

The Application of Marketing Mix (7P) to the Decision to Visit the Millennium Valley Tourism Village Object (Poncowati Village, Flygi Besar District, Central Lampung)

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ABSTRACT

This study aims to analyze and find out what if the application of Marketing Mix to New Tourism Village Objects of the Millennium Valley, What part of the Marketing Mix 7P should be prioritized to support improving visiting decisions at Millennium Valley Tourism Objects. This research also uses the Qualitative Descriptive method. The method of conducting this study uses case studies and the method of determining respondents using the purposive method. Data collection techniques are through observation, interviews, documentation and filling out questionnaires. The analysis method used is the AHP (Analytical Hierarchy Process) method supported by Expert Choice software. The result of this study is that the application of 7P Marketing is very important to be implemented in millennium valley village tourist attractions, because it obtains data results that are able to minimize the level of downward trend in the number of visitors (which tends to decrease more), so that the part in the 7P Marketing Mix that must be prioritized is the Promotion section, the Priority Sub Criteria section is the Development of a large Parking Area, and Alternative Priorities for Actively Holding Events and Improving Service Quality.

Keywords: Marketing Mix 7P, Analytical Hierarchy Process

INTRODUCTION

Currently, tourist village objects are one of the promising economic drivers in the village. Many villages strive to develop tourism villages in such a way based on the potential of their respective villages. The government through the Ministry of Tourism and Creative Economy is focusing on developing tourism villages as one of the recovery weapons of the tourism sector which was disrupted due to the Covid-19 pandemic in March 2020.

Tourism village development is a form of realization of the PIR (People's Core Tourism) program created by the Ministry of Tourism. This aims to achieve equitable development because it can increase rural development in a more advanced direction.

Tourism Village is: A rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customary, daily life, has a distinctive building architecture and village spatial structure, or unique and interesting economic activities and has the potential to develop various components of tourism, for example: attractions, accommodation, food-beverages, and other tourism needs.

Marketing strategy in a business has a very very important role to achieve business success targets If by realizing or

implementing a careful, precise, and meticulous marketing strategy, there will definitely be opportunities in developing the business we are running, as a result the company's position or position in the market can be maintained.

In marketing management there is the term "Marketing Mix". Marketing mix was first used by Neil Borden (1964) who was inspired by the idea of James Cullington (1948). Marketing Mix 7P namely (product, price, place, promotion, people, process, physical evidence).

One of the efforts that researchers will analyze about the application of marketing mix in a business is the Millennium Valley

New Tourism Village Object. A new tourism village that was legalized on May 04, 2022, has been officially opened called "Millennium Valley". The new Tourism Village object in Poncowati village, Flygi Besar District, Central Lampung Regency is on the border with Poncowati Village – Bumi Mas Village.

Of course, in new business objects, there must be obstacles in managing the business. As the researchers observed based on data obtained from owners and through interviews, every month visitor data experienced a significantly fluctuating level of visits

**Table 1. Visitor Number Data
Period May 2022 – October 2022**

No	Month	Monthly Visitor Number	% Development
1.	May	755	0,00%
2.	June	728	-3,58%
3.	July	605	-16,90%
4.	August	610	0,83%
5.	September	533	-12,62%
6.	October	521	-2,25%
	Sum	3.752	
	Average	625,3	5,75%

LITERATURE REVIEW

Marketing management is the analysis, planning, implementation, and supervision of programs aimed at entering into an exchange with the intended market, with a view to achieving the goals of an organization. (William J. Stanton).

Marketing mix is a collection of variables used to influence consumer responses in determining the purchase of a good or service to satisfy consumer wants and needs. Marketing mix is an idea map of marketing strategies that companies need to think about to realize a predetermined differentiating strategy. (Hendro, 2011).

The decision to visit is a behavior of purchasing services or products carried out by consumers in order to determine a choice to tourist destinations to approach satisfaction equivalent to consumer expectations and desires which include information search factors, product purchase

decisions and service use decisions and behavior after purchase. (Synta,2022)

Attractions are everything that is targeted by tourism, tourist attractions are very closely related to tourist attraction. Areas that are tourist attractions must have uniqueness that is the main target when visiting the tourist area. (Siregar, 2017)

MATERIALS & METHODS

Types of research

This type of research is Qualitative Descriptive research. Qualitative Descriptive Research is one type of research method that relies on data obtained by researchers from direct observation, interviews, questionnaires, focus groups, observations of research participants, recordings made in nature, documents and others.

Research design

The research design will be useful to all parties involved in the research process.

The research design aims to analyze data to answer the research objectives. This study used a Descriptive research design.

Sample

In sampling, this study used a non-probability sampling technique using a purposive sampling approach. Purposive sampling is one technique in determining samples through certain sources.

Informer/resource person

Is someone who has information related to the object of research, namely research on the Millennium Valley tourist village object. The informant in this study came from direct interviews referred to as sources.

Data Collection Techniques

1. Conservation
2. Interview
3. Filling out Questionnaires in the form of Rankings
4. Documentation

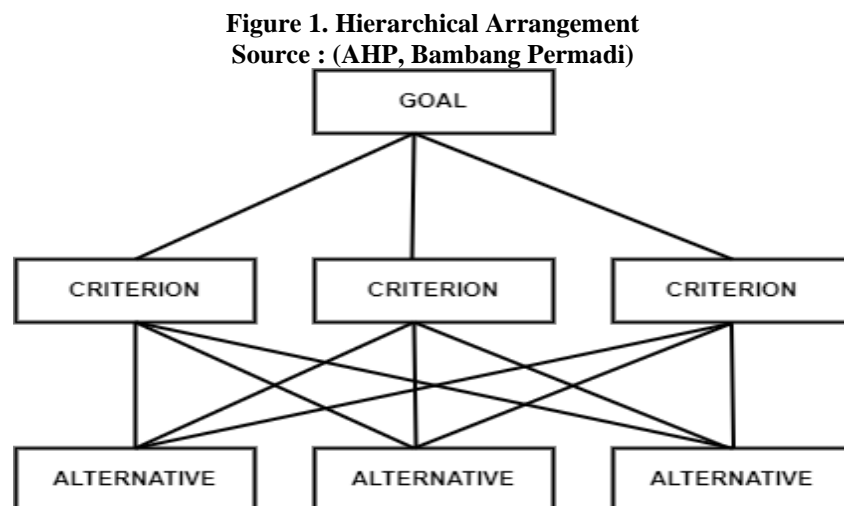
Analysis Methods

This data analysis technique using the Analytical Hierarchy Process (AHP) method is a decision support model proposed by Thomas L. Where this method can solve problems from complex criteria into a hierarchy. (Barusman et al. 2020).

The systems approach is a problem that is overcome by identifying a number of interests so that there can be effective results.

AHP is one of the qualitative measurement tools that processes things quantitatively.

Consistency ratio is a rule used to determine the results of a process obtained by means of logical or illogical pair comparisons. If the consistency ratio value ≥ 0.1 (greater than or equal to 10%) then the consistency value must be corrected. However, if the consistency ratio value ≤ 0 (equal to or less than 10%) then the consistency value result is justified. (Prihartono, Magdalene 2016)



RESULT AND DISCUSSION

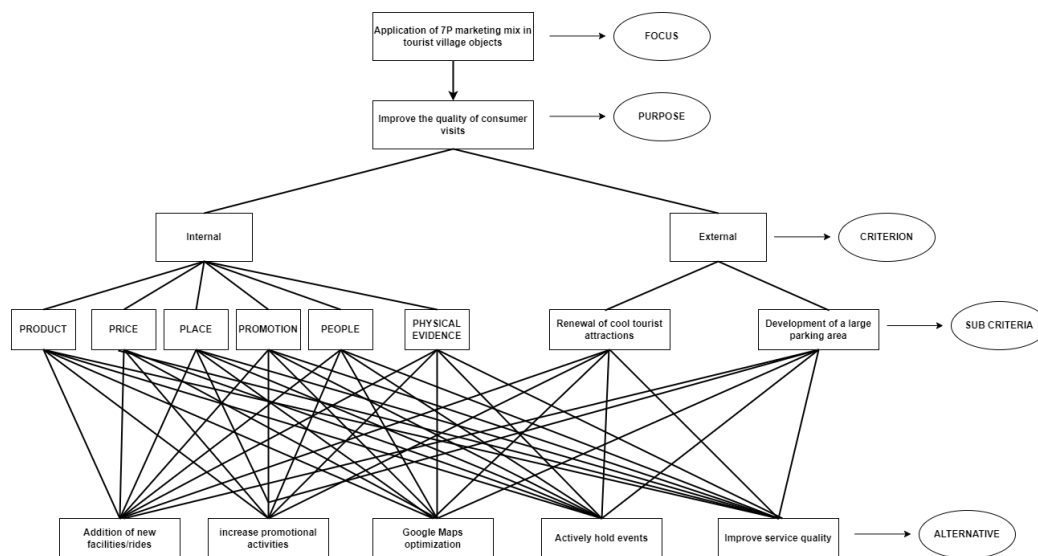
Research Hierarchy

Hierarchy preparation is a goal that will be achieved in a study on how to improve consumer visiting decisions to visit millennium valley attractions through 7p marketing mix. In this support system has been designed so that there are criteria that can be described, namely Internal and

External. This is obtained based on field surveys which are taken into consideration what parts should be prioritized.

Based on the results of consideration on the millennium valley tourism village objects, there are the results of obtaining Analytical Hierarchy Process (AHP) data as follows:

Figure 2. results of obtaining Analytical Hierarchy Process (AHP) data



**Priority Weighting
Improved Visiting Decisions Results of
Analysis of Data Acquisition from
Combined Questionnaires**

From the five resource persons representing the Millennium Valley Owner,

Bandar Lampung University Academic Lecturers, Millennium Valley Workers, and Millennium Valley Visitors, the author was able to make a combination of the results of filling in the combined questionnaire so as to get the following table results:

Alternative Section Increased visiting decisions	Value Weighting
Addition of New Facilities / Rides	0,91
Increased promotional activities	0,327
Google Maps optimization	0,134
Actively Hold Events	0,224
Improve Service Quality	0,224

Value criteria and weights			
Internal	(L:0,540)	External	(L: 0,460)
Product	(L:0,134)	Development of a large parking area	(L:0,613)
Price	(L:0,148)	Renewal of the tourist area is cool	(L:0,387)
Promotion	(L:0,273)		
People	(L:0,123)		
Physical Evidence	(L:0,094)		
Process	(L:0,111)		

With the acquisition of IR (Inconsistency Ratio): 0.1

Based on the results of the data above, it can be analyzed the weight of priorities that are most prioritized by respondents in the Internal Sub Criteria section are Promotion (L: 0.273), External Sub Criteria Development of a large parking area (L: 0.613), and the Alternative section has the same weight value, which means that both priorities can be woven simultaneously with the indicator of Actively Holding Events and Improving Service Quality (0.224)

1. The first priority to achieve an increase in the number of visitors to the Millennium Valley tourist attractions is in the Internal section, namely Promotion, where promotion is often interpreted as an activity or communication activity that is usually carried out by business people to introduce products or services and even their business to the wider audience.
2. The first priority to achieve an increase in the number of visitors to the Millennium Valley tourist village is in

the External part, namely the development of a large parking area, which is one of the important facilities for a tourist spot that must be considered for its existence. This facility is very influential on increasing visitors

3. The first priority to achieve an increase in the number of visitors to the Millennium Valley tourist attractions is in the Alternative section, namely Actively Holding Events and Improving Service Quality. Each of these two indicators has priorities that must be run simultaneously.

CONCLUSION

It was concluded by the research results obtained by the researchers from the results of respondents that the influencing criteria to improve the decision to visit the Millennium Valley tourist attraction were as follows:

- a. Internal Sub Criteria is Promotion
- b. External Sub Criteria Development of a large parking area
- c. The Alternative Section has the same weighting value, which means that both priorities can be carried out simultaneously with the indicators of Actively Holding Events and Improving Service Quality.
- d. The application of Marketing 7P is very important to be implemented in millennium valley village attractions, because it gets data results that are able to minimize the level of fluctuation (up and down) in the number of visitors.

Declaration by Authors

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