

Analysis of Marketing Strategy as Recovery Effort in Alamendah Village During the COVID-19 Pandemic

Rinrin Yuliana*, Bagja Waluya, Endah Fitriyani
Universitas Pendidikan Indonesia, Bandung, Indonesia
*Corresponding Author Email: rinrinyuliana17@upi.edu

Abstract: The COVID-19 pandemic has affected several industries, one of which is the tourism industry such as hotels, restaurants, retailers and various tourist attractions in Indonesia being closed due to this pandemic. One of the affected tourist attractions is the Alamendah Tourism Village, which is located in Bandung Regency, West Java. This study aims to determine the marketing strategy as a recovery effort in the Alamendah Tourism Village during the COVID-19 pandemic. The marketing strategy carried out in this study is from the 7P aspect in the marketing mix, namely Product, Place, Promotion, Price, People, Physical Evidence, and Process. This study uses a qualitative approach with descriptive analysis methods, the resource persons in this study consisted of the managers of the Alamendah Tourism Village, the Bandung Regency Culture and Tourism Office and Tourists. The results of this study indicate that the marketing strategy carried out by the Alamendah Tourism Village before and during this pandemic had positive changes, which initially only depended on offline marketing to become online and added new tour packages, namely Virtual Tours

Keywords: Marketing Strategy, Marketing Mix, Tourism Village, COVID-19

1. Introduction

Since the beginning of 2020, the world has been shocked by the COVID-19 outbreak that originated in China and has resulted in many small, medium and large companies being affected by COVID-19 so that they are finally forced to temporarily close their businesses [1]. The tourism industry has been greatly affected by the COVID-19 Pandemic, because the tourism industry is one of the sources of state income [2]. Various kinds of tourist attractions in Indonesia have also been closed due to COVID-19. One of the tourist attractions affected by COVID-19 is tourist villages, tourist villages affected by COVID-19 because they have a strong commitment to following government regulations by temporarily closing their business activities during the pandemic. The impact of tourist villages by COVID-19 is because tourist villages have become one of the choices of tourist locations for tourists with different motivations. Tourists are starting to like tourist attractions that not only present the potential for natural beauty, but are more directed to tourism that provides interaction with local communities. Due to a shift in tourist visits to the village, special tours have been developed called tourist villages which are thick with cultural attraction and live together with local residents.

With the development of tourist villages, it will be able to add more diverse tourist attractions and be able to attract tourists to travel in the village, which will then be able to increase economic activity in the local village so that equitable development can be created and the tourist village is able to compete with other tourist objects. COVID-19 which causes a very high death rate and has an impact on tourist destinations that are usually crowded with tourists are now very quiet and neglected because they are closed. Not only social restriction policies have an impact on tourism, but with the existence of Scaled Social Restrictions [3]. This research was conducted in the Alamendah Tourism Village. Alamendah Tourism Village is also a village that utilizes natural resources as tourism materials, the people there are now more focused on the tourism sector because it can be used as their livelihood and the people in Alamendah Tourism Village are very good at optimizing the existing situation from starting to sell food or souvenirs. by typical Ciwidey, but due to the

COVID-19 pandemic, their sources of livelihood have been slightly disrupted. Alamendah also has potential in terms of culture, one of the cultures that has been passed down from generation to generation in this Alamendah Tourism Village is pencak silat [4].

2. Literature Review

2.1 Tourism Village

According to the UU RI number 10 of 2009 concerning tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions that are visited temporarily. Tourism is an activity that aims to provide tourism services, provide or cultivate tourist objects and attractions, business tourism facilities and other related businesses in the field. In accordance with the Law of the Republic of Indonesia No. 9 of 1990 concerning tourism, tourism businesses are classified into tourism service business, exploitation of tourist objects and attractions, and tourism facilities business.

Tourism village is also a form of ecotourism (Eco Tourism). Ecotourism is a form of responsible travel to natural areas with the aim of conserving the environment and preserving the life and welfare of the local population, ecotourism is an activity that is environmentally friendly and can support biodiversity conservation and this needs to be developed and managed properly. According to [5], each tourist village has its own characteristics. This can be seen from the potential in the village so that it is feasible to be used as a tourist village. Management of a tourist village as a tourist attraction is not only limited to its designation as a tourist village. Determination of a village as a tourism village is at least based on several supporting potential components, namely: (a) The existence of attractions or attractions that are unique to the village itself; (b) The existence of tourism facilities and accommodation such as lodging facilities, eating and drinking facilities, hawkers or souvenir centers, visitor centers; (c) The existence of tourism activities such as weaving, enjoying the scenery and others; (d) There is general development as an effort to create tourist destinations that provide the best service for tourists, including: division of zones or areas, visitor management, and communication services.

In addition, the role of the Tourism Awareness Group or can be shortened to POKDARWIS is very important because in an effort to encourage village progress, it encourages people with skills to make superior village products based on local wisdom, preserve culture and grow the economy of rural communities with the ability and independence of the community to increase income so that creating peace and comfort in social life [6].

2.2 Marketing Strategy as Recovery Effort During The COVID-19 Pandemic

Strategy is a series of grand plans that describe how a company must operate to achieve its goals, and at the same time a realized strategy can be formed in response to a strategy that can develop through a formulation process that is followed by implementation. Marketing strategy is a management that is structured to accelerate the solution of marketing problems and make strategic decisions. Each management function makes a specific contribution to strategy formulation at different levels. Marketing is the function that has the greatest contact with the external environment, even though the company has only limited control over the external environment. Therefore, marketing plays an important role in strategy development. Marketing strategy at the destination level should start with research to identify the relevant target market for the tourism destination as well as the right promotion and branding strategy for the intended target market. Furthermore, it is necessary to build cooperation with the management of business units and other stakeholders in the destination to determine the priority scale in the marketing program.

Marketers use a number of tools to get the desired response from their target market, these tools form a marketing mix. According to Kotler and Armstrong, the notion of the marketing mix is a set of marketing tools that the company uses to continuously achieve its marketing goals in the target market. Meanwhile, Zeithaml and Bitner revealed that the notion of the marketing mix is the elements of the company's organization that can be controlled by the company in communicating with consumers and will be used to satisfy consumers. The marketing elements consist of product, price, promotion, and place [7]. The elements above are elements in the concept of the traditional marketing mix (Traditional Marketing Mix). Meanwhile, for service marketing, it is necessary to expand the marketing mix (Expanded Marketing for Services) by

adding elements of the Non-Traditional Marketing Mix, namely People (people), Process (process) and Physical Evidence (physical evidence), so that it becomes the seven 7P elements. The addition of service marketing mix elements is carried out because services have different characteristics from products, namely intangible (Intangibility), cannot be separated (Inseparability), changeable (Variability), easy to perish (Perishability). The service marketing mix consists of 7Ps, namely Product, Price, Promotion, Place, People, Process, and Physical Evidence [8].

The tourism sector recovery efforts by the Minister of Tourism and Creative Economy Sandiaga Uno had three strategies implemented to accelerate tourism recovery. The strategy was conveyed in the main meeting as minister at the time of handover of positions.

- 1) Innovation is the main thing and there must be a fundamental change at this time, the government is seeking priority destinations. Innovation must be done in terms of infrastructure, culture, culinary to fashion and all things related to tourism as well as the creative economy
- 2) Adaptation is something that must be implemented because all parties must be able to adapt to the conditions of the COVID-19 pandemic, namely by continuously increasing the application of CHSE or its abbreviation, namely Cleanliness, Health, Safety, and Environment.
- 3) Collaboration is that all parties must be able to work together and collaborate with the tourism sector because millions of jobs are affected by the tourism sector and the creative economy, this is what we must strive for so that employment opportunities are wide open, and people's incomes increase.

Tourism managers must also support sanitation checks and health codes such as vaccines to be a means of preventing COVID-19, tourist attractions make possible steps to prevent the gathering of tourists (crowds) and create a safe, orderly, civilized and harmonious holiday tourism environment for tourists [9]. The severity of the tourism crisis due to COVID-19 marketing strategy is a challenge for stakeholders. However, national tourism bodies around the world are still developing marketing strategies very creatively in developing new marketing strategies during the COVID-19 crisis [10]. A popular communication tool for the national tourism agency is digital marketing, which includes websites, social media, blogs, mobile apps and other technologies. This goal is to restore the image of the destination and restart tourism [11].

3. Methods

In reviewing this research, it focuses on using a qualitative approach with descriptive analysis methods that systematically describe the data obtained during the study and to find out how the marketing strategy is as a recovery effort in the Alamendah Tourism Village. The research location in this study chose Alamendah Tourism Village in Bandung Regency, using purposive sampling as data collection. With purposive sampling, the sample was finally determined to be the informant for this research, namely the Alamendah Tourism Village Promotion Team, which was designated as the main informant because they were considered masters and close to the situation that was the focus of the research. Then the next informant was the head of the Alamendah Tourism Village, Tourists and the Bandung Regency Culture and Tourism Office.

In this study, data collection was carried out by means of interviews (In Depth Interview), participatory observation, documentation, and literature study. To carry out the validity of qualitative data in this study, triangulation of data sources was used, triangulation of sources to obtain different source data with the same technique [12]. Based on triangulation of data sources, in this study conducted in-depth interviews with several informants who according to the researcher, these informants can provide information about the problem to be studied. Some of these informants are the Alamendah Tourism Village Promotion Team. Head of Alamendah Tourism Village, Bandung Regency Culture and Tourism Office and tourists

4. Result and Discussion

4.1 Marketing Strategy as a Recovery Effort in Alamendah Tourism Village During the COVID-19 Pandemic

Alamendah Tourism Village innovates to restore or revive Alamendah Tourism Village with a Virtual Tour where this Virtual Tour activity contains introducing the Alamendah Tourism Village virtually and at the end of the online shopping session. then this Virtual Tour became a tourism product in the Alamendah Tourism Village, and over time the Alamendah Tourism Village also made tour packages by implementing

health protocols. Not only that, Alamendah Tourism Village also tries to promote it using online platforms such as Instagram, Facebook, Tiktok, Whatsapp and the Jadesta website. As for the government, namely the Bandung Regency Tourism and Culture Office, namely by conducting an assessment which will later be grouped into growing villages, independent villages and budding villages. After the formation of the village group, a program that is suitable for the village is carried out.

Alamendah Tourism Village collaborates to restore or revive Alamendah Tourism Village by collaborating with many parties, as follows Academics (UPI, STP Enhai, Telkom University and UNPAD), Government (Department of Culture and Tourism Bandung Regency), Community Parties (Kompepar, HPI, AELI, MASATA, Karang Taruna Alamendah Village, and Nature Lovers Community), and Company (CSR and Geodipa Energy). The role of those who help, such as the Bandung Regency Culture and Tourism Office, helps with policies, closing the opening of tourist visits, promoting online and training on preparation for the COVID-19 pandemic. Then there was the village head who helped from an advisory perspective, from the academic side to help improve human resources, from CSR and Geodipa Energy to help in terms of business or funding.

With the COVID-19 pandemic, the Alamendah Tourism Village is forced to adapt, the way of adapting the Alamendah Tourism Village is adapting to new habits (New Normal) and learning to live healthy in the village because they believe that the security and safety of tourists is the most important thing. Not only that, they also adapt in terms of promotions, which usually Alamendah Tourism Village promotes its tourism offline, but with the COVID-19 pandemic, the promotion of Alamendah Tourism Village is online or digital. For online or digital, the Alamendah Tourism Village still has to learn because according to him creating such content is not easy. Alamendah Tourism Village also prioritizes the quality of its previous human resources to prepare for digitalization, and Alamendah Tourism Village has the principle of "Marketing is Digital".

In an effort to restore the Alamendah Tourism Village, there are obstacles from the Marketing Strategy as a Recovery Effort in the Alamendah Tourism Village during the COVID-19 Pandemic, namely:

- 1) Travel Management Constraints
 - Limited human resources in the field of digitization because initially the Alamendah Tourism Village did not depend on digitization
 - Basic managers from travel agents and offline promotions such as presentations to schools, etc. make Alamendah Tourism Village have to adapt to digitalization
 - Reduced members during the COVID-19 pandemic due to looking for other livelihoods
 - Study Tour Packages were an obstacle because previously the product was targeted at children
 - No content for social media if no tourists visit
 - Still reluctant to sell UMKM products which are more expensive than shipping
 - There is damage to UMKM products after arriving at the buyer
- 2) Constraints of the Bandung Regency Culture and Tourism Office
 - The existence of the COVID-19 pandemic has reduced visits to tourism destinations
 - The constraints of UMKM and the Creative Economy where small businesses sometimes don't have a license yet
 - The budget during the implementation of ADWI is not clear because it focuses on events that run smoothly.

3) Tourist Barriers

In addition to the obstacles to efforts to restore the Alamendah Tourism Village during the COVID-19 pandemic, it is also necessary to pay attention to the obstacles that tourists have both from marketing and when traveling in Alamendah Tourism Village, such as the results from interviews admin response and community hospitality

4.2 Marketing Mix in Alamendah Tourism Village

The results show that the marketing strategy is seen from the 7P aspects in the marketing mix in the Alamendah Tourism Village

1) Product

During the COVID-19 pandemic, the Alamendah Tourism Village innovated by holding a Virtual Tour, this was conveyed in an interview with the Chair of the Alamendah Tourism Village who stated that the Virtual Tour in the Alamendah Tourism Village was combined with UMKM which already have an online market. Regarding the interview with the Chair of the Alamendah Tourism Village, the author triangulated the Alamendah Tourism Village Promotion Team which resulted in the same result, namely this Virtual Tour activity in which there were UMKM or could be called online buying and selling. This virtual tour also collaborates with several parties such as travel agents and universities.

From the results of the interview with the Chair of the Alamendah Tourism Village and the Alamendah Tourism Village Promotion Team, the author found that the product made by the Alamendah Tourism Village during the COVID-19 pandemic innovated by holding a Virtual Tour. This Virtual Tour activity is combined with online shopping where there are buying and selling transactions at the end of the event session and online shopping, in this Virtual Tour activity in collaboration with UMKM in the Alamendah Tourism Village, Travel Agents and Universities. Regarding the innovations carried out by the Alamendah Tourism Village during the COVID-19 pandemic, namely by holding a Virtual Tour as well as the results of research according to [13], where several tourist villages took advantage of opportunities during the COVID-19 pandemic by using information technology, namely holding Virtual Tours such as in Nglanggeran and Gunung Kidul Tourism Villages.

2) Place

During the COVID-19 pandemic, the Alamendah Tourism Village used the Instagram platform more as a place to sell its products, this was stated in the results of an interview with the Chair of the Alamendah Tourism Village, where the most responses were on Instagram. Regarding the interview with the Chair of the Alamendah Tourism Village, the author triangulated the Alamendah Tourism Village Promotion Team where the Alamendah Tourism Village Promotion Team said the same thing that the most exposed for now is Instagram and the social media that is still being considered for now is Instagram.

From the results of interviews with the Chair of the Alamendah Tourism Village and the Alamendah Tourism Village Promotion Team, the authors found that the Alamendah Tourism Village used Instagram more as a place to sell its products because the most response from tourists was on Instagram. Regarding the platform used during COVID-19, Alamendah Tourism Village sells its products using online platforms such as Instagram, Facebook, Whatsapp, and the website. A popular communication tool for tourism is digital marketing which includes websites, social media, blogs, mobile applications and other technologies that have the aim of restoring the image of the destination and starting over again. tourism activity.

3) Promotion

The promotion carried out by the Alamendah Tourism Village during the COVID-19 pandemic used its Tagline, namely "Get Your Experience With Us". they introduce tourists to what they will get when they visit the Alamendah Tourism Village, such as creating content and exposing activities at the Alamendah Tourism Village. However, in carrying out this promotion, it is still not running smoothly because they are still learning about digitization and limited human resources in the Alamendah Tourism Village, such as the results of interviews with the Chair of the Alamendah Tourism Village where they are still learning about digitization and to create content according to him it is not easy. must be considered because they are marketing the name Desa Alamendah.

From the results of an interview with the Chair of the Alamendah Tourism Village, the author triangulated the Alamendah Tourism Village Promotion Team, which resulted in the same results due to the COVID-19 pandemic, very natural selection, Alamendah Tourism Village members started looking for other livelihoods during this pandemic and this greatly affected content creation. In Alamendah Tourism Village.

From the results of interviews with the Head of the Alamendah Tourism Village and the Alamendah Tourism Village Promotion Team, the authors found that the Alamendah Tourism Village during the COVID-19 pandemic was promoting using its tagline, namely "Get Your Experience With Us" which introduced every activity carried out in the area. Alamendah Tourism Village. This is to attract tourists about what experiences can be done while in the Alamendah Tourism Village and about the posts and content of the Alamendah. Tourism Village who are still learning about digitization due to limited human resources. Regarding the Alamendah Tourism Village which is still learning about digitization as well as research [14] which is to

survive in this COVID-19 pandemic situation, tourist villages in Russia are finding ways to survive and change their business practices by using the internet. and the Online Platform, although there are many obstacles, this is because digitalization in the village is still developing and human resources are limited.

4) Price

The price of tour packages offered by the Alamendah Tourism Village during the COVID-19 pandemic did not change from before the COVID-19 pandemic. from the results of interviews with Tracking tourists who visited the Alamendah Tourism Village during the COVID-19 pandemic, it was stated that the tickets offered by the Alamendah Tourism Village were quite cheap and had good facilities. From the results of interviews with Tracking tourists, the authors triangulated for coffee roaming tourists who said the same thing was the trip offered by Alamendah Tourism Village Worth it with the experience obtained in balance with the price offered. According to the explanation above, the authors found that the prices offered by the Alamendah Tourism Village were quite affordable with the experiences felt by tourists.

5) People

To carry out a marketing strategy in the Alamendah Tourism Village in collaboration with several parties, such as the results of an interview with the Chair of the Alamendah Tourism Village, namely the management carried out by the Alamendah Tourism Village during the COVID-19 pandemic, namely the Pentahelix system where tourist villages cannot stand alone and cannot can close themselves which requires to keep innovating and collaborating. In this collaboration there are practitioners, academics, communities, and Dinas Kebudayaan dan Pariwisata Kabupaten Bandung.

The number of parties that influence the Alamendah Tourism Village in marketing to promote and restore tourism villages during the COVID-19 pandemic is the same as research conducted by [15] namely that tourism marketing is running as effectively as possible if coordinated and joint efforts are made. between business, the private sector, civil society and the public sector at all levels.

6) Physical Evidence

Physical Evidence in the Alamendah Tourism Village during the COVID-19 pandemic has used a Digital Platform to make it easier for tourists such as Scanning Barcodes regarding some information, and digital payments (Cashless). This was stated in the results of an interview with the Chairperson of the Alamendah Tourism Village, namely that Virtual made it easier for tourists to get to know the Alamendah Tourism Village by using digital platforms such as Scanning Barcodes, this is because it reduces Guides during the COVID-19 pandemic. The payments used have used digital payments (Cashless), and there is already Wifi in the Alamendah Tourism Village. From the results of an interview with the Head of the Alamendah Tourism Village, the same as research [14] which shows that in order to survive the COVID-19 pandemic situation, tourist villages in Russia have found ways to survive and change their business practices by using the internet which reservation and payment is done online.

7) Process

The process of carrying out a marketing strategy at the Alamendah Tourism Village during the COVID-19 pandemic, namely by learning about digitalization, participating in several activities such as collaborating with various parties, participating in the assessment of tourist villages conducted by ASIDEWI and LIVEIN, the 2021 Indonesian Tourism Village Award, and many more. other. Not only that, the Alamendah Tourism Village was also able to build a meeting hall in order to build infrastructure in the Alamendah Tourism Village. Regarding building infrastructure in the Alamendah Tourism Village during the COVID-19 pandemic, this is the same as the research conducted by [15] which during the COVID-19 pandemic in Adjara Province focused on infrastructure development in tourist villages.

4.3 Marketing Strategy as a Recovery Effort in Alamendah Tourism Village During the COVID-19 Pandemic

During the COVID-19 pandemic, the Alamendah Tourism Village was able to innovate to restore or revive the Alamendah Tourism Village by holding Virtual Tour packages and trying to promote or market the Alamendah Tourism Village using the Online Platform. Then, regarding the Alamendah Tourism Village Collaboration, collaborating with various parties to restore and revive the Alamendah Tourism Village during the COVID-19 pandemic. Furthermore, Alamendah Tourism Village is also forced to adapt to new habits

(New Normal) and learn to live healthy in the village because they believe that the safety and security of tourists is the most important thing.

From the recovery efforts carried out by the Alamendah Tourism Village such as innovation, collaboration and adaptation, as stated by research [16] in the tourism sector recovery effort by the Minister of Tourism and Creative Economy Sandiaga Uno, there are three strategies implemented to accelerate tourism recovery, namely innovation, collaboration and adaptation.

The marketing strategy constraints are seen from the 7P aspects of the marketing mix as a recovery effort in Alamendah Tourism Village during the COVID-19 pandemic, regarding product constraints in Alamendah Tourism Village, there are more obstacles in Virtual Tours and Online shopping (UMKM), results in an interview with the Chair of the Tourism Village Alamendah is an obstacle in packaging UMKM products, and the product is more expensive than shipping costs to the buyer.

In an interview with the Chair of the Alamendah Tourism Village, the author triangulated the Alamendah Tourism Village Promotion Team, namely deliveries made by Alamendah Tourism Village using Regular, it was still awkward when selling products whose price was almost the same as postage costs, and there were some products that arrived at the buyer's place. damaged because it cannot be mixed with other products.

From the explanation above, the authors found that the constraints in UMKM products in the Alamendah Tourism Village during this pandemic were more on price and packaging. Not only managers who have obstacles in UMKM products from the Dinas Kebudayaan dan Pariwisata Kabupaten Bandung also have obstacles, such as the results of interviews with the Dinas Kebudayaan dan Pariwisata Kabupaten Bandung, namely the number of roles for the UMKM section and apart from those classified as macro businesses, they are relatively unlicensed.

The marketing used by the Alamendah Tourism Village before COVID-19 was offline marketing and did not depend on digitalization, this became an obstacle during the COVID-19 pandemic, the results of the interview with the Chairperson of the Alamendah Tourism Village, namely the limited human resources in using the Platform digital because they previously marketed offline by making presentations such as to Travel Agents. But during the pandemic they were forced to market online.

From the interview with the Chair of the Alamendah Tourism Village, the author triangulated the Alamendah Tourism Village Promotion Team which stated that tourists who came to Alamendah Tourism Village still had word of mouth or Word of Mouth which came from the relationship between the Alamendah Tourism Village manager who had a background from Travel Agents and the obstacles during the COVID-19 pandemic, there are also doubts about selling suitable tour packages during the COVID-19 pandemic because their target market is children.

From the results of interviews with the Chairperson of the Alamendah Tourism Village and the Alamendah Tourism Village Promotion Team, the authors found that the Offline marketing used by the Alamendah Tourism Village before the COVID-19 pandemic had a profound impact on tour packages, which previously were presented offline. Furthermore, the obstacles from online marketing are also caused by limited human resources, such as the results from an interview with the Chair of the Alamendah Tourism Village as follows which states that human resources in the Alamendah Tourism Village are still learning about digitization. From the results of an interview with the Chair of the Alamendah Tourism Village, the author triangulated the Promotion Team which stated that during the COVID-19 pandemic, members of the Alamendah Tourism Village started looking for other income and that greatly affected the content.

From these interviews the authors found that online marketing constraints are strongly influenced by human resources. However, due to the COVID-19 pandemic, human resources in the Alamendah Tourism Village have been reduced because they have obtained other livelihoods. The limitations of human resources in the Alamendah Tourism Village are also because they are still learning about digitization. The existence of these human resource constraints also has an impact on tourist satisfaction, such as the results of interviews with tourists where the service in replying to messages is not fast in responding and the lack of hospitality from the community. From the results of interviews with the Chair of the Alamendah Tourism Village, the Alamendah Tourism Village Promotion Team, the Culture and Tourism Office and tourists. The author found obstacles to carrying out marketing strategies as a recovery effort in Alamendah Tourism Village during the COVID-19 pandemic, namely in terms of UMKM products, namely the selling price and packaging of UMKM products in Alamendah Tourism Village, marketing that changed from Offline to Online made it hesitant to sell tour packages during the COVID-19 pandemic, limited human resources in the Alamendah

Tourism Village, and the role of human resources that were lacking regarding licensing matters or human resources specifically for the UMKM section. Regarding the constraints in human resources, the authors find similarities with research [17] where the obstacle to restoring tourism in Bintan is human resources, in this study it is stated that the obstacle to tourism marketing in Bintan is the absence of regulations governing the corridor tourism travel during the COVID-19 pandemic, which hampered cooperation to implement tourism recovery strategies and plans

5. Conclusion

The marketing strategy carried out by the Alamendah Tourism Village before the COVID-19 pandemic was seen from the 7P aspect in the marketing mix (Marketing Mix). Alamendah Village has become a tourist place before being a tourist village, a place to sell products and promote the Alamendah Tourism Village before the pandemic using offline marketing, which makes presentations to various schools and travel agents and does not rely on online promotions. In the Alamendah Tourism Village, there are also tour packages that collaborate with various parties such as the Dinas Kebudayaan dan Pariwisata Kabupaten Bandung, BUMDES, Youth Organizations, the community and tourists. Before the pandemic, Alamendah Tourism Village did not yet have good facilities such as the absence of Wifi, a place for washing hands, a gathering hall, and office equipment.

The Marketing Strategy carried out by the Alamendah Tourism Village during the COVID-19 pandemic was seen from the 7P aspect in the marketing mix based on the results of research in the field, namely the Alamendah Tourism Village during the COVID-19 pandemic innovating by holding a Virtual Tour. This Virtual Tour activity is combined with online shopping where there are buying and selling transactions at the end of the event and online shopping in collaboration with UMKM in Alamendah Tourism Village, Travel Agents and Universities. Not only that, the Alamendah Tourism Village also won the ADWI 2021 award for the Digital Village category. Alamendah Tourism Village sells its products using online platforms, namely Instagram, Facebook, Whatsapp and Website as an adaptation of new habits (New Normal), during the COVID-19 pandemic, Alamendah Tourism Village uses Instagram as the main social media with content according to the tagline, namely "Get Your Experience With Us" which introduces every activity carried out in the Alamendah Tourism Village and regarding the posts and content made by the Alamendah Tourism Village, they are still learning about digitization. Alamendah Tourism Village has a pentahelix management structure at this time of COVID-19 which works well with academics, companies, communities, government parties and not only that, the role of tourists is also important. For the physical facilities owned by the Alamendah Tourism Village, it is quite good compared to before COVID-19. Such as the availability of Wifi, toilets, halls, access to good tourist attractions, Scanning Barcodes regarding tourist information, and payments using digital (Cashless).

Meanwhile, the obstacles in carrying out the marketing strategy as a recovery effort in the Alamendah Tourism Village during the COVID-19 pandemic were also felt by tourism managers, the Bandung Regency Culture and Tourism Office, and tourists. These obstacles include selling prices and packaging in UMKM products, Offline to Online marketing which causes hesitation to sell tour packages, limited human resources and the lack and role of clear human resources. This makes marketing at the Alamendah Tourism Village during the COVID-19 pandemic not going well, due to posting or content that will be promoted using content from tourists.

6. References

- [1] E. Budiayanti, "Dampak Virus Corona Terhadap Sektor Perdagangan dan Pariwisata," 2020.
- [2] B. Gunarekha and T. Binoy, "Community Based Sustainable Tourism Development in Karnataka : a Study on Mysuru District Community Based Sustainable Tourism Development in Karnataka : a Study on Mysuru District." *Asia Pacific J. Res.*, vol. 1, no. L, pp. 121–126, 2017.
- [3] D. Herdiana, "Rekomendasi Kebijakan Pemulihan Pariwisata Pasca Wabah Corona Virus Disease 2019 (Covid-19) di Kota Bandung," *J. Master Pariwisata*, vol. 7, p. 1, 2020, doi: 10.24843/jumpa.2020.v07.i01.p01.
- [4] H Suandi, "Dampak pembangunan pariwisata terhadap peningkatan sosial-ekonomi masyarakat: Kasus Desa Alam Endah Kecamatan Rancabali Kabupaten Bandung," vol. 2, no. 5, p. 255, 2018.
- [5] A. Ibori, "Partisipasi Masyarakat Dalam Pelaksanaan Pembangunan Di Desa Tembuni Distrik Tembuni Kabupaten Teluk Bintuni," *Governance*, vol. 5, no. 1, 2013.
- [6] E. Murti, A. Wiyaka, and R. Iswati, "Optimalisasi Kelompok Sadar Wisata (Pokdarwis) Menuju Desa Wisata

- Di Desa Karanggupito Kecamatan Kendal Kabupaten Ngawi,” vol. 5, no. September, pp. 47–51, 2020.
- [7] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Pearson, 2015.
- [8] V. A. Zeithaml, M. J. Bitner, and D. D. C. N.-H. . . Z. 2013 Gremler, *Services marketing: integrating customer focus across the firm*, Seventh ed. Dubuque: McGraw-Hill Education, 2013.
- [9] Z. Li, X. Zhang, K. Yang, R. Singer, and R. Cui, “Urban and rural tourism under COVID-19 in China: research on the recovery measures and tourism development,” *Tour. Rev.*, vol. 76, no. 4, pp. 718–736, 2021, doi: 10.1108/TR-08-2020-0357.
- [10] S. Chen, R. Law, and M. Zhang, “Review of research on tourism-related diseases,” *Asia Pacific J. Tour. Res.*, vol. 26, no. 1, pp. 44–58, 2021, doi: 10.1080/10941665.2020.1805478.
- [11] M. Yu, Z. Li, Z. Yu, J. He, and J. Zhou, “Communication related health crisis on social media: a case of COVID-19 outbreak,” *Curr. Issues Tour.*, vol. 24, no. 19, pp. 2699–2705, 2021, doi: 10.1080/13683500.2020.1752632.
- [12] Sugiyono, “Metode Penelitian Bisnis,” 2009.
- [13] A. Risdawati AP, D. K. Imron, and C. Pertiwi, “Tourism Village: Challenges and Opportunities in New Normal,” vol. 510, no. June, pp. 540–544, 2020, doi: 10.2991/assehr.k.201219.082.
- [14] A. Polukhina, M. Sheresheva, M. Efremova, O. Suranova, O. Agalakova, and A. Antonov-Ovseenko, “The Concept of Sustainable Rural Tourism Development in the Face of COVID-19 Crisis: Evidence from Russia,” *J. Risk Financ. Manag.*, vol. 14, no. 1, p. 38, 2021, doi: 10.3390/jrfm14010038.
- [15] R. Beridze, I. Kordzaia, M. Diasamidze, and N. Beridze, “Sustainable Rural Tourism Development Recovery From Covid-19 (in Adjara Region),” *Glob. Bus.*, pp. 287–294, 2020, doi: 10.35945/gb.2020.10.039.
- [16] D. T. Anggarini, “Upaya Pemulihan Industri Pariwisata Dalam Situasi Pandemi Covid -19,” *J. Pariwisata*, vol. 8, no. 1, pp. 22–31, 2021, doi: 10.31294/par.v8i1.9809.
- [17] N. Khotimah, K. Kismartini, and B. P. Priyadi, “Bintan Regency Government Strategy to Increase Tourism During the Pandemic,” *KnE Soc. Sci.*, vol. 2022, pp. 664–673, 2022, doi: 10.18502/kss.v7i5.10585.