

SOUTH SHORE MARKETING STRATEGY DURING THE ADAPTATION PERIOD FOR NEW HABITS IN THE SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

South Shore is a Tourism Destination located in Tepus District, Gunung Kidul, Special Region of Yogyakarta. The aim of this research is to identify the marketing potentials that can be developed in the new Habit Adaptation Era. This type of research is conducted in this study using a qualitative approach, while the analysis technique used is using a SWOT analysis. As an object that is managed by a private ownership, there are many shortcomings that are found when the community is doing tourism activity in the South Shore. Therefore, a Marketing Strategy is needed to maximize the revenue found in this Tourism Destination. The results of this study indicate that it is necessary to improve the management of the COVID-19 pandemic reading so that tourists feel satisfied to carry out tourism activities in this tourism destination.

***Keywords:** South Shore; Tourism Destination; Marketing Strategy; Covid-19*

INTRODUCTION

Tourism in Indonesia is the most important economic sector in Indonesia. In 2009, tourism ranked third in terms of foreign exchange receipts after oil and gas commodities as well as palm oil. Natural and cultural wealth is an important component in tourism in Indonesia. Indonesia is also the largest and most populous island nation in the world.

To increase the development of the tourism sector, the government has made various efforts for tourism development in Indonesia to attract more tourists, such as building adequate facilities and infrastructure, increasing the marketing of a tourist destination. As a tourism

destination develops, the manager of a tourist attraction must be able to understand the interests or desires of the target market. Tourism potential is all objects (natural, cultural, artificial) that require handling in order to provide an attractive value for tourists. (Syamsu, 2018).

Increased development of tourist attractions must also consider from a marketing point of view, so as to find out information about these tourist attractions. Several marketing strategies have been carried out by the Indonesian government to introduce destinations in Indonesia nationally and internationally by participating in exhibitions, brochures,

advertisements and so on. (Djamil and Sidik, 2015).

The tourism sector does not always have an advantage, but at this time, the tourism sector has experienced a very drastic decline due to the Corona Virus Disease 2019 pandemic or known as Covid-19 which began to spread throughout the world since the end of 2019. The first case that occurred in Indonesia in March 2020 and the number continues to increase, resulting in policies regarding restrictions on community mobility.

Covid-19 has had a huge impact, especially in the economic sector. So that the government makes a circular regarding providing access to people who want to travel using predetermined standard protocols.

LITERATURE REVIEW

Research conducted by (Suwarti, 2017) which examines efforts to develop tourist village destinations through the development of tourism product components including A4, namely Attractions, Activities, Accessibility, Amenities.

Likewise, research conducted by (Triyono, 2018) reveals from the results of his research that tourist attractiveness and tourism promotion together have a significant effect on visitor satisfaction. Likewise, related to research in the Tanak beak tourism village to examine the management's efforts in developing tourism attractions and potential around the area. The next research, which was carried out by (Dewi and Subawa, 2018) with the title "Three Nusa Tourism

Marketing Strategy Towards Increasing Visitors through E-Commerce". The focus of this study discusses tourism marketing strategies through e-commerce, especially with websites and social media in increasing the number of tourists. The results of his research show that large companies in Tiga Nusa use websites and social media as a means of promotion to attract tourists, and using these two promotional means is considered more effective than conventional marketing.

Research conducted by (Virgilemma and Anom, 2018) with the title "Sembalun Tourism Marketing Strategy, Sembalun District, East Lombok Regency, West Nusa Tenggara". This research discusses the marketing mix and also the marketing strategy in Sembalun tourism. The results of this study are to increase promotion, cooperate with tourism companies that are outside and within the country, make road access improvements and improve the quality of its human resources.

Fanaqi (2020) conducted a research that was used as a reference with the title "Branding Strategies for Tourism Business Actors in the Pandemic Period". The discussion of this research is about the weakening of various sectors, especially services and tourism due to the Covid-19 pandemic, but since the adaptation period new habits have had a pretty good impact on tourism. This research uses qualitative methods with the results of brand positioning by developing tourist villages, then brand personality to come up with new ideas that give characteristics based on the existing potential in Garut district, then

brand identity by bringing out the advantages and icons that are owned as a tourist destination such as helping branding in the culinary and UMKM fields.

RESEARCH METHODOLOGY

The Method use in this Study is a Qualitative Approach Research with a qualitative approach emphasizes the analysis on the deductive and inductive inference processes as well as on the analysis of the dynamics of the relationship between observed phenomena, using scientific logic. This does not mean that a qualitative approach is not supported by quantitative data, but that the emphasis is not on testing hypotheses but on efforts to answer research questions through formal and argumentative ways of thinking. Many qualitative studies are small sample studies. (Saifuddin, 2016)

The research approach used in this study is a descriptive qualitative approach with an emphasis on marketing activities. Aims to describe things related to marketing activities at the South Shore. In making this scientific article the writer makes a frame of mind that aims to make it easier and more organized for researchers to obtain the required data for perusal.

RESULT AND DISCUSSION

South Shore is located in Sidoharjo Village, Tepus District, Gunung Kidul Regency, DI Yogyakarta. It is the only beach club in the South area which is built in such a way in the southern part of

Yogyakarta, the seaside area. This beach club is officially designated as a new tourist destination in 2020 amidst the pandemic and is still growing. Access to this destination is not too difficult with a distance of about 60 km, it takes about 2 to 3 hours from downtown Yogyakarta, the journey begins by taking the southern route to the Wonosari square then continue to follow the road south to the Wonogiri border road then there will be an intersection. take the left route to the Baron Beach Retribution Gate Street by paying a restriction fee of 10 thousand Rupiah, the road is fairly good and wide enough for 2 four-wheeled vehicles in two directions, there is also a choice of roads by circling through Jalan Tepus without paying fees but with consequently the road is not as good as the main road. After that, continue to follow Jalan Pantai Selatan Jawa until you meet the Ngandong Beach Parking Area, enter then continue towards the beach and turn right to park the vehicle to go to the South Shore.

South Shore was originally just an ordinary coastal cliff that has not been touched by the impacts and tourism activities, until in early January 2020 an entrepreneur saw the potential and tourism opportunities to build the South Shore, thanks to hard work and an unyielding spirit to explore the natural and cultural potential and the support it provides. Large number of villagers around so that in mid-year the South Shore was officially opened to the public.

The concept of developing South Shore which relies on its natural potential finally turned into a modern beach club-based tourism concept by maintaining the

natural beauty around it, this was done after the manager found out and found that South Shore had the opportunity to become the pioneer of the first beach club in the Yogyakarta area considering so many beaches are scattered there are no beach clubs built considering the island of Bali which has beach potential already has a lot of beach clubs scattered along the beach area.

One of the features of South Shore is the only beach club in the Tepus sub-district that still maintains its natural beauty, namely by implementing a good hygiene system and waste management that does not pollute the natural beauty of the surroundings. By applying the concept of nature conservation, it is hoped that the South Shore can continue to develop and go hand in hand with the surrounding environment that supports the process of this attraction tour.

Cafe South Shore Yogyakarta carries a concept like a beach club in Bali. Starting from the architecture, the interior, to the atmosphere created there will really make you feel like you are in a beach club in Bali or a cafe on the coast of Santorini, Greece. The cliff-top location of the South Shore provides a panoramic view of the southern coast.

Cafe South Shore Yogyakarta also has many cool spots to take pictures and take selfies with your partner, friends, and family. Guests who come can take pictures on the staircase surrounded by coconut trees, frangipani Bali and natural rocks that surround the cafe area, or at the edge of the infinity pool which directly leads to the stunning southern beach which is the favorite photo spot of choice for visitors is the main attraction of this

destination. Guests who visit can also enjoy the beauty of architecture with a southern European theme with a Mediterranean theme with dominant shades of white and natural rocks, natural cliffs and a stretch of beach around it, guests can also enjoy the beauty of the stunning twilight sky which adds to the appeal of come to this place. This experience makes guests feel like they are in Bali or Santorini Greece in the Yogyakarta area.

For the arrival of guests before coming to enjoy the beauty of one of the cafes hits Yogyakarta, guests are required to make a reservation in advance to determine the position or location of the seat and confirm the number of guests who will come. Guests are advised to make a reservation two or three days before your time of visit to ensure there is a slot to come and service can be maximized properly so as not to exceed the capacity of the waiter plus the existence of a health protocol in place This system is in place to control the number of visitors who come during a pandemic with strict health protocols in place, such as visitors and employees of South Shore who are required to wear masks while in this area and before entering the area, people who come are required to wash their hands with soap and in the area. Check the temperature is still below healthy standards, and improve service efficiency so that each visitor can be served optimally.

Visitors who come to enjoy the panoramic beauty of the facilities and services on the South Shore, you have to spend Rp. 100,000, - / pax in session 1, namely at 12.00 WIB to 15.00 WIB and

in session 2 16.00 WIB to 19.00 WIB amounting to Rp. 150,000, - / pax. The ticket price includes parking fees, direct access to the beach near this cafe. And most importantly, a meal voucher of Rp. 70,000, - for session 1 and Rp. 100.000, - for session 2 which you can exchange directly for a variety of delicious menus at the South Shore Jogja cafe. Not only that, by purchasing an entrance ticket to the South Shore, you will also get access to the beach right next to it.

During the pandemic, visits to these cafes and tourist destinations were divided into two sessions per day. The first session is the Lunch session at 12.00-15.00 WIB, and the second session is the Sunset session which is at 16.00-19.00

WIB. Not only that, the number of visitors is also limited to 120 total visitors per day, and 60 visitors for each session. This is done to maintain the safety and comfort of visitors in enjoying the beauty of the South Shore during the COVID-19 pandemic.

Not only that, you are also required to comply with health protocols when visiting. Some of the health protocols enforced by the South Shore include temperature checks and the use of hand sanitizers at the entrance. You are also obliged to use a mask during your visit and are only allowed to take it off when you are going to eat or drink and put it back on after you finish eating or drinking.

Table 1. South Shore Marketing Strategy SWOT Matrix

	Internal	Strenght	Weakness
	External	<ol style="list-style-type: none"> 1. Facilities on the South Shore are quite adequate 2. The relationship between human resources is well established 3. The South Shore is rich in natural and natural potential 4. Good and friendly service from the community to tourists 5. Cleanliness of South Shore is good 6. The road accessibility is quite good, but the road is approaching, quite damaged and not yet on the asphalt 	<ol style="list-style-type: none"> 1. The South Shore promotion is not maximal 2. The lack of use of Digital Technology has not been utilized 3. Funding for the development of South Shore is lacking

	7. Implementation of health protocols in the era of new habit adaptation, the COVID-19 pandemic.	
Opportunities	S-O Strategy	W-O Strategy
Many tourists come from various origins and circles, both from Domestic and Abroad	<ol style="list-style-type: none"> 1. The South Shore, which is managed by a management organization, has various supporting facilities that can make positive developments where all facilities such as swimming pools, dining places, places of worship to lodging all have modern standards that are owned by five-star restaurants in general. 2. Between human resources both from the owner, workers and the local community all help each other in realizing the sustainability of this place by implementing quality service standards and all are united to satisfy guests' expectations 4. By utilizing the natural potential, namely beaches and coral reefs and various flora and fauna ecosystems that pay attention to this place as well as various food and beverage 	<ol style="list-style-type: none"> 1. Promotion of South Shore can be increased by collaborating with stakeholders such as hotels, travel tours, ministries and private companies such as TV stations, the Indonesian tourism community, etc. With a good promotion it can have an influence on the number of tourist visits that are even greater. 2. For the use and utilization of technology, the manager can take part in training held by stakeholders in the tourism and creative industries to further improve telemarketing, social media marketing and also all forms of marketing in digital form. 3. The management, can submit a proposal to the local government or to investors / sponsors who can help finance the development of the

	<p>menus, it becomes an attraction for tourists.</p> <p>5. By providing maximum service that is good and friendly to tourists, it can give a good impression to tourists and encourage the interest of tourists to the South Shore.</p> <p>6. By keeping the village environment clean and tidy and free of trash can make tourists happy and comfortable so that it will trigger tourists to visit the South Shore.</p> <p>7. With a large number of tourist visits, both domestic and foreign, can provide income to the management and the community to make road access closer to the South Shore.</p> <p>8. By providing covid-19 virus handling protocol services and understanding to visitors, it is hoped that it will provide a sense of security and comfort from every guest visit who comes to the South Shore</p>	<p>South Shore so that it can improve facilities and tourist visits.</p>
Threat	S-T Strategy	W-T Strategy
1. South Shore has many competitors,	1. South Shore Organization/	1. By maintaining the quality of food and

<p>namely recreation places and restaurants that are scattered in the Gunung Kidul Regency area.</p> <p>2. South Shore has not been directly supported in the development and promotion regulations officially by the relevant Tourism Office</p>	<p>Management can increase creativity and new innovation to provide distinctive appeal as a differentiator from other Recreation Sites.</p> <p>2. With adequate facilities and supported by friendly services to tourists will encourage tourist choices to the South Shore</p> <p>3. Maximizing and developing natural potential, namely beaches and cliffs and especially modern facilities on the South Shore.</p> <p>4. Organizations and owner managers can approach and discuss together with the Department of Tourism to formalize and designate South Shore to be assisted in its regulation and development and assisted in its promotion</p> <p>5. With the implementation of a good health protocol can be a difference with competitors who have not implemented health protocols, tourists</p>	<p>beverage service and various other supporting facilities that differentiate the upper class from its competitors.</p> <p>2. By increasing the South Shore Promotion activities, it can provide information about the natural potential of the modern South Shore to all tourists, both domestic and foreign, with a big promotion so that tourists can find out about the South Shore.</p> <p>8. 3. Taking advantage of the sophistication of Digital World technology, such as the creation of a tourist website and a YouTube channel containing services and various supporting facilities, the South Shore will be increasingly recognized by tourists.</p>
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	will choose South Shore	
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(Source: Data Analysis, 2020)

CONCLUSION

South Shore is one of the modern natural tourist destinations at the southern tip of Gunung Kidul Regency which is rich in natural and modern tourism potential. This destination was developed as a recreational and culinary tourism destination for both domestic and foreign tourists. Since 2020 this destination has been improving to become a modern destination in the form of a beach club and lounge that is in demand by many tourists with the concept of Nature and a modern touch, which has a variety of natural and man-made attractions that are well preserved. However, until now, South Shore has not been officially recognized and assisted by the South Shore District Tourism Office, and this has become one of the obstacles in South Shore marketing.

The South Shore Beach Club and Lounge has various attractions such as being directly adjacent to the beach and white sand scattered around it, beach cliffs, artificial facilities such as infinity swimming pools as well as restaurants and inns etc. On the South Shore, tourists can stay or live in at the Residents homes and experience firsthand the experience of staying around the beach with adequate facilities. During Live-in, tourists participate in every activity and activity held by South Shore and include various facilities therein.

The positive impact obtained by the South Shore is the increased stability of

the local community's economy thanks to visiting tourists, as well as a stronger amount of income both for management, employees, the surrounding community in the form of service fees, and regional income for related agencies in the form of tax money. However, in the era of the Covid 19 pandemic, there was a decrease in tourist visits which had an impact on the economy and society of the South Shore. To support the development of South Shore, the joint management with the tourism office is expected to provide good support in terms of funding, mentoring, promotion, and appropriate marketing to continue to increase the number of tourists who come and get more benefits. So that the South Shore can be better known, more advanced and become a modern natural tourist destination in Gunung Kidul Regency.

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