



Pandawa Beach Marketing Strategy 4.0 during the Covid-19 Pandemic

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Abstract: Purpose: The purpose of this study is to introduce more aggressively the existing situation of Pandawa Beach (Pantai Pandawa) in Badung, Bali, Indonesia, by implementing a marketing strategy 4.0 during the Covid-19 pandemic.

Research methods: The primary data of this study are from observations and interviews with the community and tourism destination managers and other informants who were determined by the snow ball method. The secondary data for this study are from literature study and documentation.

Findings: To increase the number of visits during the pandemic, it is necessary to provide more intensive information about the existence, programs, and attractions provided by Pandawa Beach management. The implementation of marketing strategy 4.0 for Pandawa Beach is very important. It is carried out with the 5A component strategy, namely Aware, Appeal, Ask, Act, and Advocate.

Implication: Pandawa Beach Managers are expected to be able to promote and provide appropriate information to the public through offline and online (social media networks) so that later it will become an attraction for tourist arrivals during the pandemic.

Keywords: Pandawa Beach, marketing strategy 4.0, Covid-19 pandemic.

INTRODUCTION

Tourism development in Indonesia with a significant increase. One of them happened on the island of Bali which led to it becoming an island that is famous throughout the world. The island, which is known as the island of the gods, holds many natural beauties such as beaches, mountains, lakes, and cultural attractions (Anom et al, 2020). Pandawa Beach (Pantai Pandawa) is one of the most popular tourist destinations for both domestic and foreign tourists. Apart from the beauty of its white sand, the beach (pantai) is also known for its unique location, which is between rock cliffs and tourist attractions provided by the manager which can be said to be quite complete.

The increase in the number of tourist arrivals on Pandawa Beach continues to increase significantly, even according to the data on public relations for Pandawa Beach management, the increase in the Pandawa Beach until 2019 is

30% each month. However, at the end of 2019 until now there has been a decrease in the number of tourists due to the global covid-19 pandemic.

In December 2019, emerging infectious disease emerged in Wuhan China which was caused by Coronavirus Disease 2019 (Covid-19). Covid-19 itself is a virus that attacks the respiratory system with symptoms of fever, loss of taste, cough, runny nose, sore throat, shortness of breath, fatigue and lethargy. The toughest cases can cause pneumonia for the sufferer, acute respiratory syndrome or difficulty breathing, to death (KemenKes RI, 2020). The rapid spread of the Covid-19 virus has affected the decline in the economic sector (Sumarni, 2020). Three economic implications related to the Covid-19 pandemic, namely the tourism, trade and investment sectors (Pakpahan, 2020).

The conditions of the Covid-19 pandemic have brought a slowdown in the global tourism economy which has an impact on the decline in the tourism economy in Indonesia (Budiyanti, 2020). The development of the tourism economy when compared between the first quarter of 2019 and the first quarter of 2020 was recorded at -1.14%. Quarter II of 2020 was recorded at -7.22% (Kristina, 2020). Tourism industry managers are required to be able to adjust to the needs of tourists in the Covid-19 situation, one of which is by determining marketing activities to be implemented (Kristina, 2020). Marketing activities in the Covid-19 situation are a big challenge on how to convince consumers of the new normal situation and the application of cleanliness, health, safety, and environmental sustainability or CHSE, in this case a strategy is needed and real to be applied, one of which is a marketing strategy.

Marketing strategies will be an important stage in the company's sustainability, one of which is in the tourism business in the future, to guide, package and sell with more effective value (Hanggraito, Wiratama, & Saifuddin, 2020). A competitive and competitive marketing strategy model is expected to be able to develop the tourism industry so that it can survive in competition (Pratiwi, Wardhani, & Kusumaningrum, 2020). The key concept for formulating an appropriate marketing strategy model is to identify the characteristics of the marketing mix that have now developed into 7P's (product, price, place, promotion, people, physical evidence, and process) and align it with digital content (Sotiriadis, 2020). The development of an appropriate and fast marketing strategy model cannot be separated from digital transformation which is the origin of the current marketing 4.0, which is currently a development trend, especially in the tourism industry (Kotler, Kartajaya, & Setiawan, 2016). The collaboration between the digitalization of strategies in tourism marketing is expected to be able to encourage tourism growth, especially during the Covid-19 pandemic.

By looking at the current conditions, in this paper the writer will discuss the marketing strategy model 4.0 of Pandawa Beach during the Covid-19 pandemic.

RESEARCH METHODS

This research uses qualitative research with a descriptive approach and the research design used is exploratory. Descriptive research is research that seeks to address current problem solutions based on data (Anggito & Setiawan, 2018). Meanwhile, the case study used in this research is phenomenology, in which this case study is used to explore the phenomena that are happening in community groups in these tourist destinations (Creswell & Poth, 2016).

The data source used is the primary data source obtained from in-depth interviews with managers and actors of Pandawa Beach tourism destinations

using the snow ball technique which is an approach to finding key informants who can provide information and recommendations regarding respondents or other informants who can provide information about the research conducted (Matthew B & A Michael, 1994) and secondary data obtained from literature and documentation studies (Hermawan, 2018).

FINDINGS

This research refers to the marketing concept 4.0 using the concept created by Kotler et al (2016), namely Aware, Attitude, Ask, Act, and Advocate. After searching for data in the field, it is obtained that many tourists are still afraid to visit tourist destinations due to a lack of information about the conditions or facilities currently provided by tourist destinations that have been adjusted to the conditions of the Covid-19 pandemic, it is necessary to have an appropriate marketing strategy to provide education to tourists so that it is hoped that in the future it will be able to increase the number of tourist arrivals at the Pandawa Beach.

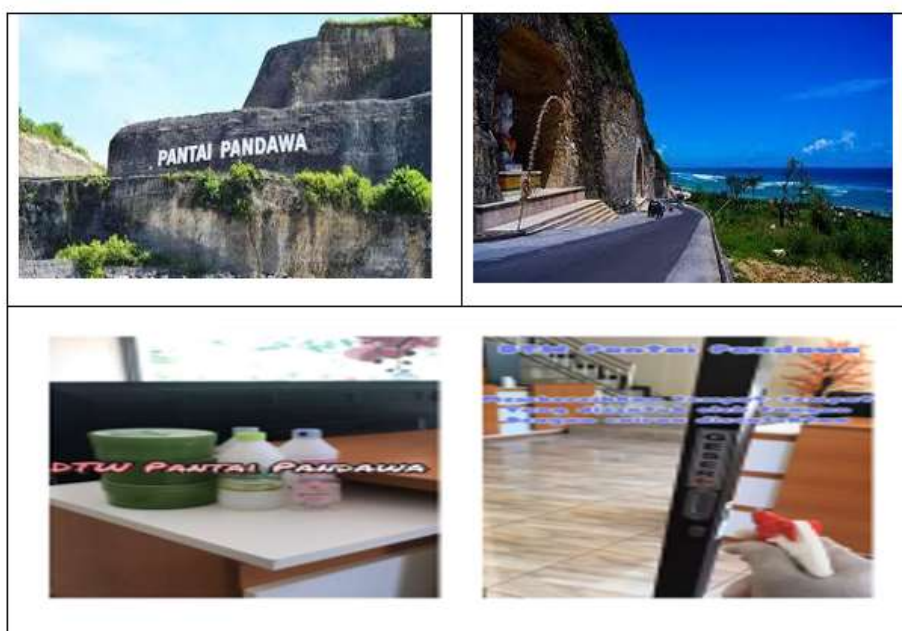


Figure 1. Pandawa Beach and the implementation model of the CHSE

The implementation of the implementation of marketing strategy 4.0 on Pandawa Beach destination, with the 5A components (Aware, Appeal, Ask, Act, and Advocate), can be described as follows. Aware is the initial stage where consumers are aware of traveling activities but they have not yet determined their destination. To arouse consumer desires, Pandawa Beach can make the latest and complete information services in order to attract consumers, one of which can be by using existing internet technology, through social media and websites. if many people find out, it is hoped that the Appeal is an activity after consumers are aware of the existing Pandawa Beach, there will be interest from tourists, which is an important factor in the initial step, to have the desire to visit. At this stage interesting activities or programs can be offered to convince tourists to follow the next stage.

Ask is an emerging interest about Pandawa Beach. Questions that often arise such as where is the location, operational time, tourist attractions, and what tourist activities can be enjoyed at Pandawa Beach. These questions should be explained in detail and easy to understand so as to increase the desire of tourists to visit.

Act is when tourists find all the answers to their questions about existing Pandawa Beach, so they will take action visits. At this stage, it is best if the Pandawa Beach ensures all the information that tourists get is in accordance with what was received at the time of visiting, so as to minimize disappointment from them. Advocate is the last stage that is expected after making a visit, it is hoped that it will recommend the community to visit the Pandawa Beach. One of them can be done by creating promotional programs through existing social media. Visitors who have come can follow the Pandawa Beach social media accounts and share their visits on social media.



Figure 2. Pandawa Beach marketing strategy model

Marketing strategy 4.0 is very dependent on the use of internet technology to maximize the spread of information widely and updates must be made regarding information. It is recorded that from the results of the data obtained in the field, there is 1 internet blog site, 1 Instagram account and 1 Facebook account that discusses existing Pandawa Beach but data has not been updated. The use of marketing information systems related to planning, promotion and sales as well as customer-focused product development based on the use of internet technology will result in a two-way transaction between the organization and the customer (Mochklas & Setiawan, 2018). It is necessary to have activities for updating the internet media data. But still do face-to-face activities or services. Because the need for direct interaction is needed to maintain visitor loyalty.

Tourists nowadays expect all the information they want to get immediately in a short time and in an easy way. From a series of information obtained that the public does not know the tourist attractions provided by the Pandawa Beach. The initial purpose of the visit was to enjoy the natural atmosphere, given the location of the Pandawa Beach which is hidden behind a rock cliff with beautiful white sand.

Some know that Pandawa Beach is only based on its natural beauty, without knowing the attractions provided by Pandawa Beach such as the Kecak dance, gathering facilities and water tourism. Lack of understanding of Pandawa Beach tourism attractions, because the manager is lacking in promoting, with a marketing mix that uses technology that will facilitate promotion at low costs (Rofi'i, Fatihudin, & Mochklas, 2019).

CONCLUSIONS

As a tourist facility, managers of Pandawa Beach need to carry out promotions. An attractive promotional strategy (Appeal) will make tourists aware of existing Pandawa Beach and foster a desire to visit. With the use of information technology and social media, it will spread information to the wider community. Promotion must also contain information content in response to community questions that often arise, namely location, operational time, tourist attractions that can be enjoyed and other activities provided. Information provision must be kept up to date.

With the Act strategy, it is hoped that the manager will provide good service and interesting information and answer tourist questions. Managers must be able to make tourists as advocates, namely by creating tourist attractions, memorable services so that they will voluntarily recommend to their communities, and make tourists as partners by following each other's social media accounts and sharing their visits on social media as a form of gratitude and a form of promotion.

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