



TOURISM EQUATION: CULTURAL TOURISM MARKETING STRATEGY BADUY TRIBE IN LEBAK DISTRICT

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Abstract: Baduy Tribe Village is one of the famous tourist destinations in the Lebak Regency. As a major tourist destination, the number of tourists visiting the Baduy Tribe Village is still far from expectations. That is because the tourism marketing strategy is still not optimal by the Regional Government of Lebak Regency. This research uses a qualitative method approach by utilizing the literature review and previous experience. One alternative strategy is through the creation of a Tourism Equation that utilizes tourist attractions visited by many tourists, such as Sawarna Beach tourism or other tourist attractions in other areas. The storefront of tourism can trigger public interest to further visit the Baduy Tribe Village. The results of this paper are expected to be used as an alternative that can be tried by the Regional Government of the Regency of Lebak to improve tourism development in the Regency of Lebak.

Keywords: Baduy Tribe, cultural tourism, tourism marketing strategy, tourism equation.

INTRODUCTION

Lebak Regency is one of the regions in Banten Province which is a tourism development area because it has many attractive tourism potentials. The tourism potential is very diverse, such as nature tourism, religious tourism, cultural tourism, and so forth. The tourism sector in Lebak Regency is a superior sector. Therefore, the vision of Regional Development in 2019-2024 is to make Lebak Regency a leading national tourism destination based on local potential. Furthermore, from this vision outlined in five development missions and strategies, namely: (1) improving the quality and competitiveness of human resources, (2) increasing the productivity of the regional economy through tourism development, (3) increasing the availability of regional infrastructure, (4) increasing the quality the environment and (5) realizing good governance.

The tourism sector also contributes to the Regional Original Revenue (*Pendapatan Asli Daerah*, Ind.) of the Lebak Regency each year. This is due to the many tourist destinations that attract tourists to visit Lebak Regency. Thus, economic activities will be driven up, so as to

improve the welfare of the people in Lebak Regency. In addition, this sector is expected to become one of the sectors that can absorb as much labor as possible when economic conditions are uncertain.

Regional Development Vision as mentioned above. One strategy that can be implemented is through marketing activities by forming a "Tourism Showcase" which will later play a role in triggering the growth of tourism in Lebak Regency. The existence of the Tourism Showcase will encourage an increase in the number of tourists visiting the Lebak Regency. In this case, the role of the Regional Government holds a very strategic position and also has a central role in achieving these goals.

The Regional Government has formulated how tourism development efforts in Lebak Regency, as regulated in Regent Regulation Number 42 the Year 2016 concerning Position, Organizational Structure of Duties and Functions and Work Procedures of the Lebak Regency Tourism Office, are explained in Chapter III, Article 8 that the Main Tasks Lebak Regency Tourism Office is formulating, organizing, fostering, and evaluating the preparation and implementation of regional policies in the field of tourism affairs. Article 9 of the Regent Regulation explains the function of the Lebak Regency Tourism Office is:

1. Formulation of technical policies in the field of Tourism.
2. Implementation of Regional Government affairs and general services in the field of tourism.
3. Oversight and guidance in the field of Tourism.
4. Secretarial administration management, and
5. Implementation of other tasks given by the Regent by their duties and functions.

Based on the main tasks and functions above, the Lebak Regency Tourism Office has a very central and strategic role. Therefore, the ability to manage tourism in Lebak Regency will be able to help realize the vision of Regional Development as mentioned above.

However, in its implementation there are still many obstacles and obstacles that need to be corrected immediately, for example regarding the form of an appropriate strategy, the availability of qualified and competent human resources, the availability of good infrastructure.

Tourism Showcase as one of the marketing strategies is expected to help the growth of tourism activities in Lebak Regency, through the Tourism Showcase will also increasingly introduce potential tourist attractions in Lebak Regency, not only to the people in Lebak Regency, Banten Province or nationally, even more widely known in the world. In other words, Lebak Regency Tourism Showcase can be a means to introduce tourism potential more broadly.

For this reason, this paper is made as an effort to contribute thoughts that can be used by policymakers to realize the improvement and growth of the tourism sector, especially the cultural tourism of the Baduy as a landmark of tourism in Lebak Regency to be even better..

LITERATURE REVIEW

Baduy Tribe

Lebak Regency as one of the regions in Banten Province is rich in culture. One of the well-known cultural heritages, not only in the archipelago but famous to foreign countries. The culture is called the culture of the Baduy and Kasepuhan Kidul. Specifically for the Kasepuhan Kidul tribe what is happening right now is the erosion of their original cultural values, so that if they are not immediately followed up with the right development policies by the Lebak Regency Government, they can have the same impact as other tribes in the archipelago.

Meanwhile, the Baduy even though they are experiencing the same thing, but they are considered to have great resistance to their existence. Even though they chose to "isolate" from

the outside communities, they were still able to establish relationships with outside communities without compromising the cultural values that developed in their customary lives. This is an interesting study material because such conditions are a paradox of the development impacts that have often been found in other regions.

The Regional Government in its efforts to maintain the existence of the Baduy tribe has issued Regional Regulation (*Perda*, Ind.) No. 32/2001 concerning Protection of the Indigenous Peoples' Rights. The aim is to protect the existence of the Baduy community from outside influences through the expansion of the area of development carried out, both by the Regional Government itself and outside communities who use the Baduy community land for their daily needs.

In line with this, the Regional Government of Lebak Regency has also made Baduy a cultural destination. This is in line with the Vision of the Development of the Lebak Period 2019-2024, namely: "Lebak Regency as a National Leading Tourism Destination Based on Local Potential". In this case, the Baduy area is used as one of the potentials of Cultural Tourism. Determination of this, of course, if it is not accompanied by clear and appropriate planning and program, will have an impact on the existence of the Baduy tribe itself.

During this time, tourists visiting Baduy, in general, are dominated by those who aim for research or academic purposes, so that in one year the number of tourist visitors is still limited. However, with this formal policy the target of tourists can "target" the general public, both domestic and foreign. If there are no devices that can protect their existence, it can have an impact on changes in the lives of the Baduy people themselves, including in carrying out the rituals that they have been guarding.



Figure 1. Baduy cultural tourism in Lebak Regency.

Baduy community is a community that is very strong in holding their customs and culture. The history of the Baduy community itself is still a matter of debate. Based on the manuscripts, starting from manuscripts published by Dutch experts, such as Pleyete (1907), Blume (1822), Jacobs and Meijer (1891), and Penning (1902) which explain the origin of the Baduy itself, Kurnia & Sihabudin (2010). They argued that the Baduy started from fleeing communities from the Bogor area which at that time were under the rule of the Pajajaran Kingdom. They moved because of pressure from Islamic forces from Banten. The opinion of the

Dutch experts is based on the existence of Arca Domas which is a "sacred" site that no one should enter.

Meanwhile, different views were expressed by the Baduy community. They consider that they have nothing to do with the Kingdom of Pajajaran. Their existence is original from ancient times, namely since the days of their ancestors who descended to earth (Garna, 1988). Their ancestors first came to earth in the village of Kanekes. The village is called by them as the center of the earth, which is the place where humans were born. Therefore, Baduy people often refer to themselves as "*urang Kanekes*" or people who come from Kanekes (Adimihardja, 2000). The difference in perspective is certainly interesting to be studied because it is also related to various forms of their traditional life.

Tourism Marketing Strategy

The strategy is an action plan that will be carried out by an individual or group to achieve its objectives. The strategy can also be seen as a pointer or direction that will be done to achieve certain goals (Sudarmawan & Prasetia, 2019). The strategy is an integrated and coordinated series of commitments and actions that are intentionally made or designed with the aim of obtaining good results through the optimization of various advantages that it has to achieve goals (Hitt, 2011). From this understanding, the strategy can be interpreted as a management step that contains steps about how efforts can be made to achieve or achieve goals. Therefore, usually the strategy includes the targets to be achieved (Faruq & Usman, 2014).

In a variety of literature, many have reviewed the tourism marketing strategy. Moutinho & Meidan (1989) argued about important aspects of tourism marketing strategies, namely: segmentation, markets, and positioning. Tourism marketing strategy is a promotional activity that emphasizes providing information about tourism activities in tourist destinations (Mowforth & Munt, 2015). This is no different from the understanding of the marketing strategy itself, but the object of the offer is tourist attractions, whether natural tourism, religious tourism, or cultural tourism. Marketing strategy as one part of marketing management studies is an art as well as science related to the efforts offered to select target markets (segmentation) and efforts to communicate products or services to customers (Kotler & Keller, 2013).

Tourism marketing strategies are an important part of tourism development. This becomes important for tourism operators or managers in an area or in general at the national level because the right tourism marketing strategy will impact on improving the welfare of the community around tourist attractions (Buhalis & Amaranggana, 2015). The development of the tourism sector is aimed at improving the quality of life and welfare of the people (Liu & Chou, 2016). Besides, the development of the tourism sector can also provide an economic contribution to the government, and the revenue obtained can be used to finance development (Mtapuri & Giampiccoli, 2016).

Efforts to achieve tourism development goals can be done by making appropriate tourism marketing strategies so that these tourist attractions can become better known and attract potential tourists. However, in general both in national and local scope, tourism marketing strategies are not yet synergistic (Dunning, 2015). That is what is still an obstacle or weakness in

tourism management in Indonesia, especially in Lebak Regency. As a result, the tourism sector is still not optimally utilized, even though there are still many aspects that can be improved so that the results obtained are more optimal.

RESEARCH METHODS

The description presented in this paper is entirely the result of an analysis using qualitative methods that are subjective. To strengthen the results of the study, the analysis is supported by secondary data that can be justified and used as a source of thought. Also supported by studies of a number of relevant literature studies.

The type of research used in this paper uses a qualitative approach. According to Sutopo (2010), the method of this qualitative research began by compiling the basic assumptions regarding the cultural tourism object of the Baduy in Lebak Regency as well as the flow of thinking related to the study of tourism display as a tourism marketing strategy in an effort to develop Baduy Tribe cultural tourism in the Lebak Regency.

The population of this paper is the people of Indonesia and foreign countries who do not know about the cultural attractions of the Baduy in Lebak Regency. The author also uses various writings on tourism marketing strategies that have previously been carried out by tourism developers, especially cultural tourism in an area or country. The sample in this paper is the people who already know and/or the perpetrators of the development of Baduy Tribe cultural tourism objects in Lebak Regency, including the Lebak Regency Tourism Office.

Regarding the sampling technique, the authors trace secondary data or the results of reliable literature studies so that the results of this paper present a more reliable and accountable study. Sampling related to sources and data carried out directly or indirectly on a condition related to this research.

Data analysis techniques are carried out through several stages of analysis, namely: 1) data reduction, is a form of analysis that aims to sharpen, classify, direct, discard unnecessary, and organize data in such a way that final conclusions can be drawn; 2) data presentation, is the activity of compiling data presented in a descriptive form that is delivered narratively for further analysis in order to draw conclusions; and 3) the process of drawing conclusions, is the delivery of a summary of the results and discussion that had previously been carried out.

FINDINGS AND DISCUSSION

Lebak Regency has an area of 3,044.72 km² or 304,472 Ha or around 32% of the total area of Banten Province. Lebak Regency is the largest regency in Banten Province. Because it has a sea boundary, Lebak Regency has a sea area of 588,745 km² with a beach length of 91.42 km. Administratively, Lebak Regency has the following boundaries:

- Northside: bordering Serang District
- Eastside: borders with Tangerang, Bogor and Sukabumi Regencies
- Westside: bordering Pandeglang Regency
- South: bordering the Indonesian Ocean

Geographically, the location of Lebak Regency is at 105°205'- 106°30' EL and 6°18'- 7°00' SL. While the regional topography is quite varied, at an altitude of 0 – 200 masl in the area along the southern coast, altitude 201 – 500 masl. in the Central Lebak region, and an altitude of 501 – 1000 meters more in the East Lebak region with the peaks of Mount Sanggabuana and Mount Halimun. The average rainfall per year reaches 2000 – 4000 mm. The temperature ranges between 24.5°C – 29.9°C.

The tourist attractions in Lebak Regency consist of natural and artificial tourist attractions. The attraction of nature tourism is divided into the categories of climate, beaches, nature reserves and rivers. While the artificial tourist attraction is divided into categories of historical heritage, art, customs and crafts.

Nature tourism in Lebak Regency includes Bag Procedure Beach, Binuangan Beach, Sawarna Beach, and Goa, Gunung Halimun National Park, Hot Springs in Cipanas, and others. Meanwhile, artificial tours, including Baduy Tribe, Multatuli Heritage History (Max Havelaar), and others. There are still many locations in Lebak Regency that have the potential to be developed as a potential tourist destination.

The number of tourist attractions in the Lebak Regency was not followed by the equal distribution of tourists to these locations. Sawarna Beach is the location most visited by domestic and foreign tourists. Meanwhile the Baduy Tribe became the next location that became a tourist destination. Based on data recorded in the Lebak Regency Tourism Office, the number of tourists in 2018 visiting the Lebak Regency reached 455,834 tourists, consisting of 455,609 domestic tourists and 255 foreign tourists. The number has decreased by 20% from the previous year. This inequality is due to the unequal distribution of tourism objects in the Lebak Regency..

Table 1. Percentage of total domestic and foreign tourists to attractions in Lebak Regency in 2018

No.	Tourism Object	Domestic Tourist	Foreign Tourist
1.	Cibareno Beach	1.83%	6.00%
2.	Sawarna Beach	51.24%	73.00%
3.	Binuangeun Beach	1.75%	2.00%
4.	Hot water bath	11.96%	1.00%
5.	Baduy	3.68%	12.00%
6.	Cikuya Tea Plantation	2.66%	5.00%
7.	Ex-Antam Geo Tourism	0.55%	1.00%
8.	Meranti Forest Tourism	1.33%	1.00%
9.	Cibobos	1.18%	1.00%

Sourcer: Sudarmawan & Prasetya (2019)

Based on Table 1. Above, the number of domestic tourists visiting the Baduy Tribe in 2018 only reached 3.68% or ranked third after Sawarna Beach and Hot Springs. Meanwhile, the number of foreign tourists only reached 12% or second only to Sawarna Beach. Thus, tourist attractions that are excellent in the Lebak Regency are natural attractions, namely Sawarna Beach. The condition is very ironic because the Baduy is very well known, and even become one of the national tourism destinations declared by the Ministry of Tourism.

The tourism place of the Baduy Tribe Village has become “*branding tourism*” as Bali Province is known as “*national branding tourism*”. Thus, the minimal number of tourists visiting the Baduy Tribe does not reflect this. It also does not reflect the efforts made by the Lebak Regency Government in promoting the cultural tourism sites of the Baduy Tribe both nationally and internationally, both through the promotion of exhibitions at various events, both local, national, and in various countries. Also, various tourism marketing strategies have been carried out by the Regional Government, one of which is through advertising in various mass and electronic media, also through digital-based media, such as social media. Besides, there have been many studies examining tourism marketing strategies, including Puspawati & Ristanto (2018), Fikri (2017), Warmayana (2018), Khairo et al. (2019), and many more.

These various efforts indicate that the efforts of the Lebak Regency Government, in particular the Lebak Regency Tourism Office, are not yet optimal in promoting Baduy tourism. Therefore, there need to be innovative efforts that can be done to further optimize the development of cultural tourism of the Baduy, one of which is through the strategy of making a “Tourism Equation”.

The tourism promotion strategy in Lebak Regency is expected to be able to help tourism in Lebak Regency to be more recognizable not only by the people of Banten but also outside communities and is expected to be able to compete with tourism in other regions. In the development of tourist attractions, it is necessary to support good promotions and publications especially in the global era like now publications can be done easily via the internet. The regional government must be able to plan tourism development to market existing tourism objects, especially in Lebak Regency, because the lack of information updates on tourism in this area requires a good promotion strategy so that the vision and mission of regional tourism can be realized.

The Regional Government of Lebak Regency is very serious in developing the tourism sector, even the tourism sector which is used as the location of the Lebak Regency development area. This seriousness is outlined in the form of five development policy directions in five years

1. Phase I (2019) is directed at Strengthening Joint Commitments in Tourism Sector Development;
2. Phase II (2020) is directed at the Arrangement and Development of the Infrastructure and Tourism Superstructure;
3. Phase III (2021) is directed at Improving the Business Climate, Tourism Sector Investment, and the Attraction of Tourist Objects and Destinations;
4. Phase IV (The year 2022) is directed at the Verification and Intensification of Promotions, and the Improvement of the Quality and Attractiveness of Tourism Products; and
5. Stage V (The year 2023) The Direction is the Establishment of Lebak as a National Leading Tourism Destination.

Based on consideration of the policy direction, in 2020 the development theme of the Lebak Regency is structuring the development of infrastructure and tourism superstructure.

Tourism in Lebak Regency has extraordinary strength, because it is not owned by other regions, also Opportunities that are very supportive to be addressed, more advanced, and advanced. While Competitors and Weaknesses are not so significant because they can still be overcome well. This is stated in the SWOT study (Strengths, Weaknesses, Opportunities, and Threats) as follows:

1. Strength:
 - a. There is a clear legal umbrella regarding tourism, as stated in Regional Regulation (*Perda*, Ind.) No. 2 of 2016 concerning the Implementation of Tourism.
 - b. Specifications of rare attractions are not available in other areas.
 - c. Giving the value of knowledge to visitors.
 - d. Resources that attract pleasure, are comfortable, beautiful and clean.
 - e. Easy access because there is good infrastructure support.
2. Opportunities:
 - a. Has the potential to earn both domestically and abroad
 - b. Adequate facilities
 - c. Make an economic contribution to the area visited
 - d. Great support from the Government, both Regional Government and Central Government.
 - e. Most are well managed.
3. Weakness:
 - a. Tourism promotion activities are still lacking.
 - b. No event.
 - c. Lack of Human Resources.
 - d. Service hours are still lacking.
 - e. Fairly far distance.
4. Threats:
 - a. Many attractions in other areas
 - b. Visitor supervision system is still manual.
 - c. Lack of partnership with related parties.
 - d. Lack of support from local governments in the placement of resources.

However, the challenge that still does not exist is an appropriate promotional strategy that can “*boost*” Improved Tourism Development. One of the promotional strategies that can be applied is to make the necessary Tourism Equation a “*mouthpiece*” or catalyst that can accelerate the development of tourism in the Lebak Regency.

Promotion strategies by making a Tourism Showcase can be done by making a particular tourist attraction as a promoter to introduce other tourist objects. For example, by making Sawarna Beach based on available data the object most visited by tourists. Then, the Baduy can also be used as a Tourism Showcase. In both locations a place was prepared which presented various media stands or information about other tourist objects. Thus, tourists besides those who initially only intend to visit the two locations are encouraged to visit other locations. Also, the

information they get can be conveyed to relatives or friends in their respective regions or countries. Thus, this can trigger an increase in tourist destinations to visit Lebak Regency.

In addition to using existing tourist objects as a Tourism Display Case, it can also be made in strategic locations, for example at the entrance gate of the Lebak Regency, such as the border of Lebak Regency with Bogor Regency, the border of Serang Regency with Lebak Regency, or the border of Lebak Regency with Pandeglang Regency. It can also buy or rent locations outside Lebak Regency as a promotional place to introduce tourist locations in Lebak Regency. For example, at airports, ports, or tourist sites outside Lebak Regency. The manufacture of Tourism Showcase in various locations massively will encourage the acceleration of tourism development in the Lebak Regency.

CONCLUSION AND RECOMMENDATION

From the results of the discussion above, there are several conclusions that the author can convey, namely: 1) Tourism promotion activities carried out by the Lebak Regency Government have been carried out through various activities or events, but have not shown the expected results, indicated by the low number tourist visits; 2) Innovative steps in tourism promotion strategies are still lacking, so far promotion activities are still carried out in general; 3) Making the Tourism Display Case in Lebak Regency can be one of the promotional efforts that can introduce tourist objects wider and faster, and attract tourists to visit Lebak Regency.

The suggestions that can be delivered are 1) An innovative and creative promotional strategy is needed which is carried out massively by involving all DPOs in the Regional Government of Lebak Regency, in this case, it can be done by creating a Tourism Showcase in various locations; 2) There needs to be a Special Team tasked with developing tourism in Lebak Regency in coordination with the Lebak Regency Tourism Office; 3) There needs to be involvement of the private sector in tourism promotion activities in Lebak Regency.

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