

The Role of Riau Pavilion in Increasing Tourist Visits to Riau Region

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Abstract.

Anjungan Riau plays a significant role in enhancing tourist visits to Riau. As a promotional platform, it raises awareness and interest among both residents and international tourists regarding Riau's tourism potential. By organizing exhibitions, events, and various marketing strategies, Anjungan Riau effectively showcases the diverse range of attractions and cultural activities in the region. It also serves as a reliable source of comprehensive information for tourists, offering details on tourist spots, local customs, and unique experiences available in Riau. In addition to promoting tourism, Anjungan Riau contributes to the empowerment of the local economy by providing a marketplace for locally-produced crafts, traditional foods, and other goods. This not only boosts the income of local communities but also highlights the rich cultural heritage of Riau. Furthermore, Anjungan Riau fosters collaboration and establishes networks within the tourism industry, forging partnerships with travel agents, hotels, restaurants, and other relevant entities. Such collaborations expand the reach and further enhance the allure of Riau as a tourist destination. In conclusion, Anjungan Riau plays a crucial role in increasing tourist visits to Riau by promoting its attractions, providing essential information, empowering the local economy, and fostering collaboration between stakeholders.

Keywords: Cultural Heritage, Tourist Visit, Marketing Strategies

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1. Introduction

Indonesia is a country known for having abundant tourism potential (cultural and natural). Although it has been known as a country that has a lot of potential, it is undeniable that only some cultures or potentials are known. This is due to the form of the Indonesian state which is an archipelagic country, so there are still many untouched areas which results in uneven growth of the tourism sector in Indonesia. Therefore, the government needs media to communicate the overall potential (nature and culture) of Indonesia. Indonesia is one of the largest archipelagic countries in the world, consisting of thousands of islands, making tourist attractions everywhere. Diversity, so it is not surprising that Indonesia is no longer just a transit point. Also used as a tourist attraction. (Gagih Pradini, 2021)

One of the tourism promotion media that is already owned by Indonesia today is Taman Mini Indonesia Indah (TMII) (Bekraf.go.id, 2017). Community-based tourism is an opportunity to mobilize the potential of local wisdom of the community, and also expand local strength. In addition, tourism is expected to play an active role in tourism activities while maintaining local wisdom to remain and sustainable. (Gagih Pradini, 2022). Anjungan Riau is one of the representations of Riau province located in Taman Mini Indonesia Indah (TMII) in Jakarta. Based on research by Pradini et al (2023), research on tourism participation has been widely applied in the tourism sector. This tourism participation connects cultural villages with community-based tourism. Similarly, the Riau Pavilion was established to introduce Riau regional culture to visitors and provide an overview of the richness and uniqueness of the province. Anjungan Riau has an architectural design that reflects the beauty of Riau Malay traditional houses, known as Bagonjong houses. Riau Malay traditional houses are houses on stilts with curved roofs and are often decorated with beautiful carvings.

In the development of tourism, tourism villages are also one of the assets, because they are considered to have potential in uniqueness with the potential for culture and the value of local wisdom of an area that is starting to be threatened due to the flow of globalization that has entered rural areas and answers several problems in sustainable tourism. (Pradini, 2022)

Inside the Riau Pavilion, visitors can find various exhibitions and tourist attractions that represent the richness of Riau's culture, history, and tourism. Some of the interesting attractions on this platform include the Cultural Exhibition: Some exhibits display various traditional equipment, typical clothing, traditional weapons, handicrafts, and various aspects of Riau's unique culture. Visitors can learn more about the life of the Riau people and their cultural heritage. Traditional Dance: Anjungan Riau is often the venue for traditional Riau dance performances. Visitors can watch a variety of dances that show the beauty of the movements and skills of local artists. Riau Culinary: The Riau Pavilion area also offers a variety of typical Riau dishes that can be enjoyed by visitors. Visitors can try traditional foods such as nasi lemak, cassava leaf goulash, otak-otak, or fish satay.

Activities that are closely related to rural tourist management will provide tourist satisfaction, increase prosperity in the community, and create sustainable tourism (Pradini et al, 2023). It is intended that the existence of the Riau Pavilion which often holds various festivals and special events, such as the celebration of Indonesian Independence Day, new year, or the celebration of Riau's local culture, can provide opportunities for visitors to feel the excitement of Riau culture and increase knowledge about the traditions and customs that exist

in the province, as well as increase tourist interest to the Riau area, which can help improve the economy of the Riau region, and able to maintain Riau culture as sustainable tourism.

Tourism is one of the essential components to spur economic growth worldwide; One of the tourism activities is visiting tourism destinations (Gagih Pradini et al, 2023). This research is expected to help researchers find out the role of the Riau Pavilion in increasing tourists to the Riau area itself.

1.1. Tourism Marketing

According to Kotler and Armstrong (2003), marketing is a social and managerial process carried out by individuals and a group to obtain something they need by creating and making exchanges. According to Kotler (1967) in Setiyaningrum et al, (2015) marketing is an activity used to analyze, organize, plan, and monitor resources, and policies. It is intended to provide satisfaction to customers because it has fulfilled their needs and desires once the company makes a profit. Meanwhile, according to The American Marketing Association (AMA) in Limakrisna and Purba (2017), marketing is one of the activities in the economy that helps to create economic value. Economic value is used to determine the price of goods and services. According to AMA in Kotler and Keller (2009), marketing is a function used to create, communicate, or provide value to customers by creating a reciprocal relationship between companies and consumers.

1.2. Marketing Communications

Marketing communication is a form of the process of delivering information or ideas from the company to consumers about the products they have so that consumers know more about the product. This definition is supported by Kotler and Keller (2009) who suggest that marketing communication is a means owned by companies to provide information, persuade, or instill perceptions in the minds of consumers.

2. Research method

2.1. Research Objects

The object of this research is the destination studied, namely the Riau Pavilion in Taman Mini Indonesia Indah. The research area will be carried out in Taman Mini Indonesia Indah, East Jakarta City Regency and the research time will be carried out in June 2023.

2.2. Data Sources and Types

Data was collected through interviews with visitors and the person in charge of the platform to obtain information about the motivations of tourists who visit Taman Mini Indonesia Indah. One of the sampling techniques used is the type of descriptive research (Descriptive Research) with a qualitative approach. The use of descriptive research types can help researchers in describing the data that has been obtained in descriptive form. Wardiyanta (2006) stated that descriptive research is a type of research used to describe a phenomenon. The description of the phenomenon can be in the form of social or natural phenomena, which are described systematically, factually, and accurately. According to Cresswell (2012) in Ahmadi (2016) there are several characteristics of qualitative research. Qualitative research is research that seeks to explore a problem in detail, using literature reviews as a decision or as a consideration to determine the problem, analyzing data to be described, and using a flexible structure.

3. Results and Discussion

In Kotler's marketing theory, there are 5Ps, namely: Product, Price, Place, Promotion, and People. The following is the application of the 5P theory in the marketing of the Riau Pavilion in TMII:

Product. Riau Pavilion in TMII is a superior product that must be promoted properly. The products offered are in the form of tourist experiences that include culture, cuisine, attractions, and hospitality of the people of Riau. And provide complete and interesting information about Anjungan Riau products in various marketing media.

Price. Determine reasonable and competitive entrance ticket prices to increase the attractiveness of tourist visits. In addition to the TMII entrance ticket itself, the Riau Pavilion does not charge any fees.

Place. Riau Pavilion is located in TMII, which is one of the famous tourist destinations in Jakarta. Provides easy access to Riau Pavilion, such as public transportation and convenient parking. As well as providing visitor-friendly facilities, such as a relaxing area, restaurant, and gift shop.

Promotion. Using various promotional channels such as social media, websites, brochures, and advertisements to reach the target market. Use engaging visual content such as photos and videos to promote the appeal of the Riau Pavilion. Hold a specific event program on a predetermined schedule.

People. Recruit friendly and competent staff to provide a positive experience to visitors to the Riau Pavilion. Improve staff training and development so that they can provide accurate information and assist visitors well. With all these roles, the Riau Pavilion in Taman Mini Indonesia Indah has a very important contribution in promoting Riau as a province rich in cultural wealth, history, and tourism potential.

The role of the Riau pavilion in increasing its tourist visits, namely by implementing marketing communications, among others:

Media. Anjungan Riau uses features on social media such as Instagram, Facebook, and Twitter to promote tourism potential in Riau and create videos that attract the attention of tourists.

Event. Riau Pavilion often holds events such as culinary festivals, tourism seminars, art exhibitions, and coloring competitions. The event helped promote Riau's tourist destinations and became an event to attract tourists to visit the area.

Program. Anjungan Riau holds an educational tourism program that aims to introduce the uniqueness of Riau culture and nature to tourists. For example, visiting traditional markets, canoeing paddles, staying at traditional houses, or participating in traditional ceremonies.

Information. Anjungan Riau provides complete and easily accessible information on its official website, such as information about tourist attractions, accommodation, transportation, and other tourist activities.

In addition, Anjungan Riau also collaborates with related parties in the Riau area, such as the Tourism Office and MSMEs to promote tourism potential and local culture in various ways including: (1) Hold meetings and discussions. Anjungan Riau held a meeting with the Tourism Office and MSMEs to discuss better tourism promotion strategies and local culture; (2) Promote local products. Anjungan Riau promotes local products such as handicrafts,

typical foods, and other products typical of the Riau area. This aims to help increase sales of these products so that local people can feel helped and improve the regional economy; (3) Hold events together. Anjungan Riau also often holds events together with the Tourism Office and MSMEs, such as culinary festivals, antique exhibitions, and exhibitions of MSME products. It aims to introduce local products to people outside the area or tourists; and (4) Conduct training. Anjungan Riau also conducts training for local communities on how to promote local products and tourism. This training is open to the general public and MSME actors.

4. Conclusion

Anjungan Riau promotes Riau tourist destinations, with marketing strategies and tourism marketing communications. The existence of the Riau Pavilion can increase the awareness and interest of tourists to visit the Riau area. Anjungan Riau provides comprehensive tourist information and helps tourists plan their trip well. Anjungan Riau also supports local economic empowerment by selling local products and facilitating collaboration and networking that expands Riau's attractiveness as a tourist destination.

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