

The Exploration of Staycation Innovation based on The Local Culture: An Analysis on Digital Promotion

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Abstract

This study aims to present a tourist profile related to ideas, perceptions, and opinions to build and develop innovative staycation activities and digital marketing at Kawah Putih Ciwidey based on the local culture. This study uses a descriptive research method with a qualitative approach. The data collection carried out through distributing questionnaires to tourists, semi-structured interviews with managers, as well as observation and literature study. From this research, it found that tourists visiting Kawah Putih had a high interest in doing a staycation and demanded the development of activities, especially the provision of interactive activities and organizing events based on the local culture. This research also produces some recommendations for further development for managers of Kawah Putih in the short, medium, and long term.

Keywords: Staycation, Digital Promotion, Local Culture Attraction

INTRODUCTION

The COVID-19 pandemic has forced several countries in the world to implement various special policies to reduce the impact, including Indonesia. The Indonesian government has implemented some policies such as social restrictions, staying at home, personal sanitation, limiting activities with large crowds, working/ studying from home, and travel restrictions. In connection with these changes, many tourism trends have finally emerged as an adaptation effort, one of which is the staycation trend. The concept of staycation first appeared in the United States when the country experienced the financial crisis in 2007-2010. Initially, a staycation was a vacation in the country and doing activities close to homes such as visiting museums, public parks, or playgrounds. However, with the development of social media and the internet, staycation has begun to shift to another meaning, namely by spending time and staying at five-star hotels in the country and then doing recreational activities at the hotel, for example enjoying spas, playing in playgrounds, eating international dishes at the hotel restaurant, etc. (Ellis, 2010; Lacho & Kiefer, 2008; Anderson, 2009; Bloom, et al., 2009).

As a breakthrough that answers tourists' desire for recreation during the pandemic, staycations have specifications in the development due to their fairly narrow scope. Likewise with

the technique to market it. Therefore, it is necessary to have a digital approach in making a staycation marketing strategy in a tourism business unit so that information and offers can be conveyed properly to tourists (Chakti, 2019). Digital marketing is a two-sided solution that will give benefit both producers and consumers. For companies, the use of digital marketing can help companies minimize marketing burdens because companies only use online media to promote their products. As for consumers, this method provides convenience and comfort because consumers do not need to leave the house to see the products they are looking for so consumers do not have to worry about being exposed to COVID-19 (Sofiani & Octariana, 2022).

However, in developing staycation, it is necessary to pay attention to the local economic aspects of the community. Staycation is considered a multipurpose breakthrough that in addition to answering the wishes of tourists to travel amid the pandemic, also answers the wishes of the surrounding community who need an increase in income from tourism activities. This can be achieved because, with a staycation, tourists tend to stay in an area, and of course, their daily needs can be met by businesses run by the local community (Suvarnasathe & Sadhale, 2021; Rudhya et al., 2021).

One of the tourism business units in Indonesia that are seriously working on the staycation trend is Kawah Putih Area in Ciwidey, Bandung. Kawah Putih is an area of Ciwidey that is surrounded by several accommodations, both in the form of hotels and other types of lodging. In addition, Kawah Putih also has various tourist attractions such as the Dutch Cave, Floating Pier, Cantigi Skywalk, and Sunan Ibu Sunrise Spot. This makes the Kawah Putih area suitable as a staycation destination because the area already has many lodging options and tourist attractions so that tourists do not need to venture outside the area. For further developments, a comprehensive study is needed that links the actual conditions of providing staycation activities with the management's efforts to promote them digitally. Therefore, the question that is the focus of this research is "What is the tourist preference for providing staycation activities and what are the best efforts to promote it digitally?"

METHODS

This study uses a qualitative research model. Qualitative research aims to obtain a complete picture of a matter according to the view of the human being studied. This project aims to present a profile of target visitors related to ideas, perceptions, and opinions to build and develop innovative staycation activities and digital marketing at Kawah Putih Ciwidey. Collecting data using questionnaires, structured interviews, observation based on notes and checklists, and literature study. Meanwhile, in conducting data analysis, analytical techniques were used using quantitative descriptive methods for respondent data collected from questionnaires and data reduction and triangulation methods for interview and observation data. As for determining the population and sample of respondents in this study, a calculation technique was used based on the number of tourist visits to Kawah Putih in 2020 and obtained a population of 25,416 people with a sample value of 100 people using the Slovin formula calculation.

RESULT AND DISCUSSION

Result

From the results of data collection through questionnaires distributed to 100 respondents who visited the Kawah Putih crater, it was found that a profile that maps the behavior and preferences of tourists, especially to the existence of staycation activities and preferences for local culture, shown in figure 1.

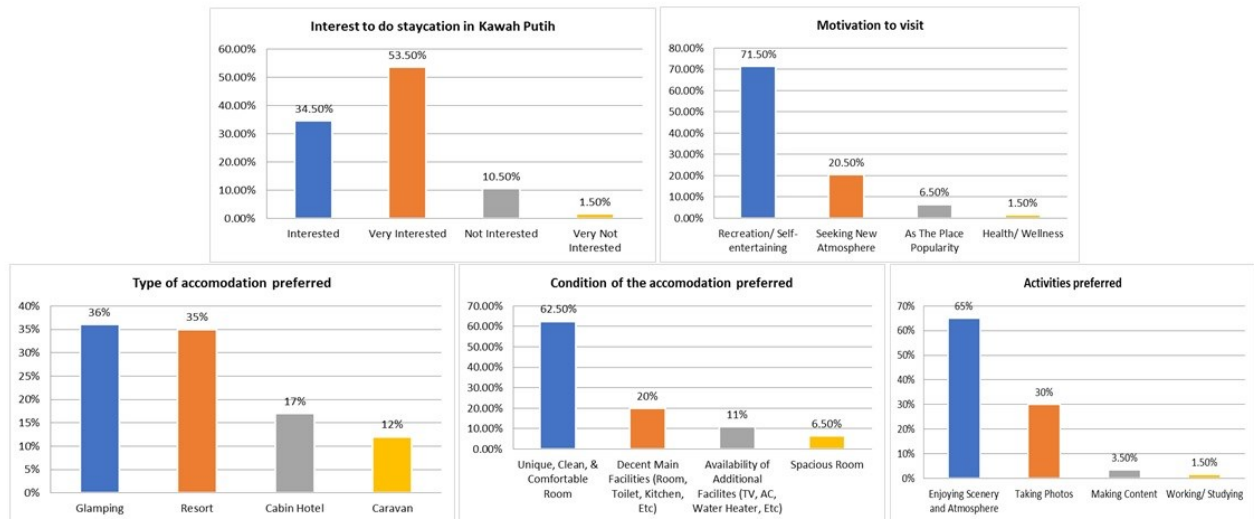


Figure 1. Kawah Putih Tourist Profile and Preferences

Discussion

From the elaboration of the data findings, it is known that tourists visiting Kawah Putih have high interest and expectations for the provision of staycation activities. Many tourists who come to Kawah Putih for recreation just want to fill their spare time and calm themselves when they are stressed or when they are sad, tours like Kawah Putih can provide tranquility because it is still a beautiful forest so visitors can smell and breathe fresh air when located in Kawah Putih area. As many as 53.5% of respondents have the desire to do a staycation at Kawah Putih, from this data it can be seen that the majority of respondents want to enjoy vacation facilities and are already feeling bored at home. This is in line with what was expressed by Palguna et al. (2021) and Besson (2017) which states that the biggest motivation of tourists in doing a staycation is to want to "escape" from fatigue in carrying out their daily activities but is constrained by travel restrictions due to the Covid-19 pandemic. The data also implies that if the staycation activity is carried out by Kawah Putih, it can become a business opportunity for Kawah Putih itself. Not only that, but tourists also expect the provision of activities wrapped in a unique and interesting local culture with a percentage of respondents' answers of approximately 58%, thus complementing the quality of their stay while doing a staycation at Kawah Putih. This is in accordance with what was stated by Fox (2009) who considered that in addition to accommodation conditions, the main reason tourists glance at a place to do a staycation is because there are key attractions that have characteristics.

The main target audience for Kawah Putih management is families, workers, and students. One of the important factors that influence the target market's decision-makers to travel is through word of mouth, namely a marketing strategy that focuses on visitors' suggestions to others which can later influence other people to be interested and make people curious. This is following the research findings by Xu et al. (2020) which states that word of mouth is a determining factor that affects the perceived image and behavioral intention of tourists, especially in times of crisis. Furthermore, the key to the success of word of mouth is the creation of satisfaction through the soft selling process, namely to talk, promote, and sell. This strategy allows potential visitors to directly get the best references regarding products and facilities, accessibility, and affordability (Mahalaxmi & Ranjith, 2016).

Kawah Putih uses a series of social media for promotional activities and delivering messages to potential visitors via Facebook, Instagram, Website, and TikTok. The form of message content formats delivered through video advertisements, video blogs, pictures/ photos, and infographics can be interesting and accepted by the target market because it doesn't look monotonous (Mahendra, 2018). Innovation in collaboration with several Influencers, communities, and other parties greatly helps increase the number of visits to Kawah Putih every month. as described by Rahmadini et al. (2022), in optimizing the promotion of the staycation program, it is necessary to have the latest innovations that follow the trends that are currently developing by optimizing social media that have a high user level so that information related to Kawah Putih tourism can spread widely, not only to the local community but also to reach national, international, and international coverage.

The Hootsuite survey in 2021 noted that internet users in the world have reached 4.66 billion people. Of this number, 4.22 billion are social media users. Instagram entered the top rank with a data capture percentage of 79 percent with users totaling 1-2 billion monthly active users. Users use Instagram social media as a medium to find out information about a product. This is in line with the data we obtained through the questionnaire that as many as 83% of respondents use Instagram. The type of promotion that is of interest is advertising (Website, Instagram Ads, Facebook Ads). Information obtained from the profile, behavior, and preferences of visitors can help Kawah Putih determine specific advertising content for an effective target market. Thus, Kawah Putih can further maximize existing social media accounts.

CONCLUSIONS

Kawah Putih is a tourist attraction / tourism business unit that has a tendency to have great potential for developing staycation activities. This is based on the interest of tourists who hope that there are representative accommodation facilities for staycation activities. To promote offers regarding staycations by considering how tourists have previously received information about Kawah Putih and the demographic conditions of tourists, a digital approach through interesting content on social media is the best choice.

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