



Marketing Strategy of Tegowangi Temple as a Historical, Cultural and Educational Tourism Attraction in Kediri Regency

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ABSTRACT

Currently, under the leadership of the new regent, the tourism sector is a priority program. The Kediri Regency Tourism Office has new challenges in the development or development of tourism in the Kediri Regency area, especially historical tourism, Kediri Regency has many relics of historical sites during the kingdom, one of which is the Tegowangi Temple site in Candirejo Hamlet, Tegowangi Village, Plemahan District. Tegowangi Temple is historical evidence of the ancient civilization of Hindu religious life in Kediri. However, for now the number of visits to the Tegowangi Temple is still very small, therefore a marketing strategy is needed.

This study uses qualitative research methods using primary and secondary data. Data mining techniques used interviews, literature studies, and observations made at the Tegowangi Temple. Furthermore, SWOT analysis data is used to determine the strengths, weaknesses, opportunities, and threats. The result of this research is the strategy used to promote the historical tourism of Tegowangi Temple so that more visitors come to Tegowangi Temple..

Keywords: Strategy, Marketing, Heritage Tourism, Kediri

1. Introduction

Tourism according to the Law of the Republic of Indonesia number 10 of 2009 concerning tourism states that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local government. One of them is historical tourism in Indonesia. In this Merdeka Belajar Internship, we can explore deeper knowledge, especially historical knowledge which is very important for the future.

One example of history is cultural heritage, cultural heritage has potential and intrinsic value that can be utilized, the utilization of cultural heritage as a tourism object is one of the missions to carry out cultural heritage preservation in accordance with Law number 11 of 2010 on cultural heritage. In the cultural heritage law relating to tourism is found in article 85 paragraph 1, it is stated that "the government, local governments, and everyone can utilize cultural heritage for religious, social, educational, scientific, and tourism purposes." In that sentence it is clear that we can all utilize cultural heritage as one of the objects of tourism for now and the future. With so many cultural heritage relics in Kediri Regency, it adds to the potential of tourism, especially historical tourism, one of which is Tegowangi Temple, Tegowangi Temple can add to the attractiveness of tourists who want to add insight into history in the past.

Tegowangi Temple is a temple located in Tegowangi Village, Plemahan District, Kediri Regency, East Java. According to the Book of Pararaton, this temple is the place of Bhre Matahun. While in the book of Negara kertagama, it is explained that BhreMa died in 1388M. So it is estimated that this temple was made in 1400 AD during the Majapahit period because the veneration of a king was carried out 12 years after the king died with the srada ceremony.

In general, this temple has a square plan facing west with a size of 11.2 x 11.2 meters and a height of 4.35 meters. The foundation is made of bricks while the foot stones and part of the remaining body are made of andesite stones. If you want to go to Tegowangi Temple from Kediri, you can refer to Simpang Lima Gumul; Take the direction of Pare, Jombang / Malang (Jl.Erlangga); Follow the highway (\pm 15 km) until you reach the Garuda Pancasila Monument then turn left for 2.9 km to Tegowangi Elementary School; Tegowangi Temple is only about 1.5 km from the elementary school. If you are coming from Blitar, Jombang, Malang, you can take the following route: Pare square to the west (Jl. Jendral Sudirman) go straight for about 5.5 km until you see

Tegowangi Elementary School on the right side of the road; From the T-junction of Tegowangi Elementary School, turn right and arrive at Tegowangi Temple.

From the various beauty and history of Tegowangi Temple, there are problems that occur. Visitors to Tegowangi Temple are still dominated by local people who worship and just spend their free time by going to Tegowangi Temple. Moreover, historical tourism is a special interest tour that is less popular, only tourists who have needs and goals with historical tourism visit.

2. Methodology

In this study, Qualitative research data type was used through primary and secondary data sources (Muhadjir, 1996). The data collection techniques in this research are Interview (Charles Stewart and W.B. Cash, 2013), Observation (Gibson, RL & Mitchel MH, 2008), and Literature Study (Sarwono, 2006). In addition, the research in this study used purposive sampling informant determination technique (Bungin, 2007). The data that has been obtained is processed using data analysis techniques, namely qualitative descriptive data analysis techniques (Bogdan and Taylor in Moleong, 2017) and also SWOT Analysis Techniques (Kotler and Keller, 2012). In addition, this research used Online Documents Analysis (Salmons, 2015).

3. Results

Constraints of Tegowangi Temple

Historical tourism is one form of special interest tourism. Special interest tourism is a form of tourism which is intended for tourists who have a special or separate interest in a destination and the things that are in it, an obstacle in finding tourists who have a special interest in tourism activities in Tegowangi Temple.

Lack of reliable human resources in marketing products and in the field of tourism the managers of the tourist village mostly consist of men and women who are quite old, where the managers have limited abilities in terms of marketing Tegowangi Temple through social media, besides that they are also limited in abilities that support other tourism activities.

The surrounding community, especially the youth, wants to manage the temple to add facilities, the surrounding youth also lacks knowledge of the law on temple preservation. However, it is also very difficult to do because they have to ask for permission from the central government whose requirements are not easy.

Marketing Strategy of Tegowangi Temple

The development of Tegowangi Temple can be seen by using SWOT analysis. This analysis is an acronym from the initial letters Strengths (strengths), Weaknesses (weaknesses), Opportunity (opportunities) and Threat (threats). The SWOT analysis method can be considered the most basic analysis method, which is useful for looking at a topic or problem from 4 different sides.

- Strength

Strengths are various distinctive advantages possessed by an organization. The strength of Tegowangi Temple is that the place is shady, has a large enough area around the temple suitable for mass activities.

- Weakness

Weaknesses are various typical shortcomings owned by an organization that if successfully overcome will play a big role. The weaknesses found in Tegowangi Temple are the visitors who are less orderly, the parking lot is quite large but not neatly organized, and the lack of lighting in the temple area.

- Opportunity

Opportunity is a positive opportunity faced by an organization, Opportunity is an opportunity for the organization to improve its quality. Opportunities owned by Tegowangi Temple are to support historical preservation, a large area can be utilized for the construction of supporting facilities.

- Threat

Obstacles are negative obstacles faced by an organization, Threat is a threat to the organization both from outside and from within. The obstacles from outside are the lack of awareness of the sense of ownership of the cultural heritage, there was a conflict from the community, especially the youth who want to manage the site.

Promotion is an effort to inform or offer a product or service that aims to attract potential customers to buy or consume it, so that it is expected to increase sales volume (Kotler and Keller, 2012). The promotion carried out is by means of historical visits and cultural heritage in schools.

- Historical tour

The activity of historical visits is that the local government invites schools, especially at the high school level in Kediri Regency to send 1 student representative to participate in historical visits, historical visits are held within 3 days, on the first day the participants are given material on history, on the second day the participants are invited to travel around the existing cultural heritage sites, and on the third day the participants make a contested paper. The purpose of holding a historical visit is for students to get to know more about the history of culture in Indonesia, especially Kediri Regency.

- Cagar Budaya Masuk Sekolah (CBMS)

CBMS is a local government activity that comes to junior high schools throughout Kediri Regency to provide an explanation of existing cultural heritage, for approximately 1 hour and then the students are invited to a cultural heritage site that has been selected, usually the destination cultural heritage site is close to the school. The purpose of the CBMS is that the millennial generation does not forget the historical and cultural heritage around them.

From the SWOT analysis and promotions carried out, the following Tegowangi Temple marketing strategy can be carried out through social media, annual events, tourism books, tourist maps in restaurants.

a. Marketing strategy through social media

The marketing strategy carried out by the manager is quite good but if through social media less attention is paid to the example of the official Instagram account of tegowangi temple is less active because the manager does not focus on it, but it is greatly helped by the role of local government staff who often market cultural heritage sites after visiting there.

b. Marketing strategy through annual events

Strategies through annual events are also quite good marketing because through exhibitions held by Kediri Regency and visitors are definitely a lot coupled with the distribution of tourist posters such as natural tourism and historical tourism to visitors.

c. Marketing strategy through tourism books

Kediri District markets its tourism also quite creatively by making a tourism book whose contents are about what tours are in Kediri and the placement of books in place in hotels, places to eat and in other government agencies.

d. Marketing strategy through tourist maps

Marketing strategies through tourist maps are also quite easy for tourists to visit there, so the government in collaboration with hotels and eating places must have a tourist map plan mounted on the wall, so visitors to hotels and eating places can see tourist maps and can also be able to group the nearest tourist destinations or tourist tours that are in one area.

4. Conclusion

Based on the results of research on the Marketing Strategy of Tegowangi Temple, researchers can conclude that when viewed from the potential of Tegowangi Temple, it can be categorized as meeting the standards as a historical and educational tourist destination, besides that the facilities and infrastructure supporting tourism activities are also sufficiently fulfilled, so it can be concluded that Tegowangi Temple can be said to be worthy of being one of the historical tourist destinations in Kediri Regency. Meanwhile, when viewed in terms of marketing strategies, the marketing strategies for marketing Rejowinangun Tourism Village are quite varied. It's just that there are shortcomings, namely the limited marketing capabilities through the technology field from the tegowangi temple, namely the absence of a manager who specifically handles the marketing field of tegowangi temple where the manager has expertise and understanding of technology, tourism, and marketing. In addition, social media containing information about Tegowangi Temple is not active.

The management of Tegowangi Temple is quite good but not too maximal related to the local government not only focusing on Tegowangi Temple, there are many temples in Kediri Regency. Managers should also have members who understand technology such as social media so that tourists continue to grow..

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