

MARKETING COMMUNICATION STRATEGY IN PRESERVING LOK BAITAN FLOATING MARKET TOURISM DESTINATIONS BANJAR REGENCY

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Abstract:

Improvement of the South Kalimantan tourist area to be successful must be made through a partially integrated arrangement and development that remains integrated with other tourist areas, namely *the Lok Baintan Floating Market*. The researcher analyzes the marketing communication strategy and the process of implementing the marketing communication strategy and tries to find an effective marketing communication model for maintaining and promoting the product image and the existence of the Lok Baintan Floating Market. This research is qualitative, and it can produce descriptive data. Researchers also explore the object under study, with several vital informants who become sources in helping researchers to describe and examine content and marketing communication planning steps carried out through message content design, message design, media and other components as a persuasive communication medium in conveying messages. Tourism products and explain the results of research studies on marketing communication strategy activities. This study uses Austin Babrow's PIT Theory stating that humans have two orientation tendencies: Probabilistic and Evaluative. The researcher made MOKOMPAR LOBA based on the analysis IMC made based on identifying targets, analyzing goals, developing strategies and evaluating processes supporting marketing communication activities programs. MOKOMPAR LOBA describes an integrated marketing communication model, namely the concept of planning the delivery of persuasive communication through integrated marketing communication mix messages.

Keywords: Floating Market, Marketing Communication, Banjar Tribe.

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INTRODUCTION

South Kalimantan has a tourist destination attraction, namely the Lok Baintan Floating Market and Diamond Panning located in Banjar Regency, where prospective tourists can also visit artificial tours in the form of the Bumi Cahaya Selamat Shopping Center, which sells the results of diamond panning and various other natural stone jewelry. To realize the development of its tourism industry, the Province of South Kalimantan, through related agencies such as the Provincial Tourism Office and Level II Regional Government through the Regency/City Tourism Office, tries to organize and develop it in an integrated manner so that prospective tourists are interested in visiting South Kalimantan because the tourist destinations are integrated and well integrated, especially Lok Baintan floating market. The Banjar tribe has a culture that grows and develops on the river. No wonder the people there are known as reliable river sailors. Apart from being a transportation medium for the Banjar tribe, the river has always been the lifeblood of cultural development. Among other things, the source of the rotation of the economy is the barter system of agricultural products, such as garden products, agriculture, and various other household products. Barter transactions using jukung (small boat for Banjar people) on the river. Until finally, the bustling community

transaction activities are known as floating markets; for now, the natural ones are in the Banjar Regency area. Henky Hermantoro in Setyawan, Purnomo, & Mulyadi (2015) explains the concept of creative tourism, where tourism activities can change the mindset of tourists from *buying products* to *buying experiences*. Thus, tourists will eventually become part of creative people who can collaborate with the local culture. They then become prosumers (producers and consumers), and tourists are no longer just passively looking at local culture. One of the traditional floating markets feared to be destroyed the Lok Baintan floating market located in Lok Baintan Village, Sungai Tabuk District, Banjar Regency. Infrastructure development makes road travel access easier to reach and different from using river routes. No wonder the rapid development of this makes the existence of traditional floating markets experience a setback. It is marked by the lack of traders selling in the Floating Market and the decreasing number of visits by buyers and tourists.

Moreover, transaction channels in the modern era also make it easier for the community. Gradually the traditional activities of the culturally-laden Floating Market began to be abandoned. Seeing these conditions, the Banjar Regency Culture and Tourism Office and the Pokdarwis (Tourism Awareness Group) Lok Baintan Floating Market intensively carries out marketing communication activities.

The marketing communication model here is not limited to connecting consumers with producers but connecting consumers with the social environment. That means marketing communications can occur in two types: marketing communications that come from companies and consumers. Marketing communication from the Department of Culture and Tourism occurs through promotions and various mixes. They try to communicate the Floating Market to the broader community (tourists) so that they know and then come to South Kalimantan. Meanwhile, marketing communication from the community occurs as a response to directly trying to see and feel the model of the transaction in the Floating Market. However, the reality is that there has been a decrease in the number of tourists from year to year from 2016 to 2019, as illustrated in the following table:

Table 1. Number of Visitors to Lok Baintan Floating Market Tourism Object, Sungai Tabuk District

Year	Visitors Domestic	Overseas Visitors	Total
2016	82.945 people	2.101 people	85.046 people
2017	49.036 people	2.025 people	51.061 people
2018	43.717 people	1.113 people	44.830 people

Source: Banjar Regency Disbudpar in 2020

Based on the functional theory put forward by Randy Hirokawa and his colleagues, it is possible to identify problems and arrange tasks to make joint decisions regarding these problems through communication. Helping community character building in South Kalimantan, especially those in the Floating Market, through education is expected to spread to all sectors outside of tourism. In addition, the community's economy can also grow well. It can be used as a reference for stakeholders in continuing development. The professional packaging of the concept implies that the people in South Kalimantan have a strong desire to welcome tourists. In this case, integrated marketing activities re-introduce cultural potential (local wisdom). Habermas (in Littlejohn & Foss, 2009) teaches that society must be understood as a mixture of three significant interests: work, interaction, and power. By itself, the brand from the Floating Market will re-emerge in the community. The reason is that the brand is an essential element of a product with extensive use. The Floating Market brand in

South Kalimantan is not only impressionistic. It must also occupy a unique position to become a brand. Suppose the Floating Market "attraction" brand does not have a unique or different place in the minds of tourists. In that case, it allows competitors (other tourist attractions) to occupy that

position. Kotler & Armstrong (2012) explain that a brand is a name, term, sign, symbol, design, or combination intended to identify a person's or seller's products or services. The purpose of this brand is nothing but to differentiate from other products. It includes attributes that will remind people, benefits for those who use it, values that reflect the product's advantages, and personality that describe the product. Therefore, citing Habermas's idea, a strong public sphere, separate from private interests, is indispensable to ensure the achievement of Floating Market marketing. Habermas is concerned with the dominance of technical interests in a contemporary capitalist society, where public and private are intertwined. Ideally, public and private should be balanced. Habermas views communication as essential for emancipation because language is a tool to fulfill these emancipatory interests. Communication competence is needed to be able to participate in decision-making actively. The Department of Culture and Tourism, such as Banjar Regency, has conveyed communication messages through social media. These include Instagram and the website disbudpar.banjarkab.go.id to build the image of the Lok Baintan Floating Market (Badiyah, Head of Tourism Destinations Promotion Division of the Banjar Regency Culture and Tourism Office).

Traders at Lok Baintan Floating Market were quiet due to several factors. Such as the ease of financing institutions for vehicle ownership. On the other hand, road infrastructure construction around rivers and land mobility save time and energy. No wonder the traders no longer use jukung as an activity in the Floating Market. The presence of technology that makes it easier for the community does not fully support local wisdom. Not a few local and domestic tourists take selfies with the background of traders using cellphones or digital cameras. However, do not want to buy merchandise. As a result, most traders are forced to sell their wares to tourists. The "price game" of kelotok rentals, which are sometimes pegged, makes tourists feel that visiting the floating market requires a high cost. In the end, over time, transactions between merchants decreased considerably. The traders also hope that there will be transactions from tourists. Some traders became lazy and used land transportation (motorcycles) to bring merchandise to land markets (outside their area).

This phenomenon needs to be taken seriously by the government and the community. The first step can be to provide service training to traders. The formation of this character is, at the same time, able to raise the interest and seriousness of the local community in maintaining local wisdom (ecotourism). However, the local community's hospitality in welcoming tourists can be a communication activity in promoting the floating market where tourists who feel comfortable will do Word of Mouth (WOM). In addition, it has also been declared ready to carry out integrated marketing communication activities. Based on the description above, the researcher also wonders how to implement appropriate communication activities for local communities to receive tourist visits to implement integrated marketing communications. Then the marketing communication strategy of the Tourism Office in maintaining the product image and the existence of the Lok Baintan Martapura Floating Market, then how are the process of implementing a marketing communication strategy in maintaining the product image and the existence of the Lok Baintan Martapura Floating Market, as well as the suitable marketing communication model in maintaining and promoting the image products and the existence of the Lok Baintan Martapura Floating Market. Based on the description described above, the author chose to conduct a study entitled "Marketing Communication Strategy in Preserving Lok Baintan Floating Market Tourism Destinations Banjar Regency".

METHODS

This study uses a qualitative research type, describes the paradigm through Post Positivism, then collects data through interviews and observations supported by related documents and key

informants. Then take a conceptual approach to *customer-centricity* by deriving a new line of thought from a review of the existing literature related to the IMC concept.

DISCUSSION

The marketing communication strategy of the Banjar regency tourism office maintains the product image and the lok baintan martapura floating market. In this research, the researcher traced the Integrated Communication Strategy carried out by the Promotion of the Banjar Regency Culture and Tourism Office, which includes elements of Advertising, Public Relations, event organizers, and Personal selling/Tour Guide. In its implementation, the Promotion field of the Banjar Regency Culture and Tourism Office makes efforts to increase the interest and level of visits by local and foreign tourists through:

- (1) Structuring and beautifying certain corners with beautiful large writing decorations but still preserving nature and value. -local cultural values
- (2) Conducting intense promotions and publications electronically through online newspapers and social media.
- (3) The annual activities of the Tourism Promotion and Tourism Development Sector, the Banjar Regency Culture and Tourism Office in collaboration with the Event Organizer as a provider of activities to carry out activities such as the Pesona Lok Baintan Floating Market festival, Banjar Regency
- (4) Scouting activities are carried out routinely and, based on requests from guests or visitors, are carried out under the coordination of the Tourism Promotion and Tourism Development Division of the Banjar Regency Culture and Tourism Office as well as individuals. The strategy is that a guide provides satisfactory service to local visitors or tourists outside the island and abroad. Tourism Promotion and Development the Banjar Regency Culture and Tourism Office provides a guide for government guests and state guests who come to the Lok Baintan Floating Market area to increase cooperation with guests from other countries.

From the analysis and mapping of stakeholders, stakeholders play a vital role in the development and spatial planning of the Lok Baintan Floating Market. Meanwhile, in its implementation, there are obstacles to coordination and marketing communication, including elements of supervision and coordination where the location of the Lok Baintan Floating Market tourist area is in Banjar Regency and is under the guidance and responsibility of the Banjar Regency Tourism Office. In contrast, tourists, both foreign tourists and foreign tourists, usually stay or stay overnight. Departing from Banjarmasin City, which is in the target area of the Banjarmasin City Tourism Office, the data on the number of tourists who go to the Lok Baintan Floating Market escapes the data collection of the Banjarmasin City Tourism Office, so it is not reported in coordination with the Banjar Regency Tourism Office.

The next element is Accessibility. Where the Lok Baintan Floating Market Tourism Area has many river entrances, so it is not very easy to detect tourists or not, especially when they mingle with traders. Sometimes tourists use the same kelotok or jukung boat in the hectic atmosphere. The next element is cooperation with related parties, where the linkage of a tourist attraction with accommodation providers and travel service providers needs each other. Both parties in providing integrated services are needed by visitors, especially local tourists outside the island and foreign tourists. Cooperation between tourism object managers, hotels, and travel services needs to be well established.

The Process of Implementing Marketing Communication Strategies in Maintaining Product Image and The Existence of The Lok Baintan Martapura Floating Market. Tourism Promotion and Development, The Banjar Regency Culture and Tourism Office strives to

continuously make improvements and arrangements through a revitalization program for the Lok Baintan Floating Market tourist area and stakeholder mapping in the Lok Baintan Floating Market area to improve infrastructure and tourist attraction facilities. The activity was carried out in collaboration with stakeholders coordinated by the Banjar Regency Government. The local government of Banjar Regency has identified internal and external stakeholders. Managing and structuring the Lok Baintan Floating Market involves internal and external stakeholders. The arrangement and management of the Lok Baintan Floating Market tourist area in Banjar Regency involve internal and external stakeholders with their respective functions and roles. The local government of Banjar Regency mapped and analyzed communication strategies in building and structuring the Lok Baintan Floating Market tourist area, Banjar Regency. The role of stakeholders is to support a robust and tourist satisfaction-oriented organization in managing the Lok Baintan Floating Market in building the image of tourism products and tourist attractions through the IMC strategy. Tourism Promotion and Development, The Banjar Regency Culture and Tourism Office manages the Lok Baintan Floating Market to maintain the organization's identity, image and reputation. In maintaining the identity and reputation of the organization, namely acting as the management unit of the Tourism Promotion and Tourism Development Division of the Banjar Regency Culture and Tourism Office, which has an overall plan, how the cultural heritage area builds the image of tourism products and the attractiveness of tourist objects.

At the operational level or implementing the Tourism Promotion and Tourism Development Unit of the Banjar Regency Culture and Tourism Office to maintain the image and reputation of the organization by regulating operations in its field to be oriented to tourist satisfaction (evaluative orientation) which focuses on (1) Implementation of promotional strategies and publication is carried out by the plans determined by the regional government. Tourism Promotion and Tourism Development The Banjar Regency Culture and Tourism Office implements a marketing communication program referring to the annual plans and programs that have been set. (2) Measurement of the planning and evaluation process of promotional and publication activities, starting with an in-depth understanding of the Manager's needs, desires, and goals as well as the expectations and desires of tourists.

Effective Marketing Communication Model in maintaining and promoting product image and the existence of Lok Baintan Martapura Floating Market. An integrated marketing communication strategy in the form of a concept designed to support the Information Service Unit in carrying out the management of information technology and publications has the aim of integrating marketing communication activities so that they run well and can be implemented effectively in the Tourism Promotion Sector of the Banjar Regency Culture and Tourism Office. Unification of the marketing communication mix where to implement an integrated marketing communication strategy in unifying the activities of Advertising, Publication, Promotion and Event Organizer Activities at the Lok Baintan Floating Market, the Field of Tourism Promotion and Tourism Development, the Banjar Regency Culture and Tourism Office carries out integrated activities of advertising, publications, promotion of tourism products of Lok Baintan Floating Market and informing the latest activities Annual activities in the field of Tourism Promotion and Tourism Development Department of Tourism Culture and Tourism of Banjar Regency in collaboration with the Event Organizer as a provider of activities to carry out activities such as the Pesona Lok Baintan Floating Market Festival, Banjar Regency.

Based on the relationship between Integration Problematic Theory and the IMC model, Integration Problematic Theory has two types of orientation towards events and problems in the organization: probabilistic orientation and evaluative orientation, and involves an assessment of how likely something will happen. The field of Tourism Marketing The Banjar Regency, Culture and

Tourism Office has a vital goal of harmonization through the integration of promotional and publication activities with the application of an integrated marketing communication model, planning and objectives of program activities in conducting promotions and publications will work and reduce the occurrence of problems in carrying out their functions and duties.

The integrated marketing communication model is the implementation of various basic ideas in the marketing concept, combining the wishes and needs of stakeholders, the community and tourists, the support of all stakeholders in the Lok Baintan Floating Market tourist area, and agreed goals in the Tourism Promotion and Tourism Development Division of the Regency Culture and Tourism Office. Banjar (evaluative orientation). The orientation of the Management Unit is to combine marketing communication mix programs to promote the uniqueness of tourism products as an attraction for the Lok Baintan Floating Market tourist attraction (probability orientation). Based on the results of this study, the Tourism Promotion and Tourism Development Division of the Banjar Regency Culture and Tourism Office carried out promotional activities. Publications were carried out digitally through social media to the extent of current activities and not carried out intensely where prospective tourists or the wider community did not know the uniqueness and activities.

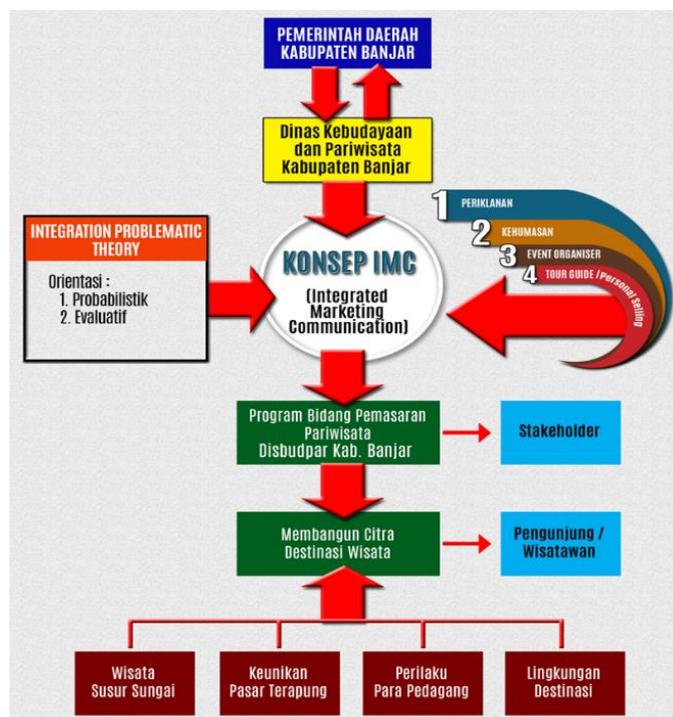
The exciting event was held in the Lok Baintan Floating Market tourist area, Banjar Regency. An integrated marketing communication model integrates all elements of the existing marketing communication mix that there is no separate element in achieving marketing communication goals. The marketing communication mix can be translated into several elements closely related to efforts to build the image of a destination and the attractiveness of a tourist attraction. Good marketing communication in its implementation will impact positive perceptions (trust) and certainty of promotional messages, publications conveyed, and vice versa trust in the image and level of tourist visits of the Lok Baintan Floating Market, Banjar Regency will facilitate integrated marketing communications.

MONOPAR LOBA as research findings. Tourism Promotion and Development, The Banjar Regency Culture and Tourism Office has a program of promotional activities and publications to build the image of the destination and the attractiveness of the Lok Baintan Floating Market tourism object through the IMC program to communicate tourism products and unique activities carried out by the community. Furthermore, the event organizer carries out regular weekly, monthly, and yearly activities. The IMC model is designed through an integrated marketing communication process planning through the stages:

- (1) Identification of the target, in this case, the target visitor of the Lok Baintan Floating Market, both local tourists and foreign tourists.
- (2) Analyzing the situation, namely conducting an in-depth analysis of products delivered to customers
- (3) Creating marketing objectives, which determine the objectives of the marketing communication strategy
- (4) Developing strategies, namely reviewing what goals are to be achieved
- (5) Evaluation, namely the marketing communications strategy of evaluating.

In this study, the researcher made MOKOMPAR LOBA (Lok Baintan Marketing Communication Model) based on the analysis that the IMC was made based on a process of stages including identifying targets, analyzing goals, developing strategies, and evaluating as processes in supporting marketing communication activities programs. MOKOMPAR LOBA describes an integrated marketing communication model: integrated marketing communication is a planning concept for delivering persuasive communication through integrated marketing communication mix messages.

Mokompar Loba (Lok Baintan Marketing Communication Model). This model was built with a study using the Problematic Integration Theory, which forms a probabilistic and evaluative orientation as an analysis in an integrated marketing communication strategy in building the image of the Lok Baintan Floating Market tourist destination. This IMC model describes the process or stages in making the IMC concept so that IMC's goals align with expectations or desires in building the image of the Lok Baintan Floating Market tourist destination. MOKOMPAR LOBA describes the program or activity of the Tourism Promotion and Tourism Development Division of the Banjar Regency Culture and Tourism Office in building the image of the destination and attraction through an integrated marketing communication strategy with effective persuasion communication planning. These activities have the value of tourist attractions in Lok Baintan. This model was built with a study using the *Problematic Integration Theory*, which forms a probabilistic and evaluative orientation as an analysis in an integrated marketing communication strategy in building the image of the Lok Baintan Floating Market tourist destination. This IMC model describes the process or stages in making the IMC concept so that IMC's goals align with expectations or desires in building the image of the Lok Baintan Floating Market tourist destination. MOKOMPAR LOBA describes the program or activity of the Tourism Promotion and Tourism Development Division of the Banjar Regency Culture and Tourism Office in building the image of the destination and attraction through an integrated marketing communication strategy with effective persuasion communication planning. These activities have the value of tourist attractions Lok Baintan Floating Market Interesting and innovative Banjar Regency, the attraction of the Lok Baintan Floating Market tourist attraction.



Source: Processed by Researchers

Figure 1. Model IMC

The uniqueness of historical and cultural value of the Banjar tribe has a unique potential compared to other tourist attractions in Indonesia. After tourists visit, they get something exciting

and the uniqueness of other tourism products owned by the Lok Baintan Floating Market, Banjar Regency.

MOKOMPAR LOBA can be used for IMC activities in building the image of destinations or other tourist objects in informing messages through persuasive communication to potential visitors or tourists. Based on the model in Figure 4.21 above, it is as follows that the Field of Tourism Promotion and Tourism Development of the Banjar Regency Culture and Tourism Office has a program referring to the duties and functions of which, namely: (a) implementing information technology management and publications (b) carrying out monitoring and evaluation of information services and (c) organizing publications on the Lok Baintan Floating Market. The program can be well communicated to the public through promotion and publication programs to build an image and attract visitors to the Lok Baintan Floating Market area, Banjar Regency. The integrated marketing communication strategy model coordinates each program in the Tourism Promotion and Tourism Development Division of the Banjar Regency Culture and Tourism Office so that it runs optimally and messages are appropriately conveyed and reach tourist targets.

CONCLUSION

The marketing communication strategy in maintaining the product image and the existence of the Lok Baintan Martapura Floating Market is seen in a traditional atmosphere which is an attraction for tourists in an increasingly modern and fast-paced era to come to witness the cultural heritage of the Banjar people and is still being maintained, where the traditional floating market this is the only one in Indonesia. For the Kalimantan Provincial Government in general and the Banjar Regency Government in particular, the Lok Baintan Floating Market is an asset that, besides being preserved, can also be a source of Regional Original Income with the presence of tourists to Lok Baintan Floating Market. However, the reality is that there has been a decline in the number of tourists from year to year from 2016 to 2019, even though the Provincial Government, through its main related parties, the Banjar Regency Government through the Banjar Regency Culture and Tourism Office has made various efforts to be able to bring tourists both Domestic, Overseas to Overseas. Still, there is a decrease in tourists who are felt to be still not optimal, especially in Marketing Communication.

Implementing the Marketing Communication Strategy to maintain the product image and the existence of the Lok Baintan Martapura Floating Market is carried out in collaboration and synergy between the levels of Program Managers and Implementers (Marketing and Tourism Development Division, Banjar Regency Culture and Tourism Office). In the Marketing and Development Sector, the overall planning and IMC activities are carried out comprehensively, referring to the existing annual program and budget. Then the IMC strategy focuses on planning and implementation through social media such as Instagram, Facebook, and the website, as well as measuring the IMC planning process, starting with a deep understanding of the needs, behavior patterns, and desires of visitors. The study found a pattern of Marketing Communication to perfect the pattern of Marketing Communication that has been carried out by the Banjar Regency Culture and Tourism Office and related parties in the form of the MOKOMPAR LOBA, which includes a strategy to build the image of the Lok Baintan Floating Market tourist destination, Banjar Regency, by making arrangements and improvements to overcome problems and carry out integrated marketing communications effectively through electronic media and social media.

Researchers hope that in the future, they can take steps to implement the IMC strategy with a feedback mechanism between measuring the objectives of the Banjar Regency Tourism Marketing and Development Program and evaluating the achievements and desires of tourists after visiting the Lok Baintan Floating Market. The process of implementing an integrated marketing communication strategy is consistent with the use of social media. Then the application of the

MOKOMPAR LOBA Model as a concept in promotional and publication activities in building the image of tourist attraction destinations in the Lok Baintan Floating Market, Banjar Regency with communication planning through messages about the uniqueness of attractive tourism products and having creative tourist attractions that are not owned by tourist objects other.

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