
Marketing Strategy Development in Entrepreneurship in the Creative Economy Sector, Tourism Sub Sector

Wulandari^{1*}, Nurlina², Vivid Violin³, Musran Munizu⁴, Merissa Fermica Iskandar⁵

^{1*}Universitas Tangerang Raya, Indonesia.

²Politeknik LP3I Jakarta, Indonesia.

³Politeknik Maritim AMI Makassar, Indonesia.

⁴Universitas Hasanuddin, Indonesia.

⁵Universitas Tangerang Raya, Indonesia.

Email: ²no3rlina@gmail.com, ³vividviolin88@gmail.com, ⁴musran@fe.unhas.ac.id,

⁵merissafermica@gmail.com

Corresponding Email: ^{1*}wyc010808@gmail.com

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Abstract: *To overcome the challenges in the tourism sector during the COVID-19 pandemic and restore the national economy, a strategy is needed to be able to survive and recover. One strategy that can be done is to innovate in marketing, find new markets, and guarantee security from the threat of COVID-19. This will make tourists interested in visiting and continue to comply with health protocols so as not to be exposed to COVID-19. In addition, it is hoped that tourism in Indonesia can recover after experiencing a downturn due to the COVID-19 pandemic. This research aims to analyze marketing strategy development in entrepreneurship in the creative economy sector, tourism sub sector. This type of research uses qualitative research. The object of the research is the creative economy sector, tourism sub sector in Indonesia. Data collection for research purposes uses secondary data. Data analysis in this study uses qualitative data analysis. The results of the study indicate that the preparation of marketing strategies in entrepreneurship in the creative economy sector, tourism sub sector aims to obtain, maintain, and increase tourist visits. The strategy consists of environmental analysis, marketing research analysis, and positioning analysis.*

Keywords: *Marketing Strategy, Creative Economy Sector, Tourism Sub Sector.*

1. INTRODUCTION

The COVID-19 widespread has not as it were caused wellbeing issues but has too disturbed the worldwide economy. Tourism is one of the segments most influenced by the COVID-19 widespread. The affect of the COVID-19 widespread on the tourism division may be a



diminish within the number of outside sightseers coming to Indonesia. In expansion, it too has an affect on the decay in national pay from the tourism sector. The challenges that must be confronted by industry players within the tourism division are being able to adjust to new tourist habits and proceed to comply with the wellbeing protocols recommended by the government. This can be a huge challenge for industry players locked in within the tourism segment in Indonesia to be able to outlive within the middle of the widespread. In spite of the fact that it is one of the foremost influenced by the widespread, the tourism division must instantly move forward and recoup. To overcome the challenges within the tourism division amid the COVID-19 widespread and reestablish the national economy, a technique is required to be able to outlive and recoup. One strategy that can be done is to innovate in marketing, find new markets, and guarantee security from the threat of COVID-19. This will make tourists interested in visiting and continue to comply with health protocols so as not to be exposed to COVID-19. In addition, it is hoped that tourism in Indonesia can recover after experiencing a downturn due to the COVID-19 pandemic.

Tourism marketing is an important aspect of the tourism industry worldwide. Tourism marketing involves promoting tourist destinations, developing brands, and marketing tourism products or services to potential consumers (Morrison, 2013). An effective tourism marketing strategy can help in the growth of the tourism industry. One of the most common tourism marketing strategies is digital marketing. In today's digital era, people are increasingly searching for information through the internet and social media. In this manner, advancement through advanced stages such as social media, websites, or online promoting is getting to be progressively vital. Digital marketing can help tourist destinations reach potential target consumers more effectively and efficiently (Utama, 2017).

Tourism marketing can also be done through collaboration with influencers and bloggers. Influencers and bloggers who have a wide reach can help tourist destinations promote their products and services to a wider audience. Collaborating with influencers and bloggers can also help increase awareness and brand awareness of the tourist destinations being promoted. In addition, marketing campaigns carried out by involving local communities and special events can be an effective strategy in promoting tourist destinations. Involving local communities can help tourist destinations improve relationships with the surrounding community and help promote tourist destinations to them. Special events such as festivals or concerts can help increase the number of tourist visits and can help attract the attention of potential tourists.

Customer service is also an important factor in tourism marketing. Good customer service can help improve tourist satisfaction and experience during a vacation. Therefore, investing in training and developing customer service skills can help tourist destinations achieve high customer satisfaction. A good tourism marketing strategy must also pay attention to sustainability and social responsibility (Hidayah, 2021). Implementing sustainability in tourism marketing can help tourist destinations to maintain the natural environment and culture. In addition, social responsibility such as helping local communities improve their quality of life can help tourist destinations to build good relationships with surrounding communities.

This research aims to analyze marketing strategy development in entrepreneurship in the creative economy sector, tourism sub sector.



2. RELATED WORKS

2.1 Marketing Strategy

Marketing Strategy may be a comprehensive, coordinates, and bound together arrange within the promoting field, which provides direction on exercises to be carried out in arrange to realize a company's promoting objectives (Anoraga, 2009). A showcasing procedure is additionally a arrangement of objectives and destinations, approaches, and rules that give heading to marketing endeavors from time to time at each level and area. Showcasing rationale is where the commerce unit trusts to realize promoting objectives.

The stages in creating and executing a showcasing technique incorporate:

- a. Identifying and assessing openings One of the employments that can be done by promoting inquire about is observing the competitive environment for signs that show trade openings. A unimportant portrayal of a few social or financial exercises, such as patterns in client buying behavior, will offer assistance directors recognize a issue and recognize openings to enhance promoting endeavors.
- b. Analyzing market segments and selecting target markets. The moment arrange in creating a promoting technique is analyzing advertise portions and selecting target markets. Showcasing investigate may be a essential source of data for deciding the characteristics of advertise fragments that recognize them from the advertise as a entire. Such investigate can offer assistance “locate” or depict a showcase section in terms of demographics and characteristics. Geo-demographics alludes to data that describes the statistic profile of buyers inside a particular geographic range.
- c. Planning and implementing a promoting blend that will convey esteem to clients and meet the organization's targets. Utilizing the data gotten within the past two stages, the promoting director plans and actualizes a promoting blend methodology. Promoting inquire about may be required to back specific decisions almost different perspectives of the promoting blend.

2.2 Creative Economy Sector

Creative economy sector is an financial action that creates imagination, social legacy, and the environment the backbone of long haul (Moelyono, 2010). The method of making included esteem based on imagination, culture, and the environment is what gives included esteem to an economy. The point is efficiency that comes from inventive individuals who depend on their logical information. The creative economy is basically an financial action that prioritizes inventive considering to make something modern and diverse that has esteem and is commercial. The most center of the inventive economy is the inventive industry which carries out the creation handle through investigate and advancement. The quality of the inventive industry lies in inquire about and advancement to deliver unused products and administrations that are commercial. The imaginative industry is an industry that combines creation, generation, and commercialization, both intangible and social that are made normally. The imaginative industry is an industry that employments imagination, aptitudes, and capacities that have the potential to form riches and employments. The birth of the imaginative economy is considered the fourth wave of financial models in this century. The first wave of the economy was the agricultural economy, followed by the industrial economy,



and the information economy. The characteristics that dominate the era of creativity in this economic field include:

- a. The Emergence of the Spirit of Collaboration
- b. Creative Ideas as the Main Asset
- c. The formation of Creative Community Pockets
- d. The birth of Lean and Agile Organizations or Corporations
- e. The collapse of Local Market Boundaries or Barriers
- f. More Personal and Value-Based Products
- g. Super Fast Changes

2.3 Tourism Sub Sector

Tourism sub sector is closely related to the concept of travel, which could be a brief alter of home of a individual exterior his or her home for a reason and not to carry out exercises that create compensation (Arjana, 2016). Thus, it can be said that travel may be a travel embraced by one or more people with the point of, among others, to get delight and fulfill the crave to know something. It can too be due to interface related to sports exercises for wellbeing, traditions, religion, and other trade needs. The term tourism as it were risen in society around the 18th century, particularly after the mechanical transformation in Britain. The term tourism comes from the usage of tourism exercises, which is an movement of changing a person's brief home, exterior of their day by day home for any reason other than carrying out exercises that can create compensation or compensation. On the other hand, the World Tourism Organization clarifies that tourism is the action of a individual traveling to or remaining in a put exterior his or her regular environment for a period of not more than one year ceaselessly, for joy, commerce, or other purposes.

In general, tourism as part of activities in the regional system can be identified as three elements that form the occurrence of tourism activities, namely:

- a. Space is a place where tourism activities take place.
- b. Humans as actors in tourism activities.
- c. Offices and framework are supporting variables that interface the put of root of sightseers and their visitor goals.

3. METHODOLOGY

This type of research uses qualitative research. Qualitative research makes a difference the accessibility of wealthy depictions of wonders. Subjective investigate empowers understanding of the substance of an occasion. In this way, subjective investigate isn't as it were to fulfill the researcher's want to urge a picture or clarification, but moreover makes a difference to urge a more profound clarification (Sugiyono, 2011). In subjective inquire about, analysts ought to prepare themselves with satisfactory information related to the issues they will ponder. Some characteristics of good qualitative research include (Emzir, 2011):

- a. Researchers use the right data collection procedures.
- b. Researchers restrain inquire about inside the presumptions and characteristics of the subjective approach.
- c. Researchers utilize a subjective approach in their inquire about.



d. Researchers begin investigate with one center.

e. Research contains nitty gritty strategies, suitable approaches in information collection, information investigation, and report composing.

The object of research is the thing that is the focus of attention in a study, which will be studied, analyzed, and researched (Ansori, M. (2020). The object of research can be an object, person, work, event, interview result, or survey. In determining the object of research, the researcher must adjust it to his or her needs and understand the meaning of the object. The right object of research will help smooth research activities and produce good and useful results. The object of the research is the creative economy sector, tourism sub sector in Indonesia.

Data collection for research purposes uses secondary data. Secondary sources are data that come from reading sources and various other sources consisting of notes, diaries, personal letters, to official documents (Kuncoro, 2013). Secondary data can be in the form of bulletins, surveys, and so on. Secondary data is different from primary data, which is data collected directly by the researcher himself. The difference between primary and secondary data is:

a. Researchers have full control over the primary data collection process, while secondary data is collected by other parties.

b. Primary data can be adapted to meet research needs directly, while secondary data may not fully meet certain research needs.

c. Collecting primary data tends to take more time and costs, while secondary data is usually easier to access and can save time and costs.

Data analysis in this study uses qualitative data analysis. The information utilized are not within the frame of numbers but or maybe the information comes from or is gotten through interviews, field notes, individual notes, and other official records (Sutriani and Octaviani, 2019). So the reason of this subjective inquire about is to depict the actual events that exist within the field. Therefore, the subjective approach in this consider may be a ponder that produces expressive information within the frame of words or talked words from individuals and watched behavior. Expressive inquire about with a subjective approach requires coordinate data from sources approximately the conditions of the subjects and objects of inquire about to be examined.

4. RESULTS AND DISCUSSION

Indonesian Tourism Sub Sector

The tourism division is one of the divisions influenced by the COVID-19 widespread. The COVID-19 widespread has had a critical social and mental affect on the complete worldwide community, coming about in expanded unemployment, family division, and different other changes that are by and large considered critical mental chance components for uneasiness, pity, suicide, and self-harm.



The COVID-19 widespread has not as it were caused wellbeing issues but has too disturbed the worldwide economy. Tourism is one of the divisions most influenced by the COVID-19 widespread. The affect of the COVID-19 pandemic on the tourism sector could be a diminish within the number of outside sightseers coming to Indonesia. In expansion, it too has an affect on the decay in national wage from the tourism division. The challenges that must be confronted by industry players within the tourism division are being able to adjust to modern traveler propensities and proceed to comply with the wellbeing conventions prescribed by the government. This is often a huge challenge for industry players locked in within the tourism division in Indonesia to be able to outlive within the middle of the widespread. Although it is one of the most affected by the pandemic, the tourism sector must immediately improve and recover. To overcome the challenges in the tourism sector during the COVID-19 pandemic and restore the national economy, a strategy is needed to be able to survive and recover. One strategy that can be done is to innovate in marketing, find new markets, and guarantee security from the threat of COVID-19. This will make tourists interested in visiting and continue to comply with health protocols so as not to be exposed to COVID-19. In addition, it is hoped that tourism in Indonesia can recover after experiencing a downturn due to the COVID-19 pandemic.

Through a long battle that centers on national financial recuperation, development of the tourism division, and the inventive economy in Indonesia is beginning to appear a shining side. At slightest this will be seen from the increment within the number of neighborhood visitor developments and outside tourist visits in Indonesia. The number of residential traveler developments within the to begin with semester of 2023 come to 433.57 million trips, or an increment of 12.57% from 2022. In the interim, the number of outside traveler visits per July 2023 come to 6.31 million visits, or an increment of 196.85% compared to 2022 (Kemenparekraf, 2023).

As many as 76.19% of experts assessed that the current condition of tourism in Indonesia is in the process of recovery. When viewed from the tourism movement in 2022, as many as 35,71% of specialists are hopeful that tourism conditions will recoup to pre-pandemic levels in 2024. In truth, it is assessed that there will be 7-9 million outside visitor visits in 2023. The larger part of specialists (46.15%) accept that creating quality and imaginative tourism goals has an critical part in development of the tourism segment within the future. On the other hand, there are still other variables that impact the development of the tourism division in Indonesia. Beginning from the part of innovation that underpins the ease of traveling (43.59%), expanding salary among household visitors (38.46%), and growing foundation and worldwide flight courses (35.90%).

Figure 1. Indonesian Tourism Sub Sector



The Southeast Asian and East Asian tourist markets are driving the growth of Indonesia's tourism sector. With China, Malaysia, and Australia as countries with the potential to drive growth in the tourism sector. Sustainable tourism is predicted to become a trend in Indonesian tourism in the future. That is why, as many as 56.76% of experts agree that the demand for environmentally friendly tourism options will be a trend that is in great demand by tourists in 2023-2024.

To achieve these targets, experts argue that there are several priority steps that need to be done to encourage increased added value of tourism. One of them is by focusing on the development of infrastructure and supporting facilities for tourist destinations to improve the quality of service and security for tourists. Preservation and development of local culture must also be considered, so that the tourist experience becomes more authentic and meaningful. Experts encourage sustainability and environmental responsibility in every aspect of tourism development and activities, as well as increasing land, sea and air accessibility to tourist destinations with superior potential.

Marketing Strategy Development in Entrepreneurship in the Creative Economy Sector, Tourism Sub Sector

The results of the study indicate that the preparation of marketing strategies in entrepreneurship in the creative economy sector, tourism sub sector aims to obtain, maintain, and increase tourist visits. The marketing strategies in entrepreneurship in the creative economy sector, tourism sub sector are:



a. Environmental Analysis

Environmental observation is the search or search for information about events, trends, and their relationship to the external environment of the organization. This is knowledge that will help management in planning the organization's action program in the future. Environmental observation is an activity in reviewing external sources to find factors that influence tourism destinations. The main objective is to identify and consult with sources outside the tourism destination.

Environmental observation is an activity of tourism destinations in analyzing the external macro environment or often referred to as the remote environment. The main trend of environmental observation is the challenges, opportunities, and potential threats in the strategic marketing environment. These challenges, opportunities, and threats can include laws and regulations, political and economic conditions, social and cultural patterns, changes in the natural environment, political situations, and technological advances.

After the external macro environment has been observed, the tourism destination must then analyze the situation or conditions in its tourism destination, so that the position of the tourism destination in its environment is clearly visible. Situation analysis is carried out on the internal environment of the tourism destination and the micro external environment of the tourism destination.

b. Marketing Research Analysis

Market research is research conducted on existing or potential markets, for example visitor profile studies, sentiment analysis, destination image, and others. Marketing research is research on tourism destination marketing activities or programs, for example measuring marketing performance. Tourism destinations must conduct both types of research. Tourism destination management organizations must also conduct both secondary and primary research while analyzing the situation.

Market research and tourism marketing are needed to understand the internal and external environment of tourism destination marketing in order to obtain correct information that will be useful for making the right strategic decisions. As for how to conduct market research and marketing, you can learn in another article that I wrote entitled market research and tourism marketing at this link.

c. Positioning Analysis

Positioning of a tourism destination consists of steps taken by a tourism destination management organization in collaboration with tourism stakeholders to identify and communicate a unique tourism destination image for its target market. Tourism destination positioning is a way to make the tourism destination unique among competing tourism destinations in the minds of the target market. Therefore, the result of positioning is an image, namely a mental picture in the mind of a particular tourism destination that is formed from various sources of information. So tourism destination positioning is actually another meaning of imaging. The image itself is difficult to change in the short term, therefore tourism destination managers must be serious about building this positioning.

The source of positioning is the uniqueness of the tourism destination which comes from the unique emotional proposition that has been identified in the previous stage with several other



considerations that must be considered, namely the target segment, brand name, product category, and evidence of uniqueness. Several of these considerations are arranged into a paragraph called a positioning statement for direction for internal stakeholders of the tourism destination. Next, the positioning statement is summarized into a tagline in the form of a short phrase or sentence that represents the positioning statement so that it is easy for the target market to remember.

5. CONCLUSION AND SUGGESTION

The results of the study indicate that the preparation of marketing strategies in entrepreneurship in the creative economy sector, tourism sub sector aims to obtain, maintain, and increase tourist visits. The strategy consists of environmental analysis, marketing research analysis, and positioning analysis.

From the results of the study above, the suggestion that can be considered is to strengthen education and understanding of marketing strategy development in entrepreneurship in the creative economy sector, tourism sub sector in order to contribute to maintaining the sustainability and quality of tourism in Indonesia.

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