**Chapter II  
Theoritical Foundation**

This study was designed to describe the marketing techniques used by the government and the Lebak Muncang tourism village community in developing and increasing tourist visits to the Lebak Muncang Tourism Village. This is done to determine what promotional techniques have been carried out by the government and the community to increase tourist visits. Therefore, this chapter presents several theories regarding the tourism sector, attractiveness, tourist villages, and promotion techniques.

**2.1 Tourism**

Tourism is the largest industry and is showing strong growth consistent from year to year. The World Tourism Organization estimates that in 2020 there will be a 200% increase in the number of visits today's world traveler. Today's tourism has also been accelerated by globalization, causing interconnections between fields, nations, and individuals living in this world. Information technology development also accelerates the dynamics of world globalization, including the development of the world of entertainment, recreation, and tourism. Tourism is the largest industry in a country.

The tourism industry provides benefits for the welfare of the community. Good and sustainable tourism management is expected to provide opportunities for the growth of a tourist destination. The level of competition in increasing destination visits and tourism activities cannot be separated from the development of a region in improving the economy of its people.

According to Meis (1992) stated that Tourism industry is a concept that needs to be understood to be analyzed and as decision-making material. According to Yoeti (1996) said that tourism contains three elements: among others: humans, namely the human element as an activity actor tourism, the place is a physical element that is actually covered by the activity itself and time, namely the element of tempo spent during the journey and while staying at the destination. So the definition of tourism is one of the new industries that can increase economic growth rapidly in terms of employment opportunities, income, the standard of living and in terms of activating other production sectors within the recipient country traveller.

**2.2 Attractiveness of Tourism**

           According to the Law of the Republic of Indonesia No. 10 of 2009 concerning tourism, tourist attractions (DTW) are anything that has unique, beautiful, and valuable in the form of a diversity of natural wealth, culture, and artificial products that serve the purpose or the purpose of tourist visits. In general, the attractiveness of a tourist destination is based on the following aspects.  Some resources can create a sense of pleasure, comfort, safety, beauty, and cleanliness.

* There is access to visit attractions (easy to reach).
* There is facilities/infrastructure for tourism visitors.
* Has special features/specifications that are rare.
* It has natural, cultural, and artificial tourist destinations.

According to Suwantoro (1997), in his book Basics of Tourism the notion of a tourist attraction is also called a tourist attraction which is a potential and a driving force for the presence of tourists in a tourist destination. Kotler (2002), described that a tourist attraction is something that has an attraction to be seen and enjoyed that is worthy of being sold to the tourist market. Product attractiveness. Product definition is anything that can be offered, owned, used or consumed so as to satisfy the wants and needs of consumers, including physical, service, people, place, organization and ideas.

There are many types of tourist attractions and are divided into various classification systems. Tourist attractions are divided into three classes (Pitana, 2009):

* Natural attraction
* Cultural attraction
* Man-made attraction

Tourism Objects and Attractions in the form of nature, culture, way of life, and others that have a selling value to be visited or enjoyed by tourists, as well as being the main target of tourists in visiting an area or country. In a broad sense, anything that has a tourist attraction or is of interest to tourists can be called Tourism Objects and Attractions. Tourism objects and attractions should be linked should link tourism objects and attractions to production and the tourism industry. This is considered necessary because until now, there are still differences of opinion between experts regarding the definition of tourism industry products from one side and tourist attractions from the other.

The products of the tourism industry include all services that are obtained, felt, or enjoyed by tourists, since he leaves the house where he usually lives, to the tourist destination chooses and returns to the place where he originally left so that tourist object and attractions are included in industrial products. Tourism because if not, the motivation to visit tourist destinations does not exist. Even though we believe in a tourist destination, there are tourist objects and attractions. And there is also a reason tourists will visit the area if they feel the benefits of satisfaction or service provided.

So we can say a tourist attraction, if to see the object there is no preparation in advance where one person can enjoy it without the help of others, because indeed the nature of the tourist object cannot be moved or is monumental, for example, natural scenery and historical buildings. It is different with tourist attractions if something is prepared in advance to be seen and enjoyed. This tourist attraction is entertainment or entertainment driven by humans, such as dances, traditional ceremonies, and others. Therefore, special preparation is needed to be able to enjoy it.

**2.3 Tourism Villages**

A tourist village is a village that is used as a tourist spot because of its attractiveness. A tourist village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that blends with applicable procedures and traditions. Tourist villages usually meet all the elements of tourism that have potential attractiveness. Among other things, attractions, accommodation, and other facilities support the uniqueness, nature, culture, and distinctive characteristics of each tourist village in a particular area. This is by the local wisdom of the community. The tourist village is entirely integrated with all elements in the village to promote uniqueness and local wisdom through tourism.

Meanwhile, Nuryanti argues that a resort village is a form of integration between attractions, accommodation, and support facilities that are presented in a structure of community life that mingles with prevailing customs and traditions. Ditjenpar defines the tourist village as a rural area that offers a whole that reflects the authenticity of the village, the architecture of the buildings, and the layouts of the village, and has the potential to develop different components of tourism, such as food and beverage tourist attractions, souvenirs, accommodation, and other needs.

According to People's Core Tourism (PIR) in the tourism planning book Community rural areas Suryo Sakti Hadiwijoyo (2012) said that Tourism villages are Rural area that offers a general atmosphere that reflects the authenticity of both the rural landscape of life.

Socio-economic, socio-cultural customs, and daily life, have architecture typical village buildings and spatial structures or economic activities which are unique and interesting and have the potential to be developed various components of tourism, for example:

1. Tourist objectives are everything that includes nature, culture, and the results of human creation. The selected attractions are the most interesting and

2. Accommodation; is the distance from tourist areas, especially from places of tourist accommodation, as well as the distance from the provincial capital and the county capital.

3. The size of the village; regarding the problems of the number of houses, the population, characteristics, and area of ​​the village. These criteria are related to the carrying capacity of tourism in a village.

4. The belief system and society are important aspects considering the existence of special rules in a community village. What needs to be considered is the religion that is the majority existing social system.

5. Availability of infrastructure; includes transport facilities and services, electricity, clean water, drainage, telephone, and so on. Each criterion is used to look at the key features of a company village to determine then if a village will become a village with a type of shortstop, type of day trip, or type of stay.

Theoretical study of the component of the tourist village, according to Gumelar (2010), mentions that the element of the tourist village must have uniqueness, authenticity, Distinctive features Located adjacent to an exceptional natural area, Related to a cultured group or society that is essentially attractive interest of visitors, Have the opportunity to develop both from the side basic infrastructure and other facilities.

According to Putra (2006), stated that it must have the potential for tourism, art, and culture typical of the local area, the location of the village is included in the scope of the development area tourism or at least in the corridors and routes of travel packages tours that have been sold, Preferably have available management staff, coaches, and tourism, arts, and culture actors. Accessibility and infrastructure. Support the Tourism Village program.

**2.4 Tourist**

According to Suryadana (2013), defined that a person can be said to be a tourist if he travels by visiting certain places to vacation, do business, exercise, get treatment, and even study. In direct contrast to the previous statement, Yoeti (1996) defined that tourists as anyone who travels to a destination that is not the place of residence temporarily without holding a position or working in the places he visited. Tourism can be classified into two types or types of tourists Yoeti (1996), that is:

1. Foreign tourists are foreigners who travel tourism which comes to another country that is not a Country normally occupied.

2. Domestic tourists are citizens who travel within the Coverage of the territory within their country without crossing the border of their country

Based on the above definition, it can be concluded that a tourist is someone who travels or travels to a destination that is outside his place of residence, which is temporary or not permanent.

**2.5 Tourism Promotion**

Marketing is a business strategy activity carried out to promote a product to meet market demand. According to Kotler (2002), marketing is a process preparation of integrated communication that aims to provide information, goods, or services concerning satisfying the needs and wants of man. The essence of marketing is the function that has the most contact with the external environment, even though the company only has control limited to the external environment. Therefore, marketing plays an important role in strategy development. Marketing is the social and managerial process by which individuals or organizations obtain what they need and want by creating and exchanging value with another.

Philip (2002), identifies marketing as a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products that are valuable with others. Meanwhile, according to William J. Stanton and Charles Futrell (1994), said that marketing is a whole system of business activities aimed at planning, determining price, promoting, and distributing goods, services, and ideas to the target market to achieve organizational goals. Based on the definitions that the experts have explained, it can be drawn the conclusion that marketing is one of the business activities for planning, pricing, promoting, and distributing goods or services to achieve organizational goals and be acceptable and liked by consumers.

Promotion is a marketing-specific variable to attract potential tourists' attention to certain tourist objects and enjoy various activities designed and managed in tourism. In a business context, Promotion is a way of communication to inform, persuade, and remind tourists either directly or indirectly about a product or superiority of a tourist attraction that is offered to candidates tourists about the products delivered to inform or inform where people can see or travel to object at the right time and place.

According to Gromang (2003), tourism promotion moves from predictive and related to efforts to trigger the possibility of tourism sales. This tourism promotion covers all planned activities, including the dissemination of information, advertisements, films, brochures, guide books, posters, etc. Tourism marketing emphasizes even more who the market segment is and how it behaves. What is the emphasis? Communicate to the market that the products offered in tourist destinations are superior and different from other products. According to Holloway and Robbinson, tourism consists of the 7 Ps: *product, positioning, price, Promotion, Place, partnership, and packaging.* Marketing tourism is a system and coordination that must be carried out as policies for companies or groups of the tourism industry, both private and government, in the local, regional, national or international scope to achieve tourist satisfaction by obtaining reasonable profit. Here is the explanation:

**2.5.1 Product**

  Understanding the product is easy to understand but difficult to define with certainty. In the word product, there is an understanding that: includes physical aspects and other things that are more determined by consumers, such as accompanying service problems, psychological problems such as satisfaction usage, status symbols, artistic elements, and so on. Kotler (2002), defined it as the final product containing the physical features, services, and symbolic things that companies create and sell to provide satisfaction in use, from an artistic point of view, and so on.

Service products have an important meaning as well as goods. Product improvement and elimination of unsolicited or unsolicited services profitable is also the main target. great request fluctuates, and services cannot be stored, leading to product planning as vital to the marketing of services. So no matter how hard it is, quality standardization must be considered in the service industry. Sellers offer their own services according to customer needs, but under any circumstances, customers expect consistent quality.

**2.5.2 Positioning (market position)**

           According to Philip Kotler (2016), market position (positioning) is an effort to design products and brands to occupy a unique position in the minds of consumers. In general, consumers' minds will be filled with information about a product and service offered, and consumers, of course, can't remember in detail product specifications when needed on a product arises. Consumers only remember products based on product position from what they hear and think.

**2.5.3 Price**

Price is an exchange rate that can be equated with money or money for other goods for the benefits obtained from an item or service for a person or group at a certain time and place. The term is used to assign a financial value to a product or service. In service marketing, the term price can be defined as the amount of money (monetary units) and other non-monetary aspects containing certain utilities/usage needed to get a certain service. This shows that pricing is highly dependent on the specific product sold. Usually, marketers set prices for a combination of others: particular goods or services that are the object of the transaction.

**2.5.4 Promotion**

Promotion is a marketing communication that means marketing activities that seek to disseminate information, influence/persuade, and remind the target market of their products to be willing to accept, buy and be loyal to the products the company is concerned with. Promotion is persuasive communication, invite, urge, persuade, persuade. Characteristics of good persuasive communication (communication) are: some communicators plan news and events that convey it to get a certain effect on the attitude and the behavior of the recipient (target listener). According to Soekadijo (1997), said that promotional, activities There are two kinds of promotions, namely:

a. Direct promotion (consumer promotion), direct promotion is done by all agencies concerned with marketing

b. Indirect promotion (dealer promotion), aimed at dealers of tourism products, such as general travel agencies and their branches, travel agencies, travel organizations, etc.

**2.6 Marketing Communication**

According to Onong Effendy (1992), stated that communication is a process of delivering messages from one person to another to inform and change that person's attitudes, opinions, and behavior. Communication is an important and inseparable part of various human activities and daily life. Marketing communication is a two-way exchange of information between parties involved in marketing.

           All parties involved in the marketing communication process do the same, namely listening, reacting, and talking, until a satisfactory exchange relationship is created. The exchange of information, persuasive explanations, and negotiation are all part of the process. Magdalena Asmajasari (1997), stated that marketing communication is an activity carried out by sellers and buyers and is also an activity that helps in making a decision. Marketing communication is very important in a promotion. This marketing communication connects the promoter and the customer. Marketing communications also help in reaching consumers using various platforms.

Then, marketing communication is a two-way exchange of information between parties or institutions seen in marketing. According to Basu Swastha and Irwan (2005), Communication in marketing can be divided into 3 important parts, namely:

1. There must be a communicator who acts as a sender.

2. There must be a receiver who will receive news from the communicator.

3. There must be a tool to convey messages in the form of a channel that acts as a news channel media.

Meanwhile, according to Tjiptono (2015), Marketing communication is marketing activities that seek to disseminate information, influence/ persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered the company concerned. Marketing facilitates the exchange process and develops relationships with consumers by carefully observing consumers' needs and desires and following up with the promotion concept (Morissan, 1965).

The concept that is often used to convey messages is promotion. There are several types of promotions commonly known as the Kotler (2002), promotion mix:

**1. Advertising**

**2. Personal Selling**

**3. Sales promotion**

**4. Public relations**

**5. Direct marketing**

From the definition that has been described, marketing communication is a process between producers and consumers who determine and get the expected response to decisions taken in marketing. The main focus of promotion is an offer to sell an existing product. A seller must be able to sell to other people. Marketing communication is spreading information about the products offered to attract buyers or connoisseurs of the products offered. Communication in messages is important for sellers. Without communication and consumers will not know the product being marketed. Marketing communication does not just happen. There must be a large budget, so the salesperson must consider everything in marketing, especially the target market, so marketing runs smoothly as expected.

**2.6.1 Advertising**

According to (Wibowo in Kharimah, 2012), advertising is an element of marketing communication that is persuasive, non-personal, paid for by sponsors, and disseminated through mass communication channels to promote the use of goods or services.

Advertising is one of the most common media sellers use to direct buyers. Without advertising, marketers will not know information about products or services on the market. Advertising is one of the most widely used forms of promotion by companies in promoting their products. According to Lee and Johnson, translated by Munandar and Priatna (2007), Advertising is commercial and non-personal communication about an organization and its products that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail. Direct posting, outdoor billboards, or public transportation.

**2.6.1.1 Online Media Promotion**

According to Kotler and Armstrong (2004), online marketing is carried out through interactive computer systems that connect customers and sellers electronically. There are two online marketing channels: business web services and the internet. Internet marketing is based on websites or emails. Internet marketing can promote products. The electronic market is the market space. Market online in four ways: creating an online marketing presence, placing ads online, participating in forums, newsgroups and online communities, and email or webcasting. And services through websites, blogs, emails, social media, forums and mobile apps. Internet advertising is one of the sales promotion strategies that use online media. Facebook Instagram makes the campaign through online media platforms such as Facebook, Instagram, Twitter and the website.

A. Website

A website is a page that contains information and can be accessed easily by anyone via the internet. The website is also used as an advertising medium to market and a means of information about the services offered.

B. Facebook

Facebook is a social media used by almost everyone. Facebook displays words, writings, photos, and videos. Facebook is used to get to know each other. Facebook is also an effective means of promotion because of its many users.

C. Instagram

Instagram is a social media that is currently popular. Its users are almost as many as Facebook. Instagram contains photos and videos that function as interactions between users. Even now, Instagram is used to promote various goods and services.

**2.6.1.2 Print Media Promotion**

According to Rhenald Kasli (1995), stated that print media is a static media and prioritize visual messages. This medium consists of sheets with a number of words, pictures or photos in a color layout and white pages. Print advertising is a sort of marketing that reaches a wider target audience by using various print media channels for advertising. Businesses promote their goods through a variety of print media, including newspapers, brochures, magazines, billboards, and more. Many people believe that print media is now just outdated. Although this number pales in comparison to earlier times, it clearly shows that print advertising is still a vital component of contemporary marketing plans.

There are various ways that print advertising is distinct from digital advertising. People typically have no trouble remembering a print advertisement, for instance. In a similar vein, print advertisements for goods or services have a higher trust rating than online advertisements.

**2.6.2 Personal Selling**

According to Kotler and Armstrong (2004), face-to-face selling is a personal presentation by a company's sales force to make sales and build customer relationships. Meanwhile, according to Alma (2005), Face-to-face sales are verbal disclosures in the face of one or several prospective buyers to create sales. According to Tjiptono (2015), Personal selling is direct communication (face-to-face) between sellers and potential customers. It forms customer understanding of the product so that they will try to buy it.

According to Hasan Ali (2008), said that Personal selling is a fairly effective tool in building preferences, beliefs, and purchasing actions. Still, it is difficult to reduce costs because it is related to the number of sellers who are difficult to change. Then according to Tjiptono (2015), Personal selling is communication (face-to-face) between sellers and prospective customers to introduce a product to potential customers and form customer understanding of the product so that they will then try and buy it.

**2.6.3 Sales Promotion**

According to Morissan (1965), Sales Promotion is a marketing activity that provides added value or incentives to salespeople, distributors, or consumers who are expected to increase sales. Sales promotions, in general, can be divided into two parts, namely sales promotions that are oriented to consumers and sales promotions that are introduced to traders (Morissan, 1965). The forms of this type of promotion include the provision of promotional funds, setting or adjusting product selling prices, sales contexts/competitions, trade fairs or so on, all of which aim to encourage marketers to prepare stock and promote the product concerned (Morissan, 1965).

Sales promotion can be defined as a form of direct persuasion through the use of various incentives, generally short-term, which can be arranged to stimulate immediate product purchases or increase the number of goods purchased by consumers or traders (Sulaksana, 2003). In doing promotion, of course, use promotional techniques to attract consumers. There are several sales promotion techniques, according to Oentoro (2012), are applied to attract consumers:

**• Point-of-purchase** displays and demonstrations where the purchase process takes place. The goal is to encourage consumers to try the product

**• Coupons certificates** entitling the holder to a reduced coupon price can be sent or inserted in advertisements.

**• Price-off** Deals provide discounts directly at the place of purchase.

**• Premium and Advertising** Specialties services/goods are offered at a relatively low cost or free of charge as an incentive to purchase a particular product.

**• Contest and Sweepstakes** prizes offer the opportunity to win cash, travel or goods for purchasing something.

**• Sampling and Trial Offers** offer free samples to consumers.

**• Rebates provide** a price reduction after the purchase occurs by sending proof of purchase to the manufacturer. Refunds aim to increase the number or frequency of purchases, encouraging consumers to fulfill them. Frequency (continuity) This program is one of consumers' most popular sales promotion techniques. Frequency programs also lead to sustainable programs, such as offering consumers discounts

**• Event Sponsorship** When a company sponsors an event, it makes the brand very prominent at the event, thereby increasing the brand's credibility.

**2.6.4 Public Relations**

According to Nickels (2010), said that public relations (PR) is defined as management activities that assess public attitudes, modify policies and procedures for responding to community requests, and implementing programs consisting of actions and information. understanding and acceptance of the community to get.

**2.6.5 Direct Marketing**

Kotler and Armstrong (2004), defined that direct marketing is a direct relationship with an individual consumer that is precisely targeted to achieve immediate response and lasting customer relationships. Tjiptono (2015), also stated in their book that Strategic marketing, direct marketing methods include list, email, telephone, mobile phone, television, internet, fax mail and others.

**2.7 Lebakmuncang Tourism Village**

Lebakmuncang village is one of the villages in Ciwidey District, Bandung regency, West Java province, with the potential for extraordinary natural beauty. In the background is Gunung Tampak Ruyung (tambaguruyung in the local language) in the West, Gunung Sepuh or Gunung Patuha in the South. Gunung Padang in the North and hills that complement the plateau that complements the landscape of Lebakmuncang Village. In addition, agriculture and plantations are the most prominent dominant position in Lebakmuncang village, consisting of rice fields, vegetable gardens and tea plantations. , coffee plantation mixed crops, tall crops such as eucalyptus, rubber, pine, bamboo etc.

Lebakmuncang village is designated as a tourist village because of its beauty and natural resource potential by Government Decree Number 556, 2 / kep.71/ - DISBUDPAR/2011 issued on February 2, and managed by BumDes Cendrawasih. This tourist village is a rural area. An area with characteristics and tourism potential becomes a tourist destination. In addition to the Religious Life Of The People of Lebakmuncang Village and still preserving Sundanese Customs and culture and still preserving art, culture and local wisdom, it is not surprising that Lebakmuncang Village is intended for the promotion of culture. Village on May 25, 2021, director of Cultural Development and utilization of the Directorate General of Education, Culture, Science and Technology No.: 113/F5/KB.02.0/2021 about the concept of Cultural Promotion Village.

Lebakmuncang Tourism and arts destinations :

1. tracking peak Monument
2. Agricultural Education Tourism (Horticulture, Rice)
3. Plantation Education Tour (Strawberry, coffee, and tea)
4. Livestock Education Tour (laying and broiler chickens, dairy cows)
5. Arts Bangkong Reang, Gondang, and Lion Depok
6. typical rural Homestay
7. Kampung Bedas Waste Management Education Tour (Rp. 50.000, - /person)
8. equestrian and archery tours (Rp. 35.000, - /person)
9. Jarambah Fun Bike (Rp. 250,000 / pax minimum 20 people)

Lebakmuncang Tourism Village offers several packages, namely:

a) groups of at least 60 people, Lebakmuncang Tourism Village offers lodging packages for 2 Days and 1 night to pay RP. 350.000, - / person to get some facilities such as :

1. Homestay

2. Eat 3x

3. Welcome with a traditional ceremony

4. 5 destinations to choose from

B) groups of 30 people Lebakmuncang Tourism Village offers a 2 Days 1 Night lodging package to pay RP. 160.000, - / person to get some facilities such as :

1. Homestay

2. Eat 3x

3. Welcoming with a traditional ceremony

4. 5 destinations to choose from

C) Jarambah Fun bike that offers cycling while visiting tourist destinations in Lebamuncang Tourism Village, just pay RP 250.000, - /Pax with facilities :

1. Coffee plantation tour

2. Agricultural Tourism

3. Farm Tourism

4. Nasi Liwet

5. Bicycle

6. Snack + Coffee

**2.8 Previous Research**

Research that's relevant to the topic that the researcher will do is :

1. Arman Paramansyah, 2017

               Research conducted by Arman Paramansyah with the title Promotional Techniques for Tourism Potential Development in 2017. This study aims to determine the techniques for promoting tourism's potential development. The promotion process uses print media, and electronic media, for exhibitions. From the results of this study using qualitative methods, from the results of the research. Promotional techniques for developing tourism potential that can be used are advertising, sales promotions, personal selling, public relations, and family-friendly approaches. The technique used is also expected to be able to face increasingly fierce competition. Companies are expected to be able to develop a familial strategy to make other techniques easier, and companies should also expand the distribution of leaflets or booklets in important places to attract public attention.

           The similarity of previous research with what the researcher will do is to discuss promotion techniques. The methods used in the research both use qualitative methods, which are based on data collection techniques through observation, interviews, and documentation.

           The difference between previous research and the research to be studied is the location and focus of the research. Researchers will focus on Promotional Techniques carried out by Endah Nature Tourism Village to attract tourist visits to Endah Nature Tourism Village located in Endah Nature Tourism Village. In contrast, research conducted by Arman Paramansyah focuses on Promotional Techniques for developing tourism potential.

2. Krisna Gerda Simanjuntak, 2019

Research conducted by Krisna Gerda Simanjuntak in 2019, students of the Darma Agung Tourism and Hospitality Academy, entitled "Religious Tourism Package Promotion Techniques," aims to determine the promotion techniques of Jerusalem religious tourism packages at PT. Green Deli Holidays Tour & Travel Medan. The research method used is descriptive qualitative. The object of this research is the promotion technique of Jerusalem tour packages and data collection using interview and observation literature.

The research was conducted at PT. Green Deli Holidays Tour and Travel Medan. The results of the research conducted by Krisna Gerda Simanjuntak show that the promotion technique used is maximal. Promotional techniques that have not been implemented due to lack of promotional staff and lack of reliable promotion staff in carrying out promotions, this lack of promotional personnel is due to limited costs. Advertisements that have not been carried out even though ads can reach a wider community.

Other results show that the sale of Jerusalem religious tour packages has been maximally according to needs. Constraints faced in the promotion of religious tourism packages in Jerusalem at PT. Green Deli Holidays Tour & Travel Medan, the lack of promotional personnel. Unskilled promotional staff influence potential consumers or customers to buy Jerusalem religious tour packages.

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| --- | --- | --- | --- |
| **Researcher Name** | Arman Paramnsyah | Krisna Gerda Simanjuntak | Yasha Azkiyah Saphira |
| **Title** | Teknik Promosi dalam pengembangan Potensi Pariwisata (Promotional Techniques for Tourism Potential Development) | Religious Tourism Package Promotion Technique |  |
| **Year** | 2017 | 2019 | 2022 |
| **University** | STIE Bina Cipta Madani | Darma Agung | Pasundan University |
| **Theory** | Promotion technique | promotion technique of Jerusalem tour packages | Promotion technique used by Lebak Muncang Tourism Village |
| **Objective** | Aims to describe techniques for promoting tourism potential development | Aims to determine the promotion techniques of Jerusalem religious tourism packages at PT. Green Deli Holidays Tour & Travel Medan. | To find out the promotional techniques carried out by the Lebak Muncang Tourism Village in increasing tourist visits |
| **Result** | Promotional techniques for developing tourism potential can use several methods such as advertising, sales promotion, personal selling and public relations. Promotional techniques are used to face competition in the future. The company is expected to have a department  marketing to facilitate efforts to market tourism products. | Simanjuntak show that the promotion technique used is maximal. Promotional techniques that have not been implemented due to lack of promotional staff and lack of reliable promotion staff in carrying out promotions, this lack of promotional personnel is due to limited costs. Advertisements that have not been carried out even though advertisements can reach a wider community.  Other results show that the sale of Jerusalem religious tour packages has been carried out maximally according to needs. Constraints faced in the promotion of religious tourism packages in Jerusalem at PT. Green Deli Holidays Tour & Travel Medan is the lack of promotional personnel. Unskilled promotional staff influence potential consumers or customers to buy Jerusalem religious tour packages. |  |
| **Research Equation** | Researching promotion techniques | Researching promotion techniques |  |
| **Research Different** | Different Research Object | Different Research Object |  |
| **Research Method** | Qualitative | Qualitative | Qualitative |