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### Recommended Citation

Yahya, Amri Nur and Rahman, Haris Aulia (2024) "IDENTIFYING PROMOTION STRATEGIES FOR WARUNGBOTO TOURISM VILLAGE," *Jurnal Sosial Humaniora Terapan*: Vol. 6: Iss. 2, Article 2.

DOI: 10.7454/jsht.v6i1.1122

Available at: <https://scholarhub.ui.ac.id/jsht/vol6/iss2/2>

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## IDENTIFYING PROMOTION STRATEGIES FOR WARUNGBOTO TOURISM VILLAGE

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**Received:** June 27, 2024 / **Approved:** July 16, 2024 / **Published:** July 25, 2024

### Abstract

Yogyakarta has about 17 tourist villages, each with its own unique potential as a tourist attraction. One of them is Warungboto Tourism Village, a village in the city of Yogyakarta that is currently used as a tourist destination, featuring four primary concepts: learning, art, culture, and history. However, as the village is relatively unknown due to a lack of promotion by its management. The local government and related tourism agencies should assist in promoting Warungboto Tourism Village as a tourist attraction. This promotion could help diversify tourist experiences and combat tourist fatigue, enhancing the appeal alongside other tourism sites. Additionally, creativity and innovation in promotion by the village's managers are necessary to increase tourist visits and improve the income of the MSMEs community in the Warungboto Tourism Village area. Therefore, this study aims to identify the potential, opportunities, obstacles, and challenges in promoting tourism in Warungboto Tourism Village. To achieve this goal, in-depth interviews with relevant stakeholders were conducted. The analysis results show that Warungboto Tourism Village currently relies on promotion through "word of mouth" from event visitors and activities on social media. Collaboration with stakeholders is one of the key success factors, while low community participation is an inhibiting factor. Hence, this study provides several practical recommendations to increase tourist visits to the village.

**Keywords:** *promotion, strategy, tourism village, tourist visits, Yogyakarta*



## INTRODUCTION

The tourism sector is one of the leading sectors in the Special Region of Yogyakarta Province, playing an important role in boosting the regional economy. The number of tourists visiting Yogyakarta has been increasing year by year. However, in 2020, the COVID-19 pandemic caused a drastic drop in tourist numbers in Yogyakarta, with a decrease of 69.98% compared to 2019 (Yogyakarta Dalam Angka, 2022). Despite this, with the great potential of tourism to support the regional economy, the government is expected to be able to revive the tourism sector in Yogyakarta.

Various efforts have been made by the local government and tourist site managers to attract tourists back, including active campaigns such as the Tourism Awareness Socialization in Yogyakarta Tourist Villages initiated by the Ministry of Tourism and Creative Economy. According to Yogyakarta Mayor Regulation No. 115 of 2016 on the Management of Tourist Villages, tourism activities based on local potential such as natural attractions, social life, arts, culture, traditions, crafts, and culinary arts in Yogyakarta are officially supported. Programs and activities in Yogyakarta's tourist villages need to focus on community empowerment, as this has strategic value and significant economic impact. One of Yogyakarta's tourist villages is Warungboto Tourist Village.

Warungboto Tourist Village is rich in historical potential, cultural arts, customs and traditions, education, culinary arts, and crafts developed by the local community. The area of Warungboto Tourist Village is also traversed by the Gajah Wong River, allowing for the development of attractions such as the Gajah Wong river walk. Warungboto Tourist Village has various cultural arts tourism potentials, ranging from classical and modern dance arts, literature, to various traditional and modern music. In addition, this village routinely holds the "Bentara Budaya Mreti Tuk Umbul" traditional ceremony, which has the philosophy of self-purification before the holy month of Ramadan.

Previous research found the existence of tourist villages to be essential since they can develop more specialized and distinctive forms of travel, serving as alternatives to lessen the impact of mass tourism, which has been notorious for negatively affecting the social and environmental aspects of travel destinations (Yudhanti, 2021). Since the manner of life in a tourist village forms its foundation, each one develops unique features that, when combined, have the potential to fortify regional identities (Indiarti dan Munir, 2016). Numerous tourist villages have furthermore demonstrated their alignment with the pro-poor, pro-growth, and pro-job concepts; tourism serves as a vital sector for economic growth by providing benefits to rural labour, hence mitigating poverty (Nala et al., 2021; Putri et al., 2022; Yudhanti, 2021).

However, based on researchers' observations, Warungboto Tourist Village is still not well-known due to the lack of promotion by the government, especially the Yogyakarta City Tourism Agency. Therefore, efforts need to be made to increase tourist visits to Warungboto Tourist Village as one of the potential tourist villages in Yogyakarta. Thus, based on this background, this research aims to identify the potentials, opportunities, obstacles, and challenges in managing the promotion of Warungboto Tourist Village. This research is expected to contribute by producing promotion strategies that can be used by the community and managers of Warungboto Tourist Village to increase tourist visits to this village.

With regard to the growth of tourism, the 4A strategy—which consists of Attraction, Accessibility, Amenities, and Ancillaries—offers a thorough framework for assessing and improving tourist attractions. In order to provide a comprehensive approach to tourism planning and management, this strategy is essential. The use of the 4A approach in Warungboto Tourism Village is essential to comprehending the possibilities and obstacles the village has in developing into a viable and alluring travel destination. The subsequent segments will examine every facet of the 4A approach, offering insights into the employed approaches and emphasizing their significance in this investigation.

The remainder of the paper is structured as follows. The methodology details our three data collection approaches: observation, interviews, and literature reviews. The findings section describes the components of the tourism destination in Warungboto Tourism Village using the 4A strategy (attraction, accessibility, amenities, and ancillaries) and examines institutional aspects. It also analyzes factors affecting promotional activities and suggests measures to overcome promotional barriers and develop promotional strategies. The conclusion summarizes key findings, emphasizes theoretical and practical contributions, and suggests directions for future research.

## **METHODOLOGY**

This study used a qualitative methodology, in-depth interviews and observations were conducted as part of this study. Two stakeholders were interviewed: the head of the Warungboto tourism village committee and the local government from the Yogyakarta City Tourism Agency. The selection of informants was contingent upon their current role, which is crucial in ascertaining the relevance of their information pertaining to village management. Interviews and field notes were added to a Microsoft Word database. To understand and code textual information, all digital data (tape recordings) was transcribed, and content analysis was performed (i.e., raw texts from interview transcriptions).

Warungboto Tourist Village was chosen as the focus of the research based on the assessment that this village has more attractive potential compared to other tourist villages in the Yogyakarta area. The presence of cultural and historical tourist attractions such as Pesangrahan Rejowinangun or the Warungboto Site, along with "Tuk Umbul," a royal family bathing place within the area, adds significant value to this tourist village.

## **FINDINGS AND DISCUSSION**

### **Identifying Promotion Strategies for Warungboto Tourist Village**

Warungboto Tourist Village has several advantages that can attract tourists. One of them is the use of brochures with attractive and portable designs, which entice people to read and carry them. Additionally, positive news coverage in newspapers can enhance the village's image and draw public attention. Social media also plays a crucial role, as most people use these platforms to quickly access information. Warungboto Tourist Village also participates in various events organized by the Yogyakarta City Government, making it easier for tourists to learn about the village. Equally important, leaflets are used to update information on activities and tour packages, ensuring tourists always have the latest information.



However, Warungboto Tourist Village also has some weaknesses that need to be addressed. Brochures require regular content and design updates, which entail additional production costs. Newspaper articles often fail to attract younger generations due to their text-heavy format lacking appealing visuals. In terms of social media, the main challenge is ensuring the accuracy of shared information and continuously generating fresh content ideas to keep the audience engaged. Participation in Yogyakarta events is still limited in reaching tourists from various demographics, as these events are mostly known locally. The use of leaflets also faces production cost challenges and might not effectively reach a broad audience.

These promotional methods aim to reach various tourist demographics and increase visits by making information easily accessible. However, the most significant influence comes from word of mouth or positive reviews from past visitors, which can serve as references for others. Warungboto Tourist Village needs to innovate in creating promotional materials to attract tourists. During the research, the researchers did not observe good synergy between related parties in creating promotional media and promoting Warungboto Tourist Village. By understanding these strengths and weaknesses, Warungboto Tourist Village can optimize its marketing strategies to attract more tourists and strengthen its image as an appealing tourist destination.

### **Stakeholder Collaboration as a Key Advantage in Tourism Promotion Management**

In planning tourism promotion strategies, Warungboto Tourist Village has several supporting factors, including cooperation between agencies, organizations, and the private sector. This collaboration can take the form of promotions through official websites and social media, as well as cross-promotion using brochures, events, and tourism videos. The current development of social media facilitates regular and updated tourism promotion activities by Warungboto Tourist Village. This provides a platform for the village to effectively and organized promote community events or activities, maximizing promotional efforts.

Warungboto Tourist Village has partnered with companies and hotel networks through promotions and direct visits to its main attraction, the Pesanggrahan Rejowinangun Cultural Heritage or Warungboto Site. Increased visits to this site are expected to boost the number of tourists visiting Warungboto Tourist Village. This collaboration is expected to enhance exposure and attract tourists to visit this destination. In managing the village and disseminating information and marketing tourism products, Warungboto Tourist Village has also collaborated with the Indonesian Tour Guide Association (HPI), the Association of the Indonesian Tours and Travel Agencies (ASITA), and the Yogyakarta City Tourism Agency.

Based on interview results, Warungboto Tourist Village has also utilized technological advancements to support widespread and equitable tourism promotion. The use of social media as a tourism promotion strategy is considered effective and efficient in the era of globalization with rapid technological development. Warungboto Tourist Village follows technological and communication developments through official social media, although it does not yet have an official website. Promotion is also carried out in collaboration with the Yogyakarta City Tourism Promotion Board (BP2KY), an

independent private institution that conducts tourism promotion activities in the Special Region of Yogyakarta.

### **Barriers to Community Participation in Tourism Promotion Management**

Institutionally, Warungboto Tourist Village has established a tourist village management structure based on the regulations outlined in Yogyakarta Mayor Regulation No. 115 of 2016, Article 9 on the Management of Tourist Villages. The management structure consists of advisors and daily managers. The tourist village advisors must include representatives from the district, village, community leaders, and cultural or environmental figures. The daily managers consist of a chairman, secretary, treasurer, and sections responsible for specific areas according to the needs of each region. Criteria for becoming a daily manager include residing in the village for at least one year, having sufficient knowledge and insight about tourism, good leadership skills, the ability to work in a team, a spirit of community service, and a good reputation within the local community with no legal issues.

Unfortunately, despite the formation of the tourist village management, youth participation in managing Warungboto Tourist Village remains low. Externally, competition with other tourist destinations in Yogyakarta and the emergence of rural and coastal natural destinations pose challenges. Additionally, the Warungboto Site is not yet widely known among tourists. This lack of recognition results in low tourist interest in visiting. With minimal promotion, the village cannot compete with other tourist destinations in Yogyakarta City.

This finding is in line with a previous study by Akbar (2020) that highlights a significant issue with low youth participation in community initiatives. The study discusses the potential benefits of community-based festivals, it notes that youth often lack the confidence and skills needed for effective organization. Similarly, the situation in Warungboto Tourist Village shows that despite having a management structure in place, youth involvement remains minimal, underscoring a need for targeted training and capacity-building efforts.

The challenges faced by Warungboto, such as competition from other tourist destinations in Yogyakarta and limited visibility, resonate with the need for strong community engagement as suggested by Akbar (2020). Without sufficient promotion and strategic partnerships, including with civil society organizations, the Warungboto site struggles to attract tourists, which is crucial for sustaining community-led initiatives. The similar notion is also stated by Sihombing et al. (2017) who emphasizes that community support for tourism is essential for successful participation. This support is contingent upon the community's level of understanding of the tourism development process being comparable to that of other stakeholders. Consequently, a lack of knowledge about tourism systems and the significance of sustainable tourism can hinder community involvement, particularly in regions where tourism is newly introduced (Aref and Redzuan, 2009). Dyer et al. (2007) also note that a community's limited knowledge and awareness of tourism necessitate significant efforts to foster participation in the tourism development process.

Moreover, Warungboto Tourist Village faces challenges in the promotion material creation process and its distribution. During the research, the researchers encountered several obstacles, including determining the content and messages of the promotional materials. These challenges often hinder the creation of promotional media for Warungboto



Tourist Village. Limited human resources or staff also pose a barrier in managing promotional activities to reach the tourism market targets of Warungboto Tourist Village.

## CONCLUSION

This study aims to identify the potential, opportunities, obstacles, and challenges in managing the promotion of Warungboto Tourist Village. From the analysis, Warungboto Tourist Village has utilized various promotional media to promote the village and its attractions, including print media, electronic media, and tourism promotion events. Print media used includes brochures, leaflets, and newspapers featuring news about tourism activities in Warungboto Tourist Village. Electronic media includes the internet and social media platforms such as websites, Instagram, YouTube, Facebook, and email.

Based on data presentation and analysis, Warungboto Tourist Village also relies on "word of mouth" promotion from visitors and activities on social media, as well as its participation in the Yogyakarta Tourist Village Festival. However, there are several challenges that need to be addressed to enhance the attractiveness and reach of its promotions. These challenges include a lack of innovation in creating effective promotional materials. Currently, promotional materials such as brochures and leaflets still use conventional methods and are not widely distributed, making them less capable of attracting tourists on a broader scale, both nationally and internationally. Additionally, limited promotional reach is a constraint, impacting the overall tourist interest.

This study indicates that developing more efficient and innovative promotional strategies and media is essential to reach various tourist segments. Although public facilities in Warungboto Tourist Village are adequate, more targeted promotional development can increase tourist visits and support the local economy. Recommended strategies include increasing local community involvement in developing and promoting the village's unique potential. Additionally, establishing promotional collaborations with hotels, restaurants, shopping centers, and tourist information centers in Yogyakarta can help broaden information reach to tourists.

For optimization, it is also important to utilize creative human resources in designing attractive promotional strategies and using budgets effectively. Forming a dedicated promotion team focused on Warungboto Tourist Village is recommended to coordinate with relevant agencies in promotional campaigns. The Yogyakarta City Government and related agencies are expected to provide additional support through marketing, infrastructure development, and activity coordination in accordance with applicable regulations. Implementing these recommendations is expected to have a positive impact not only on increasing the number of tourist visits but also on the welfare of the surrounding community and strengthening its position as an attractive tourist destination in Yogyakarta.

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