



Marketing Strategy of Taman Wisata Iman Sitinjo Dairi Regency, North Sumatera

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ABSTRACT

The attraction of Taman Wisata Iman Sitinjo is one of the attractions that is currently pursuing marketing activities. The lack of promotional media as a means of marketing products and the lack of market from among tourists make the attraction of Taman Wisata Iman Sitinjo less well known by the wider community. The importance of marketing strategy is as a means of introducing, communicating, and marketing the attractiveness value of Taman Wisata Iman Sitinjo to be directed and effective. Therefore, this research is important to be carried out and aims to determine the internal and external factors of Taman Wisata Iman Sitinjo, so that the right marketing strategy can be known for the attractiveness of Taman Wisata Iman Sitinjo.

The research method used in this study is qualitative. Data was collected through observation, interviews and documentation. The resulting marketing strategy is the result of a SWOT analysis obtained from the identification of attractiveness conditions that result in the SO strategy, namely creating an image of the attractiveness of Taman Wisata Iman Sitinjo as a quality attraction and maintaining and improving the quality of attraction to be able to attract visitors to make a return visit. ST's strategy is to create innovations that attract more tourists and create a brand image to create tourist confidence in the attractiveness of Taman Wisata Iman Sitinjo. The WO strategy is to improve the quality of tourism human resources and improve the quality and service facilities for tourists. The last strategy is WT strategy, namely increasing the promotion of the attractiveness of Taman Wisata Iman Sitinjo through social media as well as the construction and provision of tourism supporting facilities.

Keywords: *tourism marketing strategy, tourist attraction, Taman Wisata Iman Sitinjo*

1. Introduction

The marketing strategy is very important because it is the basis for planning a company. Marketing strategy can make marketing more effective and directed so that it makes it easier for companies to achieve the expected goals. One of the existing marketing activities is marketing in the tourism sector. Tourism is an industry that can develop depending on the potential of each region. Tourism is also an industry that significantly influences and engages the community and provides various advantages and benefits for the area. Tourism also seeks to display and exploit cultural and natural splendor.

The development of the tourism sector in Indonesia is currently experiencing a fairly rapid increase which is marked by the increasing number of tourist destinations that are standing in each region spread throughout Indonesia. North Sumatra Province is a province located in the northern part of the island of Sumatra with a land area of 71,981.23 km² and a population of 14,936,148 people (North Sumatra Province in Figures 2022). North Sumatra is home to a number of interesting locations, including Lake Toba, one of the region's most famous landmarks which is annually the location for an annual festival that attracts tourists. In addition, North Sumatra offers a variety of additional attractions in a number of different cities and districts. One of the provinces in North Sumatra which has various potentials for the tourism industry is Dairi Regency. Taman Wisata Iman Sitinjo is one of the attractions that has very good potential there. Taman Wisata Iman Sitinjo is the only religious tourism in Dairi Regency. By utilizing a 13ha² area, the Dairi Regency government designed the Sitinjo Faith Tourism Park in which there are facilities for worship that can accommodate all adherents of existing religions.

The increasing demand for tourism will certainly affect the development of tourism itself. To be able to compete with other tourist attractions, each tourist attraction requires a strategy to meet the changing needs of visitors. An important strategy that is considered by the marketing department is marketing policy, especially the product strategy offered. If a tourist area provides unique and complete tourist products that are in accordance with the wishes of visitors, visitor satisfaction will be created. Managers create visitor satisfaction by establishing a tourism product development strategy. Increasing the

number of visits is urgently needed to increase income in building tourism support facilities, increasing human resources, and increasing the welfare of local people's lives around the attractions of Taman Wisata Iman Sitinjo.

Taman Wisata Iman Sitinjo still has very limited and underutilized management. Marketing carried out by the Taman Wisata Iman Sitinjo attraction is only through Facebook media so that many tourists do not know the existence and location of the Sitinjo Iman Tourism Park attraction. Apart from that, many tourists also find it difficult to visit the attraction of the Sitinjo Faith Tourism Park due to the lack of available information. This resulted in a decrease in the number of visits at the Sitinjo Faith Tourism Park attraction.

Based on the description above, this study was written specifically to discuss the marketing strategy for the attractiveness of Taman Wisata Iman Sitinjo. The analysis includes two formulations, namely the condition of the attractiveness of the Taman Wisata Iman Sitinjo and the marketing strategy for tourist attractions that can be carried out by the Taman Wisata Iman Sitinjo in increasing the number of tourist visits.

2. Methodology

The previous research review contains studies specifically regarding marketing strategies in increasing the number of tourist visits as a comparison and reference for the position of the research conducted. Previous research reviews are used to position the focus and locus of research.

The first previous research study came from the same location entitled "Strategy for the Development of Religious Tourism at Taman Wisata Iman Sitinjo Dairi Regency 2020" conducted by Pasi et.al. (2020). This study uses qualitative methods with data reduction analysis methods, data presentation and triangulation. The results of this study indicate that the role of the community and government for the development of the attractiveness of Taman Wisata Iman Sitinjo is very influential.

The second previous research review is "Analysis of Marketing Strategy in Increasing the Tourist Visit (Case Study: Jember Mini Zoo)" by Nugraha et.al. (2022). This study uses qualitative research methods and data analysis methods with SWOT analysis. The results of this study are strategies that can be used by Mini Zoo Jember as a tourist attraction to increase the number of tourist visits, namely building the company's image to become a quality and valuable tourist spot, improving service quality and expanding marketing coverage by conducting direct marketing and digital marketing.

As a foundation in the analysis phase, this study uses several concepts and theories. These concepts include the concept of marketing strategy and the concept of tourist attraction. The theory used is the STP marketing strategy theory (Kotler 2016) and the 4A tourist attraction theory.

This research is a qualitative type research where the results of the research are very dependent on information from participants in a broad scope, questions are general in nature, data collection consists mostly of words and conducts research subjectively (Creswell 2018). This research was conducted at the Taman Wisata Iman Sitinjo attraction, which is located in Dairi Regency, North Sumatra. In collecting data, the techniques used are observation, interviews and documentation.

3. Results

Conditions of Attraction at Faith Sitinjo Tourism Park

Components that can be identified from the attractiveness of Taman Wisata Iman Sitinjo are the tourist attractions offered, accessibility to reach the location of the area, accommodation available around the attraction, as well as facilities and infrastructure or additional supporting services that support the development of tourist attractions.

1. Attraction at the Sitinjo Faith Tourism Park attraction

Tourist attraction is anything that has its own value and is able to attract tourists to visit a tourist destination. The tourist attractions in the Sitinjo Iman Tourism Park are religious tourism attractions and nature tourism. The religious tourism attractions in question are buildings of places of worship of five of the six recognized religions in Indonesia which are a manifestation of inter-religious tolerance in Indonesia and are one of the attractions that can attract tourists to visit this Sitinjo Iman Tourism Park attraction.

When entering the gate from Letter S, tourists will be treated to the Saddhavana Monastery for Buddhists in which there are many Buddha statues and also a place that Buddhists can use to worship. Furthermore, tourists will find churches and historical replicas for Christians where there are lots of statues that tell the story of the life of Jesus Christ from being born in a sheepfold to being crucified. There is the journey of Jesus Christ's life starting from the sheepfold in Bethlehem, feeding five thousand people, praying in the garden of Gethmani, 14 stages of the journey of the cross (Via Dolorosa), three very large cross statues depicting the hill of Golgotha, and the journey of Jesus Christ's resurrection.

Besides that, there is also a Hindu garden with gates and temples in Balinese architectural style. As well as the prayer facilities for Muslims are located at the end of Taman Wisata Iman Sitinjo if you enter through the first gate, the second gate from Letter S. There is a mosque that stands majestically and a miniature Kaaba which is often used as a place for pilgrimage rituals for Muslims. There are also natural attractions that can be explored on foot such as pine forests, towering flower gardens, rivers and waterfalls.

2. Amenities at the Sitinjo Faith Tourism Park attraction

The facilities available at Taman Wisata Iman Sitinjo are quite adequate. The existing amenities or facilities at the Taman Wisata Iman attraction include public facilities such as toilets, mosques, and stalls or stalls managed by the local community. Stalls managed by the community around the Sitinjo Iman Tourism Park are in the form of restaurants and souvenir shops. Currently, Taman Wisata Iman Sitinjo is equipped with premium toilets that are disabled friendly, comfortable and strategic, as well as equipped with a lactation room.

At the Taman Wisata Iman Sitinjo attraction, there is also ample and adequate parking available for vehicles coming to the Sitinjo Faith Tourism Park attraction. There is also an auditorium with a large hall that can accommodate up to 200 people which is usually used for holding various events such as

weddings, mass Mass, or various other group activities. Other facilities that are already available at the Taman Wisata Iman attraction are trash cans, directions and name signs in the area of the attraction.

The accommodation available at the Sitingo Iman Tourism Park is accommodation for tourists who wish to stay or spend the night at the Iman Tourism Park location in the form of 17 dormitory rooms, lodging and a hostel. Taman Wisata Iman Sitingo is also equipped with a building for a security post in the park, namely a post for the tourism police and a building for the information center section of Taman Wisata Iman Sitingo. In Taman Wisata Iman Sitingo there is also a jogging track that can be used by tourists who want to jog as well as several gazebos in several places in Sitingo Iman Tourism Park which can be used as a place to rest and enjoy the views that are presented.

3. Accessibility in the Attraction of Taman Wisata Iman

The access road to the Taman Wisata Iman Sitingo attraction is a paved road and can be said to be good. Available road access can be passed by private vehicles and public transportation. Based on observations at the Taman Wisata Iman Sitingo attraction, the access road to the attraction is wide enough so that large vehicles such as buses and so on can pass it. There are two entrances to enter the attraction, but the directional signs on one of the paths can be said to be quite minimal because the nameplates available are old enough that the writing and pictures are blurry and cannot be seen clearly. For tourists who will visit the Iman Tourism Park attraction, they can search for information online by accessing the official website of the Dairi District Tourism, Culture, Youth and Sports website at dispar.dairikab.go.id and the visitdairi.com site.

4. Ancillary Service at Taman Wisata Iman Attraction

The additional services referred to in the attractions of the Faith Tourism Park are institutional arrangements that can support tourism activities. The institutions in the Iman Tourism Park attraction are the village government, POKDARWIS, the management of the Taman Wisata Iman Sitingo and the Dairi Regency Youth Culture and Sports Tourism Office. In its implementation, the Department of Tourism, Culture, Youth and Sports of the Dairi Regency is tasked with carrying out tourism promotions and carrying out tourism activities at the Taman Wisata Iman Sitingo attraction. In addition to the institutions provided by the Taman Wisata Iman Sitingo attraction to support its tourism activities, there are also several regulations in tourist attractions that must be obeyed by managers and existing tourists.

At the Taman Wisata Iman Sitingo attraction there is also a survey filling page in the form of a QR CODE which can be accessed by tourists using a smartphone to provide feedback about the Sitingo Iman Tourism Park. Apart from accessing using the provided QR CODE, tourists can also access the page from <https://simparas.dairikab.go.id/scan> which was made with the aim of collecting a survey of Taman Wisata Iman Sitingo visits.

Marketing Strategy for the Attraction of Taman Wisata Iman Sitingo in Increasing the Number of Tourist Visits

1. Segmenting

In marketing the attractiveness of Iman Tourism Park, it is necessary to identify the market based on segmentation which is divided based on geographical, demographic, psychographic and behavioral segmentation which is described as follows:

a. Geographic Segmentation

In the geographical segmentation of Taman Wisata Iman Sitingo as an attraction in Sitingo village, the potential market for tourists is grouped according to the area of origin of tourists. Tourists visiting the Taman Wisata Iman Sitingo attraction as a whole are domestic tourists originating from the State of Indonesia and for now there have been no visits from foreign tourists.

Then for the tourist market which is grouped by province of origin, the attractiveness of Taman Wisata Iman Sitingo is dominated by local tourists who come from the North Sumatra region. Based on observations of visiting tourists, it was dominated by tourists from Dairi Regency, Pakpak Bharat Regency, Karo Regency, Humbang Hasundutan Regency, Simalungun Regency and Samosir Regency. For marketing activities for the attractiveness of Taman Wisata Iman at this time, market segmentation is being carried out more targeting local tourists, especially in North Sumatra Province and more generally to all Indonesian people.

b. Demographic Segmentation

Judging from the demographic segmentation of tourists visiting the Iman Tourism Park attraction, domestic or local tourists generally range from 10-60 years old, ranging from elementary school children to adults who are working or not working. Based on observations, it can be seen that tourists who visit are tourists with almost all age ranges and the majority are female tourists when compared to male tourists.

The types of tourists visiting the Taman Wisata Iman Sitingo are tourists consisting of small and large groups. Small groups such as families and youth or school children with three to five members. While large groups are usually like church fellowship groups in the form of Sunday school children's associations, youth and youth associations, mothers' associations, fathers' associations and seniors' associations. In addition, there are also several other large groups such as the PKK women's group and groups from schools and universities.

c. Psychographic Segmentation

In psychographic segmentation, tourists who visit the Taman Wisata Iman Sitingo are grouped based on their personality. Most tourists visit to carry out religious tourism activities such as worship and increase knowledge about the religion or belief they adhere to. Meanwhile, some other tourists visit just to enjoy the natural beauty that is presented or even just to take part in events held at Taman Wisata Iman Sitingo.

d. Behavioral Segmentation

The segmentation of tourists who visit to carry out religious tourism is grouped based on the knowledge, attitudes and responses of tourists. Overall, tourists who visit the Sitingo Iman Tourism Park are tourists with minimal insight into the religions practiced in Indonesia, so they make visits to gain knowledge and experience about it. Judging from their attitude during their visit, tourists have the awareness to protect the environment by keeping it clean and not damaging or disturbing anything that is available in the Sitingo Iman Tourism Park. In addition, tourists also have a high sense of curiosity so that the Sitingo Faith Tourism Park provides access for tourists to explore more widely around the park.

2. Targeting

After identifying the market segments of the attractions of Taman Wisata Iman Sitingo, it is then necessary to divide the market segments into the main segments of visiting tourists. The tourists in question are local tourists or domestic tourists who come from North Sumatra Province. The main target of

tourists being targeted are tourists with a tendency to carry out tourism activities for religious activities, gaining new knowledge and experiences, tourists who have a high curiosity and tourists who love nature. In accordance with the price offered, the attractiveness of Taman Wisata Iman Sitinjo targets its marketing to all groups and economic levels.

3. Positioning

Positioning on the attractiveness of Taman Wisata Iman Sitinjo aims to position Taman Wisata Iman Sitinjo as a tourist attraction in the minds of tourists. The determination of positioning is aimed at creating a special image and impression for tourists by creating superiority and uniqueness of the attractiveness of Taman Wisata Iman Sitinjo which consists of religious tourism and natural tourism. To face competition from existing competitors, the attraction of Taman Wisata Iman Sitinjo must be able to improve the services and infrastructure that exist in the attraction of Taman Wisata Iman Sitinjo. In addition, Taman Wisata Iman Sitinjo must also be more active in promoting it to attract tourists.

SWOT analysis

Researchers analyzed the advantages and disadvantages of the Taman Wisata Iman Sitinjo marketing strategy to deal with existing opportunities and threats. The strengths and weaknesses of Taman Wisata Iman Sitinjo as well as opportunities and threats are presented with a SWOT analysis as follows:

1. Strength

The attraction of Taman Wisata Iman Sitinjo is a unique tourist attraction because it does not only focus on one religion but five of the six religions recognized in Indonesia. Apart from that, the strength of the attractiveness of Taman Wisata Iman Sitinjo lies in its strategic location, as well as a comfortable atmosphere, with green views so that it can be said that Taman Wisata Iman Sitinjo is a friendly place for all ages. The sustainable development of the Taman Wisata Iman Sitinjo attraction makes tourists not feel bored to visit again.

2. Weaknesses

Taman Wisata Iman Sitinjo has weaknesses that need to be improved and improved. The weakness of the Taman Wisata Iman Sitinjo attraction lies in the absence of a tour guide at the attraction. This is an important point that needs to be fulfilled by the attractiveness of Taman Wisata Iman Sitinjo. The less optimal potential of the community due to the lack of access from the government is also one of the weaknesses in marketing the attractiveness of Taman Wisata Iman Sitinjo. The lack of maximum knowledge, attitudes, skills and social community influences the quality of community interaction with visiting tourists. Tourists who visit will feel dissatisfied when they find community communication patterns that seem unfavorable or unfriendly.

The promotion carried out by the government for the attractiveness of the Sitinjo Faith Tourism Park is also still minimal and very limited. The lack of use of digital technology carried out by the attractiveness of Taman Wisata Iman Sitinjo for promotion to the wider community by using the official website is also one of the weaknesses of the attractiveness of Taman Wisata Iman Sitinjo. The manager also lacks deliberations with the surrounding community to work together in developing the Sitinjo Iman Tourism Park. The lack of transportation from the highway to the attraction is also a big drawback.

In addition, some of the statues in the Taman Wisata Iman attraction are also quite neglected. Even some of the statues have almost collapsed due to lack of maintenance.

3. Opportunity

The opportunity for the Taman Wisata Iman Sitinjo attraction is quite large because the Sitinjo Faith Tourism Park is the only tourist attraction that offers tourism products in the form of religious tourism and natural tourism in one location at a time. In addition, search and share behavior by tourists is also a big opportunity for the attractiveness of Taman Wisata Iman Sitinjo in increasing the number of tourist visits. Search and share behavior by tourists through digital media will not only introduce it, but will also be able to disseminate the attractiveness of Taman Wisata Iman Sitinjo so that it is better known and known by the wider community.

4. Threats

Threats are unavoidable in product marketing, including in the marketing of tourist attractions. Even though currently there are no competitors with similar tourism products, there will be a threat in the form of competitors who will follow the concept of Taman Wisata Iman Sitinjo or even have a better concept than Taman Wisata Iman Sitinjo. Another thing that influences the marketing of the attraction of Taman Wisata Iman Sitinjo is the lack of promotional media at the moment so that many tourists only know through other people or word to mouth which raises the threat of spreading unfavorable responses or fake news which will have an impact on the image of the Tourism Park Faith Sitinjo.

IFAS	S (Strenghts)	W (Weakness)
EFAS	1. Unique because it does not only focus on one religion but five out of six recognized religions in Indonesia. 2Strategic and convenient location 3Sustainable development	1Promotions are still very minimal and limited 2There is no tour guide 3 Community potential is not optimal 4There is no public transportation from the highway to the attraction 5 Lack of maintenance on available facilities.

O (Opportunities)	SO	WO
1 Search and share behavior by travelers on social media 2 There is no other attraction with a similar concept	1 Creating an attractive image of Taman Wisata Iman Sitinjo as a quality attraction (S1, S2, S3, O1) 2 Maintain and improve the quality of the attraction to be able to attract visitors to make a return visit (S1, S2, S3, O2)	1 Improving the quality of tourism human resources (W2, W3, O1) 2 Improvement of quality and service facilities for tourists (W1, W4, W5, O2)
T (Threats)	ST	WT
1 Competitors with more interesting innovations 2 Spreading negative comments or fake news	1 Creating innovations that are more attractive to tourists (S1, S2, S3, T1) 2 Creating a Brand Image to create tourist trust in the attractiveness of Taman Wisata Iman Sitinjo. (S1, S2, S3, T2)	1 Increasing the promotion of the attractiveness of Taman Wisata Iman Sitinjo through social media (W1, T3) 2 Development and provision of tourism support facilities (W4, T1)

1. SO Strategy (Strengths Opportunities)

This strategy aims to take advantage of existing strengths to take advantage of opportunities in the external environment. The SO strategy that can be applied to the attractiveness of Iman Tourism Park is to create an image of the attraction as a quality attraction. Product image or attractiveness is very important in order to always remind consumers of the product or attractiveness. If the image is attractive and expressive, then the image will remain in the minds of consumers or the general public for a long time. Until now, Taman Wisata Iman Sitinjo is almost unknown. Therefore, it is necessary to create an image that introduces the attractiveness of Taman Wisata Iman Sitinjo.

In addition, the attractiveness of Taman Wisata Iman must also be able to maintain and improve the quality of the attraction in order to attract visitors to make return visits. Basically, the level of satisfaction and experience that tourists get when visiting an attraction will greatly influence the tourist's interest in making a return visit.

2. WO strategy

The WO strategy utilizes strengths to deal with threats that come from outside. The strategy that can be carried out in marketing the attractiveness of Taman Wisata Iman Sitinjo is to improve the quality of tourism human resources. Improving tourism human resources can be done by educating and empowering the surrounding community so that they can increase the potential of the community. Local people can be supported to become local tour guides (local guides). In facing threats, attractions must be able to improve the quality and service facilities for tourists. The quality of service and facilities will certainly greatly affect the interest in visiting tourists.

3. ST Strategy

This strategy is a strategy that aims to try to utilize strength to deal with threats. The strategy that can be carried out in marketing the attractiveness of Taman Wisata Iman Sitinjo is to create innovation and brand image. An attraction must be able to create new and more interesting innovations so that tourists do not feel bored when visiting the attraction. In addition, the attraction must also create a brand image to avoid negative comments and fake news that could be circulating among the public which will reduce the image of an attraction.

4. WT strategy

This strategy is a strategy designed to minimize weaknesses by avoiding threats. The strategy that can be done is by increasing promotions. Promotion of the attractiveness of Taman Wisata Iman Sitinjo must be continued so that the number of tourists continues to increase. There are many social media that can be used to promote Taman Wisata Iman Sitinjo, starting from advertising on Instagram and Facebook, interesting content on Tiktok and creating and utilizing the official website of Taman Wisata Iman Sitinjo. With a clear marketing process and target market, it is hoped that it will be able to increase the number of visits to the Taman Wisata Iman Sitinjo attraction.

To avoid external threats, tourist attractions must also develop and provide tourism support facilities that can support tourists' interest in visiting. Inadequate supporting or supporting facilities at an attraction will affect the number of visits obtained. Taman Wisata Iman Sitinjo can improve supporting facilities by providing ATMs around the attraction and providing shuttle buses to facilitate access for tourists.

4. .Conclusion

The results of this study indicate that the condition of the attractiveness of Taman Wisata Iman Sitinjo seen from the identification of the components of tourism the tourist attractions offered are religious and natural tourism attractions, the available accommodation is sufficient, the access road to the attraction is paved roads that can be passed by private vehicles as well as public transportation and additional services available, namely in the form of institutions that can support tourism activities, namely POKDARWIS, the management of the Taman Wisata Iman Sitinjo and the Dairi Regency Youth Culture and Sports Tourism Office.

The resulting marketing strategy is the result of a SWOT analysis obtained from the identification of attractiveness conditions that produce an SO strategy, namely creating an image of the attraction of Taman Wisata Iman Sitinjo as a quality attraction and maintaining and improving the quality of the attraction. The ST strategy is to create innovations that are more attractive to tourists and to create a Brand Image. The WO strategy is to improve the

quality of tourism human resources and improve the quality and service facilities for tourists. Lastly is the WT strategy, namely increasing the promotion of the attractiveness of Taman Wisata Iman Sitinjo through social media as well as the development and provision of tourism support facilities.

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