

## PR Strategy for Island Beach Pisang Tourism Destination

Gagih Pradini<sup>1</sup>, Dipa Teruna Awaloedin<sup>2</sup>, Zahra Soraya<sup>3</sup> Davi Ayu Andini<sup>4</sup>

National University, Jakarta<sup>1,2,3,4</sup>

Email [gagih@civitas.unas.ac.id](mailto:gagih@civitas.unas.ac.id)

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### Abstract

Indonesia, an archipelagic country with 17,508 islands and an 81,000 km coastline, possesses coastal areas rich in natural resources. Despite this richness, effective utilisation and development of coastal and marine regions remain challenging. This study focuses on Banana Island, part of Lampung Province, addressing its potential as a tourist attraction. Acknowledging the need for strategic development, the study emphasises government involvement, facility provision, and promotional efforts. The role of Public Relations Marketing, precisely the three-pronged approach of pull, push, and pass strategies employed by the West Coast Tourism Office, is examined. The study aims to comprehend the impact of these strategies on Banana Island's tourism development, evaluating visibility, popularity, and overall appeal. Methodologically, qualitative research, descriptive analysis, and SWOT analysis are applied for a comprehensive understanding. Findings highlight marine attractions, community expectations, and transportation challenges. The success of the push strategy is evident in increased tourist visits. Suggestions include enhancing collaboration, regular social media updates, and coordinated platform posts.

**Keywords:** Pisang Island, Lampung Province, Coastal Tourism, Public Relations Marketing, Pull Strategy, Push Strategy, Pass Strategy, SWOT Analysis, Tourist Attractions, Tourism Development

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## 1. Introduction

Indonesia is an archipelagic country with 17,508 islands and a coastline length of 81,000 km. Its coastal areas are rich in natural resources and environmental services. However, despite being rich in natural resources and ecological services, Indonesia's coastal and marine coastal areas have not been able to be optimally utilised and still need development. Banana

Island is an island off the West Coast Regency, Lampung Province. Pisang Island has a land area of 148.82 Ha. Geographically, Banana Island is located at coordinates 5° 15.000' LS and 103° 50' 45.138" BT. The western and southern parts of the island are directly adjacent to the Indian Ocean, while the northern and eastern parts are adjacent to the island of Sumatra. Banana Island, a sub-district area, has 6 (six) villages, namely Pekon Labuhan, Pekon Pasar, Sukadana, Suka Marga, Pekon Lok, and Bandar Dalam. Administratively, Pulau Pisang is located in the Pulau Pisang subdistrict, Pesisir Barat Regency, Lampung Province. The status of the land in Pulau Pisang is partially certified, and the rest has customary/customary ownership status. Increasingly, with modern lifestyles, people are spending a lot of time outdoors. Some people often prefer to buy ready-made food because of its practicality Ananda, A., & Pradini, G. (2022). This tourism activity has economic implications for the community, such as increasing income, business opportunities, and job opportunities Pradini et al. (2022).

(Komunikasi et al., 2019) The development of the Banana Island Beach area as a tourism potential needs an understanding of the various challenges and obstacles faced; for this reason, a government strategy is required to protect visitors, providing the necessary facilities and comfort of visitors and the availability of jealous access to safe locations and infrastructure, to achieve the goal of developing coastal areas as tourism potential there must be a promotion to have a tourist attraction can be better known and able to move potential visitors to visit and enjoy tourist attractions. Expectations in the development of coastal areas as a possible tourist attraction look at the short-term results and the long-term viability of the need for solid support from the government and the surrounding community. (Pantai et al., 2013)

If this potential can be explored, then in addition to the government, local communities will also benefit in terms of the economy. Tourism objects need information actors, and the tourism sector is linked to other industries. For that, tourist attractions should be appropriately handled, ranging from the object to the promotion efforts, so that they can be known to both local and foreign tourists. Promotion is needed to make it easier to communicate with the community. Speaking with this audience is one of the activities of Public Relations. Public Relations can be an effective marketing tool. Planning must be mature in determining the goals and targets of the company, namely the implementation of promotional strategies and tactics for promoting a product. (Hilna, 2012)

West Coast Tourism Office has the field of Information media Creation and distribution as well as marketing. The field is an activity in marketing public relations. In this era of globalisation, the role of Marketing Public Relations is essential because good faith (goodwill) becomes a part of the professionalism that will be formed. After all, the effective and efficient formation of consumer sympathy is necessary for sophisticated marketing activities. For this reason, Public Relations Marketing activities are a manifestation of a predetermined Public Relations strategy that consists of 3 tactics, namely to attract (pull strategy), to power (power) to push (push strategy), and efforts to influence or create favourable opinions and Public Relations, should be able to influence public consciousness. (Wijaya, 2013)

The primary focus of this research is to delve into the efficacy of the Public Relations Marketing Strategy implemented by the West Coast Tourism Office. Specifically, the study aims to understand how this strategy contributes to the ongoing development of the Banana Island Beach area as a prominent tourist attraction. The formulation of this problem is crucial

for unravelling the nuances of the marketing approach undertaken in promoting Pisang Island Beach. (Herrera-Franco et al., 2020)

With the formulated problem as a guide, the research endeavours to achieve several key objectives. Firstly, it seeks to gain comprehensive insights into the intricate details of the Public Relations Marketing Strategy employed by the West Coast Tourism Office. This involves thoroughly examining the various components and tactics used in promoting and developing Banana Island Beach as a tourist destination. (Gagih Pradini, 2017)

Secondly, the study aims to assess the success rate of the West Coast Tourism Office in achieving its promotional goals for Banana Island attractions. This evaluation involves scrutinising the impact of the implemented marketing strategy on the attraction's visibility, popularity, and overall appeal to tourists. By addressing these objectives, the research aims to provide a nuanced understanding of the dynamics at play in the tourism promotion efforts of the West Coast Tourism Office.

## **2. Research Methods**

We use purposive and snowball sampling and gather primary data through direct observation and interviews. We are collecting secondary data from publications, reports, and digital platforms. Qualitative Research: Adopting a qualitative approach for in-depth understanding. Emphasising descriptive techniques to analyse and interpret data. SWOT Analysis: Assessing Strengths (e.g., natural beauty, effective digital promotion), Weaknesses (e.g., lack of cooperation, infrequent social media updates), Opportunities (e.g., local wisdom-based tour packages), and Threats (e.g., competition, natural disasters). Integrating qualitative research, descriptive analysis, and SWOT analysis. Providing a holistic examination of the West Coast Tourism Office's Public Relations Marketing Strategy in developing Pisang Island Beach. (Muzadzi, 2013)

## **3. Results and Discussion**

Pisang Island is a new district in West Lampung with many interesting marine attractions, such as the open sea that can be seen from a height, as well as swarms of dolphins in their natural habitat that can be watched every morning in these waters. Another leading tourist attraction in the area is Batu Tiga, Batu Inton (diamond), then Putri Way Bahanjung Well, which local people believe to be an angel bath.

Several tourists, he said, also often enter the area for surfing and diving. Residents of Banana Island in West Lampung Regency, Lampung Province, expect tourism potential opportunities in the area to need more attention and development from the government to spur economic growth in the region. "The community is ready to support if the development in this area is intensified," said a resident of Pekon (Village) Sukadana, Banana Island District, Darmansyah, in Krui, West Lampung, located about 278 km north of Bandar Lampung City, Tuesday. "People's expectations here, the potential of tourism needs to be considered," repeated Darmansyah. The only means of transportation that exists and can be used to enter Banana Island is a jukung boat. But when the sea is high tide or so-called evil local people due to high waves, no one can dare to enter Banana Island, which has a clear white sandy beach. "The means of transportation to get in and out of goods and people is indeed one of the obstacles, considering that our area is in the middle of the high seas," he said again.

West Lampung Regency, a forest area, has many excellent tourist attractions and natural

potential that still need further development.

### **3.1. PR marketing strategy in Pisang Island Beach Area**

Marketing Strategy Public Relations West Coast Tourism Office in the development of Banana Island Beach area as a tourist attraction using pull strategy, push strategy and pass strategy to implement marketing strategy public relations in the development of Banana Island Beach area as a tourist attraction:

Pull strategy with the publication of information and events conducted by the West Coast District Tourism Office through several media such as social media, electronic, print, and the internet is the right means to disseminate information about the attractions of the Banana Island Beach area to audiences who are ultimately able to attract and influence and arouse the interest of prospective attractions Banana Island Beach area. Media that is actively used in promotional activities of tourist attractions, namely social media, especially Instagram, because almost everyone in the world uses social media, this makes it easier for the field of marketing to help promotional activities that have an extensive range and in addition to facilitating promotional activities can also minimise the expenditure of funds.

Push strategy by developing tourism products because products that can stimulate tourists to visit attractions are high quality and have all the comforts. Quality is in the sense of having more value than other attractions. Visiting attractions Banana Island Beach area visitors get a vacation package that includes its beautiful natural beauty, place, cuisine, culture, and crafts, as well as sufficient facilities so that tourists will feel comfortable visiting this attraction.

Pass strategy in influencing and persuading audiences to create favourable public opinion for tourists or prospective tourists and beneficial to the Department of Tourism and the people of Banana Island; the strategy undertaken to expand marketing is to conduct publication activities, in addition to the Department of Tourism held events in the West Coast District and outside the region that aims to develop to the public. The strategy used by the West Coast Tourism Office in West Coast tourism marketing is to expand marketing and form a favourable public opinion to trigger the public or other tourists to want to participate in tourism marketing activities by the West Coast Tourism Office.

Of the three strategies, the Push Strategy is the most influential because the Pull Strategy and Pass Strategy cannot be done if the Push Strategy has not been applied first. The success rate of the Tourism Office in promoting Banana Island attractions using Public Relations Marketing strategies can be seen from the increase in tourists visiting Banana Island. From data on the rise in tourists visiting Banana Island from 2017 to 2018, as many as 47% of domestic tourists and 24% of foreign tourists, the increase in the number of tourists is strongly influenced by the Public Relations Marketing Strategy carried out by the West Coast Tourism Office in 2018, the implementation of several strategies is still experiencing obstacles, and some have not been.

### **3.2. Qualitative research**

To obtain the necessary data in the study, the author uses qualitative research and descriptive by researching the condition of the natural object; the author took a sample of data sources conducted purposively and snowball data collection techniques by combining and analysing qualitative data that produce descriptive data in the form of written words or orally from people and behaviour observed. In understanding the term qualitative research,

according to Bogdon and Taylor, one of the theories is that qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people and observed behaviour.

### 3.3. Analisis SWOT

**Strength.** The natural beauty of Banana Island Beach is the main attraction. The Tourism Office has conducted publication activities by holding events on the West Coast or outside the region. Effective promotion through digital platforms.

**Weaknesses.** There is no cooperation with travel agencies that provide tour packages, collaboration with the public in the field of tourism, or even cooperation with other agencies. Lack of updates on social media about ongoing events.

**Opportunities.** Development of tour packages based on local wisdom and cultural activities. It has beautiful natural beauty, a place, culinary, cultural, and crafts facilities, and adequate facilities.

**Threats.** Competition with other tourism destinations that offer similar attractions. Risk of natural disasters due to rising sea levels that can disrupt tourism operations. The negative impact of weather changes on the nature of Banana Island beach can affect tourist visits.

## 4. Conclusion

Marketing Strategy The Public Relations Department of Tourism Coastal District West's development of coastal areas of Banana Island has been based on the theory presented by Thomas L Harris about the three-way strategy. The West Coast Tourism Office's first Pull Strategy is to promote the Banana Island Beach area as a tourist attraction using various media, especially social media; the second Push Strategy is to develop tourism products for the Banana Island Beach area ranging from human resources, infrastructure and facilities, the third Pass Strategy is to promote the Banana Island Beach how to hold an Event on the West Coast and follow the events carried out offshore West. as evidenced by the implementation of the three ways strategy Banana Island attractions experience good development in the field of tourism, human resources, infrastructure, and facilities. Of the three strategies, the Push Strategy is the most influential because the Pull Strategy and Pass Strategy cannot be done if the Push Strategy has not been applied first. The success rate of the Tourism Office in promoting Banana Island attractions using Public Relations Marketing strategies can be seen from the increase in tourists visiting Banana Island from 2017 to 2018, as many as 47% of domestic tourists.

Research suggests that this meticulous writer more to the public Marketing RelSatiroantesgDyepartment of Tourism West Coast Regency in the development of the Banana Island Beach area as a tourist attraction because IU writer will advise as follows:

Suggestions for the Department of Tourism should be further improved in cooperation with travel agencies, tour package providers, partnerships with the public engaged in tourism, and even collaboration with other agencies related to developing tourist attractions.

Researchers suggest that the tourism office, in promoting attractions or posting feeds on information on social media, more often update the latest content, and when posting on social media, should be uniform, ranging in Color, Frame and others so that in addition to looking neat also has its characteristics.

Using social media such as Instagram, Facebook, and YouTube is the right decision. Therefore, the advice for the tourism office, especially in the field of marketing, is to schedule



posts on all three social media about tourist attractions and specific information and events that will be held.

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