z generation which is fashionable for display photos on social media.

4. Threats

- a. Similar competing tourist attractions create places which is more varied.
- b. If there are no other attractions added, then tourists will not come back
- c. There are many other tourist attractions in Deli Serdang
- d. Promotion of competitors who are better known to many people.

The SWOT matrix is a tool for managers to determine the strategy an organization will take based on the organization's current internal and external conditions. Following IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) tourist attraction The Le Hu Garden.

Table 1 EFAS and IFAS Matrix

IFAS	Strengths (S)	Weaknesses (W)
EFAS	<p>1. Has a unique garden that is specially cared for and natural fertilizers that make plants grow abundantly that other tourist attractions don't have.</p> <p>2. You can travel while learning and educating yourself about plants.</p> <p>3. Large tourist garden area so you can plant various kinds of plants</p> <p>4. Various kinds of tourist attractions that can be enjoyed in The Le Hu Garden area</p> <p>5. Affordable entrance ticket fees</p> <p>6. Become a favorite tourist spot for the Gen Z generation to take photos</p>	<p>1. Promotional activities are not optimal</p> <p>2. There is no public transportation directly to tourist attractions</p> <p>3. Many mosquitoes in The Le Hu Garden area</p> <p>4. Trees that look big and old</p> <p>5. Limited tourist attraction operations only until 6 pm</p> <p>6. Since Covid, the number of visits has decreased.</p>

Opportunities (O)	SO Strategy	WO Strategy
1. Will be used as an agrotourism place, tourists can learn while traveling 2. Spacious land, able to add new attractions suitable for agro-tourism such as growing hydroponic vegetables, raising livestock and cultivating fish 3. In accordance with the desires of city residents for safe, comfortable and beautiful travel 4. Help improve the local economy 5. Develop strategies to collaborate with various parties. 6. Following the trend of the Gen Z generation fashionable to display photos on social media	1. Large area of land, can be used to add new attractions suitable for agro-tourism such as growing hydroponic vegetables, raising livestock and cultivating fish 2. A tourist attraction where you can travel while educating yourself about plants and will be used as agrotourism in the future.	1. Increase promotion and outreach for The Le Hu Garden to schools, so that students can travel while studying 2. Spraying to prevent dengue fever 3. Plant plants that repel mosquitoes. 4. And replant old trees.
Threats (T)	ST Strategy	WT Strategy
1. Similar competing tourist attractions create more varied places. 2. If there are no additional attractions, tourists will not come back 3. There are many other tourist attractions in Deli Serdang 4. Promotion of competitor tours that are better known to many people.	1. Continue to innovate by following the viral plant tourism trend 2. Adding attractions so that tourists come back to tourist attractions	1. Addition of tour packages that are more attractive than other tourist attractions. 2. Carry out promotions on social media so that the tourist attraction goes viral and tourists will come back.

CONCLUSION

From the results of research using SWOT analysis at The Le Hu Garden tourist attraction, firstly, strength (strength) has a unique garden that is specially cared for and natural fertilizers that make plants grow abundantly that other tourist attractions don't have

weaknesses(weakness) Lack of promotional activities carried out such as no collaboration with travel, opportunities (opportunity) Large area of land, can be used to add new attractions suitable for agrotourism such as growing hydroponic vegetables, raising livestock and cultivating fish, threats (threat) Similar competing tourist attractions create more varied places.

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