


Analysis Of The Marketing Strategy Of Tanjung Kodok Beach Resort In Increasing Foreign Tourist Visits In 2022-2023

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Article Info	ABSTRACT
Keywords: Strategy, Marketing, Tanjung Kodok Beach Resort, Tourist, Foreign	Tanjung Kodok Beach Resort is one of the accommodation type tourism businesses in Lamongan which was built on the beach in Paciran District. Tanjung Kodok Beach Resort is also the only accommodation type tourism business in East Java which was built directly facing the sea which leads to views of North Lamongan Beach. Although the northern area of Lamongan has many similar accommodations such as guesthouses and homestays. However, the majority of foreign tourists visiting Lamongan in 2023 prefer to stay at Tanjung Kodok Beach Resort. This research will try to examine the marketing strategies used by Tanjung Kodok Beach Resort to maintain its existence in this situation. This research uses a qualitative-descriptive research method with data collection techniques from interview and documentation studies. The results of this research found that Tanjung Kodok Beach Resort has several marketing strategies to increase foreign tourist visits, which are; (1) Place, Tanjung Kodok Beach Resort was built in a strategic area, namely a coastal area close to various tourist destinations and companies operating on an international scale; (2) Product, Tanjung Kodok Beach Resort provides various room facilities, sports, banquet facilities and various places to relax so that it can be used by people in the world at any age, both children and adults for the purpose of business, holiday alone, with friends or family; (3) Price, Tanjung Kodok Beach Resort sets prices that are representative of the quality that offered, starting from Rp. 645,000 to Rp. 3,999,000; and (4) Promotion, Tanjung Kodok Beach Resort uses 3 forms of promotion, which are sales promotion through discount vouchers, mass selling through Instagram and websites, and personal selling through table-top activities in Malaysia.
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INTRODUCTION

Tourism plays an important role in developing regional and national economic growth. Tourism has continuity with various sectors, be it accommodation, agriculture, and so on. Based on Law of the Republic of Indonesia Number 10 of 2009 Article 1 Paragraph 3, tourism is various types of tourist activities where these tourist activities are supported and facilitated by various actors, such as the community, business people, regional government and central government. Tourists have an important role in driving the growth of the tourism sector, not only domestic tourists but also foreign tourists. Domestic tourists and foreign tourists make a large contribution to tourism business income which also has an impact on the regional and

state economy (Lamongan Regency Tourism and Culture Office, 2019). However, foreign tourists have a greater economic contribution. International tourists tend to travel long distances and spend more time in tourist destinations compared to domestic tourists who only make short tourist trips. Apart from that, foreign tourists also tend to consume higher than domestic tourists during tourism activities such as accommodation, transportation, shopping, eating and drinking, as well as various other tourism activities (Darma and Sutrisna, 2022). In this way, foreign tourists have an important role in helping to boost regional and state income through their expenditure during tourism activities.

The exotic twilight phenomenon is an attraction for Indonesian tourist attractions that are much sought after by foreign tourists (Rahman, 2020). Pandawa, Sanur, Kuta, are destinations frequently visited by foreign tourists to find the moments of the sun resting on the earth in the aura of Bali's coast which has become a strategic area for Indonesian tourism (KPUPR RI). However, in fact, East Java also has its own coastal charm which is no less than the coast of Bali, namely in the Tanjung Kodok area, Lamongan Regency. This area has the best beach views in East Java, namely the North Beach, which also offers similar sensations to the beaches of Bali, especially the sensation of the rising and setting sun which has been sought after by foreign tourists (Pagusa, 2023). Lamongan Regency is one of the regions included in the ranks of Tourist Destination Areas (DTW) in the East Java region (Apriyanto and Romadhon, 2021). This is proof that Lamongan has succeeded in showing its capabilities to tourists that they also have the potential for large natural and cultural tourism objects. This potential appears supported by various factors, such as; (a) geographical conditions; (b) topographic conditions; (c) climate; (d) existing socio-cultural conditions; (e) natural wealth; and (f) fauna (Wijayanto et al., 2013). Lamongan, which is a small district with an area of 1,813 km², has explored its tourism potential and has as many as 40 tourist attractions in it (Lamongan Regency Tourism and Culture Office, 2024). Even though the rate of Lamongan tourists, both domestic and foreign, is not as high as Bali and other strategic tourism areas, the Lamongan tourism sector has potential that has not been fully explored.

As long as tourists carry out tourism activities, namely activities where individuals or groups travel to visit tourist destinations with the aim of recreation, self-development, and learning or understanding the uniqueness of the targeted tourist attraction within a temporary period, tourists will need various expenditures for consumption such as food and drink, transportation, accommodation, and so on (Lamongan Regency Tourism and Culture Office, 2019). This expenditure automatically generates market demand which ultimately gives rise to a tourism business where the business is a platform that provides goods or services aimed at meeting the needs and requirements of tourists and also supports the implementation of tourism (Lamongan Regency Tourism and Culture Office, 2022). Seeing the consumption needs of tourists, PT Bumi Lamongan Sejati did not want to miss the opportunity and decided to build a tourism business in the accommodation category by combining the use of the coastal potential of Lamongan, precisely on August 19 2005, namely Tanjung Kodok Beach Resort (Alghfary, 2024). This tourism business was built with a marine theme in collaboration with the Lamongan Regional Government with the aim of meeting the consumption needs of tourists while boosting the regional economy. Currently, Tanjung Kodok Beach Resort (TKBR)

has been running for 18 years and is the only accommodation type tourism business in Lamongan which is chosen by many foreign tourists as a place to stay during tourism activities.

Table 1. Data on Foreign Tourist Visits for Tanjung Kodok Beach Resort in 2023

Month	Number of Occupants (People)	Month	Number of Occupants (People)
January	4	July	20
February	18	August	19
March	11	September	76
April	20	October	10
May	15	November	33
June	24	December	11

Source : Lamongan Regency Tourism and Culture Office

Based on the table above, the Lamongan Regency Tourism and Culture Office reported that of the 541 foreign tourists who visited Lamongan Regency in 2023, 261 of them chose Tanjung Kodok Beach Resort accommodation to stay. Tanjung Kodok Beach Resort is a resort type accommodation that has a rating of 3+ stars and was built on the northern coast of East Java, or more precisely in the Paciran District, Lamongan Regency. Tanjung Kodok Beach Resort is also the only accommodation type tourism business in East Java which was built directly facing the sea which leads to views of North Lamongan Beach. For the past 18 years, Tanjung Kodok Beach Resort has offered tourists a view of the sunrise and sunset on the North Coast to attract the interest of the majority of tourists, both domestic and foreign. However, this charm is only one of the attractions that a tourism business has to bring tourists to visit, especially foreign tourists. The northern area of Lamongan has many other accommodations such as guesthouses and other homestays which offer a place to stay for foreign tourists while undertaking tourist activities on the Lamongan coast. However, the majority of foreign tourists visiting Lamongan in 2023 prefer to stay at Tanjung Kodok Beach

Resort (Lamongan Regency Tourism and Culture Office, 2023). This sparked interest for researchers to investigate in more depth how the marketing strategy used by Tanjung Kodok Beach Resort in this competitive situation was able to attract 261 foreign tourists out of 541 foreign tourists who visited Lamongan Regency.

METHOD

In this research, researchers used a qualitative-descriptive research method, which is a research method that explains how a phenomenon can occur. The data used in this research are primary data and secondary data. The primary data used in this research was obtained by researchers through semi-structured interviews using a sampling technique in the form of purposive sampling , namely with Mrs. Nur Hainik as Marketing Representative and Mr. Arnes Alghfary as Assistant Manager for Human Resources Development at Tanjung Kodok Beach Resort. Meanwhile, secondary data used by researchers comes from archives of official reports from the Lamongan Regency Tourism and Culture Office, books, theses, journal articles and other scientific works. In analyzing the validity of the data in this research, researchers used triangulation techniques, namely techniques carried out through various sources, times and methods. This research was prepared by reducing data and simplifying the data obtained to be arranged systematically. In this research, tables and graphs are also presented to support the reader's understanding. In the final part, after the data has been simplified, presented and arranged systematically, the researcher draws conclusions from the research.

RESULTS AND DISCUSSION

Place

Located in a coastal area

Tanjung Kodok Beach Resort was built in Paciran District, which is a coastal area in the northern part of Lamongan. In the East Java region, only Tanjung Kodok Beach Resort Lamongan was built facing directly towards the sea so that foreign tourists can see the beautiful views of the sunrise and sunset. In fact, even from the rooms for rent at Tanjung Kodok Beach Resort, foreign tourists can see the charm of the exotic beach and sea with natural caves and coral rocks around it (Tanjung Kodok Beach Resort, 2024).

Close to various tourist destinations

Tanjung Kodok Beach Resort was also built in a location close to various other tourist destinations. First, Tanjung Kodok Beach Resort was built right next to Lamongan Marine Tourism (WBL) and Maharani Zoo & Goa, which are Lamongan's iconic tourist attractions. In fact, Tanjung Kodok Beach Resort built a special road that is directly connected to Lamongan Marine Tourism (WBL) to facilitate access for foreign tourists who want to visit Lamongan Marine Tourism (WBL). Second, within a distance of around 7 kilometers from Tanjung Kodok Beach Resort, there are several religious tourist destinations such as the Tomb of Sunan Drajat, the Tomb of Sunan Sendhang Duwur, and the Tomb of Sheikh Maulana Ishaq. Third, because it was built in a coastal area, of course Tanjung Kodok Beach Resort is also close to beach tourist destinations such as Kutang Beach and Pasir Putih Delegan Beach which can

be reached in a fairly short time. Fourth, Tanjung Kodok Beach Resort was built in an area that is easy to reach the shopping center for typical Lamongan souvenirs and Sendhang Written Batik where foreign tourists can not only buy batik with various typical Lamongan patterns but also batik craftsmen can guide customers to write their own batik (Tanjung Kodok Beach Resort, 2024).

Close to international companies

The location of Tanjung Kodok Beach Resort is close to several international companies such as Petronas Lamongan LSB, PT Omya Indonesia Plant Sentul, Lamongan Shorebase, and others. Lamongan Shorebase is the closest international company to Tanjung Kodok Beach Resort which is under the auspices of PT Eastern Logistics (Lamongan Shorebase, 2024). The company engages in oil and gas design, construction and operations worldwide. Based on data from interviews with the Marketing Representative of Tanjung Kodok Beach Resort, the existence of this company also helps in increasing foreign tourist visits to Tanjung Kodok Beach Resort (Hainik, 2024). The reason is, because Lamongan Shorebase and other similar companies are companies that operate on an international scale, these companies get many international guests who visit Lamongan for business purposes where these guests are taken to stay at Tanjung Kodok Beach Resort.

The many tourist destinations close to Tanjung Kodok Beach Resort certainly have an attraction for foreign tourists. The reason is, foreign tourists tend to choose accommodation with easy accessibility. Moreover, if the tourist destination close to Tanjung Kodok Beach Resort is their main destination, then of course Tanjung Kodok Beach Resort is the first choice for foreign tourists to facilitate their tourist trip while in Lamongan Regency.

Product (Product)

Provides various types of rooms

The target of foreign tourists at Tanjung Kodok Beach Resort is people from all over the world of all ages, both children and adults for business purposes, solo holidays, with friends and family. Tanjung Kodok Beach Resort provides various types of rooms that can meet the needs of foreign tourists, namely; (1) Deluxe Room , this type of room is a room built facing the sea and has a living capacity of 2 people; (2) Pavillion Room , this room type has a seating capacity of 3 people and has views of the surrounding garden; (3) Family Room , this type of room is similar to the Pavillion Room type which has a view of the garden through the terrace, but this type of room has a seating capacity of 4 people in it; (4) Suite Room , this room type is presented for 2 types, namely honeymoon and family. This type of room has a capacity of 2 people with sea views from the balcony. However, this room has special facilities that no other type of room has, namely a glass floor with beautiful coral reefs below; (5) Villa Deluxe , this room type has a luxurious interior with a modern concept and has a living capacity of 6 people. In this room type there are 3 bedrooms with balconies facing directly towards the sea, 1 living room, 1 dining room and 1 kitchen with a minimalist concept; and (6) Villa Executive , this type of room has the same concept as Villa Deluxe, but the difference is that this room type has 4 bedrooms so the occupancy capacity is greater than Villa Deluxe , namely 8 people. All types of rooms are also provided with other facilities such as television, air conditioning, wifi, telephone, desk, safe, coffee machine, sofa, bathrobes, microwave , and so on. Apart

from that, all room types also use goose down bedding which provides comfort with good insulation from blankets, pillows and beds. All room types also receive housekeeping service twice a day and free bottled water during turndown hours (Tanjung Kodok Beach Resort, 2024). With the various types and room facilities provided, foreign tourists can freely choose the type of room according to what they want and need.

Has a variety of sports facilities

Tanjung Kodok Beach Resort also offers a variety of fun sports facilities such as tennis courts, billiards, fitness center, pancal bicycle rental, jogging track , swimming pool and gymnastics. The aim of these facilities is to create good branding for Tanjung Kodok Beach Resort to foreign tourists (Tanjung Kodok Beach Resort, 2024). These facilities are presented so that foreign tourists have a choice of activities to do while staying at Tanjung Kodok Beach Resort and get a complete experience during their stay. This facility functions to increase the property value of Tanjung Kodok Beach Resort to compete with properties from other similar businesses.

Has varied banquet facilities

Tanjung Kodok Beach Resort also provides various food and drink banquet facilities, namely Sunset Coffee Shop, Beach Lounge & Cafe, Jellyfish Resto, and Baruna Terrace Cafe . Sunset Coffee Shop was built with a modern, comfortable indoor concept and overlooks the beauty of Pantura Lamongan Beach. Sunset Coffee Shop offers a menu of local and international dishes such as sea fish, pizza, lasagna and Tom Yam . Meanwhile, the Beach Lounge & Cafe was built with a modern outdoor design with natural music in the form of the calming roar of sea waves. Beach Lounge & Cafe offers a menu of local and international drinks such as Kopi Tubruk, Kopi Grasak, Affoguto , and Ristretto . Furthermore, Jellyfish Resto is a place built with an indoor and outdoor concept with the aim of being a venue for events such as business discussions, reunions with friends, or casual conversations with family. Lastly, Baruna Terrace Cafe is a place built right near the swimming pool next to the beach where foreign tourists can enjoy various foods and drinks while swimming or relaxing (Tanjung Kodok Beach Resort, 2024). By offering a variety of menus that have been provided for foreign tourists during their stay at several of the food and beverage facilities that have been listed, foreign tourists can feel more comfortable and familiar because there are wider choices to enhance their culinary experience while staying at Tanjung Kodok Beach Resort.

Provides various places to relax

Tanjung Kodok Beach Resort is also willing to provide exciting leisure facilities for foreign tourists while accomodating there, for example a children's playground, cooking classes at Jellyfish Resto , and karaoke rooms which have various nuances in each room. Tanjung Kodok Beach Resort offers karaoke facilities with various designs such as forest, Japanese, Chinese, and others (Tanjung Kodok Beach Resort, 2024). These facilities are presented as an effort to prevent boredom felt by foreign tourists regarding the charm of the beach and sea during their stay. The various facilities above are provided by Tanjung Kodok Beach Resort for all groups of foreign tourists. The aim of providing complete and good facilities is to provide a strong attraction so that it can attract foreign tourists looking for a fun and satisfying tourist experience by staying at Tanjung Kodok Beach Resort. These facilities

are also well maintained by Tanjung Kodok Beach Resort to maintain their value so that they do not decline.

Price (Price)

Table 4. Tanjung Kodok Beach Resort Room Prices in 2023

Month	Lowest Price	Highest Price	Month	Lowest Price	Highest Price
January	685,000	3,999,000	July	719,000	3,999,000
February	675,000	3,999,000	August	699,000	3,999,000
March	690,000	3,999,000	September	699,000	3,999,000
April	645,000	3,999,000	October	699,000	3,999,000
May	645,000	3,999,000	November	711,000	3,999,000
June	719,000	3,999,000	December	849,000	4,199,000

*in Rupiah units

Source : Lamongan Regency Tourism and Culture Office

Based on the table above, in 2023 Tanjung Kodok Beach Resort will market their products by setting normal prices outside certain times such as Valentine's Day, School Holiday, High Season, Independence Day , etc., with an affordable nominal value starting from IDR 645,000 up to IDR 3,999,000. The prices set by Tanjung Kodok Beach Resort (TKBR) are representative of the quality offered.

Promotion (Promotion)

Sales Promotion

Tanjung Kodok Beach Resort uses a promotional method in the form of discount vouchers through collaboration with iconic Lamongan tourist destinations such as Lamongan Marine Tourism (WBL) and Maharani Zoo & Goa. For foreign tourists whose tourist destination is Lamongan Marine Tourism (WBL) and Maharani Zoo & Goa, they will choose to stay at Tanjung Kodok Beach Resort to get a 25% discount voucher on tourist entrance tickets. Apart from that, based on the picture above, at certain times Tanjung Kodok Beach Resort also offers discounts on room prices which can attract foreign tourists.

Mass Selling

In this era of digitalization, the majority of people in the world use mobile devices to carry out all their daily activities. Many business people market their products using various digital platforms. Without missing this opportunity, Tanjung Kodok Beach Resort also utilizes today's technology products which are considered effective in reaching a wider market for their business, namely social media, especially Instagram and digital media, especially websites.

Mass Selling via Instagram

Tanjung Kodok Beach Resort has more than 27,600 followers, which is not a small number. The Tanjung Kodok Beach Resort Instagram account looks quite active with more than 1000 uploads of quite interesting content. Tanjung Kodok Beach Resort also uses various features provided by Instagram to increase their account engagement, namely; (1) Hashtag , Tanjung Kodok Beach Resort created its own branding hashtag, namely #TKBAaja which is always used in every Instagram upload ; (2) Highlights , Tanjung Kodok Beach Resort utilizes this feature to display snap grams for more than 24 hours showing the facilities they have to attract foreign tourists ; (3) Reels , which are used to show the charm of the product through short videos; and (4) Tag Collaboration , Tanjung Kodok Beach Resort utilizes this feature to provide access for tourists such as Instagram celebrities and influencers to invite Tanjung Kodok Beach Resort as collaborators in tourist posts about their products.

mass selling strategy used in 2023 can be said to be interesting because Tanjung Kodok Beach Resort not only uploads price promotion content but also highlights the advantages of the products they have to attract the interest of foreign tourists. However, implementing the strategy in the form of mass selling via Instagram is not the main focus of Tanjung Kodok Beach Resort in marketing its products.

Mass Selling via Website

In the appearance of the website owned by Tanjung Kodok Beach Resort, various information is contained accompanied by beautiful documentation such as the profile of Tanjung Kodok Beach Resort, types of rooms for sale, facilities provided, and recommendations for nearby tourist destinations. Apart from that, the Tanjung Kodok Beach Resort website also provides a " Reservation " feature that foreign tourists can use to book rooms. The website is set up using an international language, namely English, which makes it easier for foreign tourists to understand the contents of the website and can fill in the required information correctly.

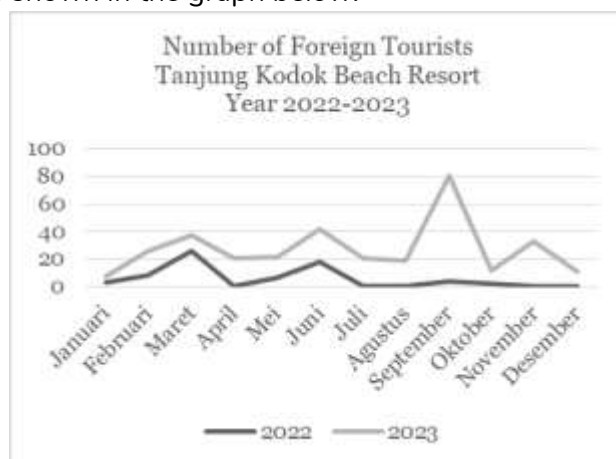
Personal Selling

A marketing strategy to attract foreign tourists cannot be done just by sitting quietly in a service factory in the home country but requires direct promotion of the product abroad. In March 2023, the Tanjung Kodok Beach Resort Marketing Representative will utilize table-top activities, namely business-to-business (B2B) activities where producers and consumers who have the potential to become business partners are met directly in Malaysia. During the meeting, the Marketing Representative from Tanjung Kodok Beach Resort tried to create opportunities by introducing and promoting the advantages of its products to travel agents and Malaysian companies who were present. During communication, the Marketing

Representative from Tanjung Kodok Beach Resort offered various options to Malaysian travel agents and companies to establish cooperation contracts such as tour packages and price discounts. Several communications carried out gave quite satisfactory results for Tanjung Kodok Beach Resort, namely obtaining several contracts with Malaysian travel agents, one of which was Azimah Tour & Travel . Apart from that, through this activity, Tanjung Kodok Beach Resort also succeeded in exploring various information regarding foreign tourist preferences, current foreign market trends, and also effective international marketing strategies to be used on other opportunities in the future.

Interpretation of Results

Firstly , in 2022, the mass selling strategy via Instagram carried out by Tanjung Kodok Beach Resort will still not really show the superiority of its products to tourists and tends to upload sales promotion content . Meanwhile, in 2023, Tanjung Kodok Beach Resort will become more active in operating a mass selling strategy via Instagram, where uploads will further show the superiority of its products. Second , in 2022, Tanjung Kodok Beach Resort will still not carry out personal selling operations overseas but will still be limited to a national scale. Meanwhile, in 2023 Tanjung Kodok Beach Resort will carry out its first personal selling promotion to Malaysia and successfully establish several work contracts with Malaysian travel agents. The differences in strategy implementation in 2022 and 2023 also provide differences in the resulting impact, as shown in the graph below.



Graph 1. Number of Foreign Tourists to Tanjung Kodok Beach Resort in 2022-2023

Source: Lamongan Regency Tourism and Culture Office

Based on reports from the Lamongan Regency Tourism and Culture Office, the number of foreign tourists staying at Tanjung Kodok Beach Resort has increased from 67 foreign tourists in 2022 to 261 foreign tourists in 2023. Various marketing strategies will be implemented by Tanjung Kodok Beach Resort in 2023 in above has proven capable of increasing foreign tourist visits significantly.

CONCLUSION

Tanjung Kodok Beach Resort has several marketing strategies to increase foreign tourist visits, including; (1) Place , Tanjung Kodok Beach Resort was built in a strategic area, namely

a coastal area close to various tourist destinations and companies operating on an international scale; (2) Product (Product), Tanjung Kodok Beach Resort provides various room facilities, sports, banquet facilities and various places to relax so that it can be used by people in the world at any age, both children and adults for the purpose of business, holiday alone, with friends or family; (3) Price , Tanjung Kodok Beach Resort sets prices that are representative of the quality offered, starting from Rp. 645,000 to Rp. 3,999,000; and (4) Promotion , Tanjung Kodok Beach Resort uses 3 forms of promotion, namely sales promotion through discount vouchers , mass selling through Instagram and websites, and personal selling through table-top activities in Malaysia. The various strategies implemented have succeeded in increasing the number of foreign tourist visits from 67 foreign tourists in 2022 to 261 foreign tourists in 2023.

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