



A Review of the Promotion Style of Tourist Sites in the West Java Region

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ABSTRACT

The purpose of this article is to explore the promotional strategy employed by the Astana Gede Anyar tourist site in West Java, with a particular focus on the application of style and promotion. This research utilised a qualitative method, encompassing direct observation of the tourist site and a thorough analysis of existing promotional media. To gain deeper insights into the tourist spot, interviews were conducted with management and relevant parties. The application of the marketing mix and the AISAS (Attention, Interest, Search, Action, Share) theory was used to analyse the promotional activities of the tourist site in both online and offline contexts. The results of this research indicate weaknesses in the current promotion strategy of the tourist site, including incomplete implementation of the AISAS model, particularly at the "Share" stage, and limited use of digital platforms such as social media. Moreover, the promotional materials still lack consistency in branding and fail to capture the unique cultural value of the site. These limitations have affected public awareness and tourist engagement. It is hoped that this research will provide valuable insights into improving future promotional strategies, particularly by integrating digital marketing tools and optimizing the use of social media. Strengthening these aspects can contribute to increasing the visibility and attractiveness of the Astana Gede Anyar tourist site.

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1. INTRODUCTION

Promotion constitutes an integral component of a marketing strategy, with the objective of conveying messages to consumers regarding products or services, with the aim of increasing sales, enhancing brand image, and fostering customer loyalty (Kim & Lee, 2010). By definition, promotion encompasses a variety of activities, including advertising, personal selling, sales promotion, direct marketing, and publicity, which collectively play a role in attracting interest and influencing consumer purchasing decisions (Kim & Lee, 2010 ; Darmawan & Prahan, 2023).

The AISAS model provides an effective framework for understanding consumer behaviour in the context of digital marketing and helps companies design more targeted strategies. The AISAS method is a model used to understand consumer behaviour in the decision-making process, which consists of five stages: Attention, Interest, Search, Action, and Share (Kim & Lee, 2010 ; Ruhimat et al., 2023).

A tourist attraction is a place visited by tourists because of its natural and man-made resources, including natural beauty, mountains, beaches, zoos, historical buildings, monuments, temples, dances, attractions, and distinctive cultures. A tourist attraction is a place of interest to people or tourists that possesses an attraction in the form of uniqueness, value, and certain beauty that is sometimes easily accessible and sometimes has difficult accessibility (Punjabi et al., 2018 ; Darmawan et al., 2023). Tourist attractions encompass a wide array of forms and types, a consequence of the proliferation of artificial tourist attractions that have the potential to evolve into destinations of interest (Arrasyid et al., 2024 ; Spillane, 1987). Several studies, the importance of tourist attractions showcasing the local values of the host communities (Sharpley, 2014 ; Arrasyid et al., 2019 ; Isya et al., 2021).

A notable historical attraction in West Java is the Astana Gede tourist site, situated in the Kawali District of Ciamis Regency, West Java. It is recognized as the seat of the Galuh Kingdom during the reign of Prabu Wastu Kencana, and its historical significance is widely acknowledged, serving as a symbol of cultural and historical identity. The site was previously known as Kabuyutan Sanghyang Lingga Hyang, and it is believed that Astana Gede (where "Astana" means "tomb" and "Gede" means "great") was a place of worship for the former kings of Kawali who were still adherents of the Hindu religion. However, it was later used as the tomb of an important person, namely Adipati Singacala, who served as King of Kawali from 1663 to 1718 AD. He was a descendant of the Sultan of Cirebon who had embraced Islam. Until now, the Astana Gede site still faces challenges in competing with other tourist attractions. This research was used to focus on reviewing effective commercial campaign strategies to increase the attractiveness of the Astana Gede Kawali Site as a Historical Tourism destination.

2. LITERATURE REVIEW

Promotion plays an important role in marketing strategy, especially in the tourism industry which relies heavily on visual appeal and media exposure. The concept of marketing mix which consists of four main elements: product, price, place, and promotion (Yuliantine et al., 2018). Along with its development, this concept increased to seven elements in service marketing with the addition of people, process, and physical evidence (Jaws et al., 2010). In tourism, promotion serves to attract tourists, build destination image, and increase the number of visits.

In the digital era, the AISAS (Attention, Interest, Search, Action, Share) model is widely used to understand consumer behaviour (Rini & Harahab, 2018). This model explains the traveller's

journey from first seeing a promotion (Attention), being interested (Interest), seeking more information (Search), making a visit (Action), to sharing their experience (Share). The AISAS model is very relevant in marketing tourist destinations, considering that most tourists nowadays rely on the internet to find information before visiting (Kim & Lee, 2010). Several studies, this method can be implemented at the stage of the application of the concept of textual and visual messages (Ekawardhani *et al.*, 2023).

In the context of historical tourism, the promotion of these sites is a critical factor in increasing visitor attraction. Historical sites must implement robust communication strategies to maintain their relevance and attractiveness to tourists (Kotler *et al.*, 019). The appeal of historical sites, such as Astana Gede, can be enhanced by integrating them with compelling narratives and leveraging effective digital marketing strategies (Punjabi *et al.*, 2018).

However, numerous challenges persist in the promotion of historical tourism sites. Many historical sites encounter marketing obstacles due to suboptimal utilization of social media and digital strategies (Munar, 2012). In West Java that many historical tourism destinations rely solely on the point of interest aspect without a consistent and interactive promotional strategy. Consequently, these sites receive limited recognition from tourists, particularly the younger demographic, who predominantly seek information through digital channels.

Therefore, effective promotion for historical tourism necessitates a more comprehensive approach, entailing the integration of AISAS-based digital marketing strategies and marketing mix concepts. The optimal utilization of social media, the intriguing presentation of historical narratives, and the implementation of consistent marketing strategies are poised to enhance the appeal and frequency of visits to historical sites such as Astana Gede.

3. METHODS

Qualitative research is an approach that focuses on an in-depth understanding of social or cultural phenomena through the collection and analysis of non-numerical data, such as interviews, observations, and text analysis (Golafshani, 2003). Qualitative research seeks to gain enlightenment and understanding of a phenomenon, as well as extrapolation to similar situations. The philosophy of phenomenology is manifested in qualitative research methods, where researchers seek to understand the subjective experiences of individuals in a particular context (Qutoshi, 2018).

The use of qualitative methods can facilitate the direct collection of data concerning the analysis of promotion-related phenomena. The methods employed in this study include observation, interview, literature study, and SWOT Matrix analysis. The observation method employed in this study is defined as an observation activity on a phenomenon. In this study, the promotion process of the Astana Gede Kawali Tourism Site was observed and its digital footprint was analyzed to understand how the promotion process was carried out. SWOT Matrix analysis was also performed to facilitate data search and clarify phenomena and shortcomings in the process and what possibilities can attract the audience.

4. RESULTS AND DISCUSSION

Astana Gede Kawali is a historical landmark that functions as both a tourist attraction and a historical site. Its status as a tourist attraction and historical research subject renders it a tourist commodity. The history of Astana Gede Kawali is associated with the Galuh Kingdom, which makes it a significant historical site. **Figure 1** shows remain from Galuh kingdom and some of inscription the Galuh Kingdom left.



Figure 1. Astana Gede inscription.

SWOT Analysis is a strategy that involves the identification and analysis of internal factors, including strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Threats). This analysis enables organizations to comprehend their current position and formulate effective strategies that capitalize on favorable aspects and mitigate shortcomings (Legnick et al., 2011).

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a strategic tool used to evaluate the internal and external conditions of an organization or project. With the SWOT Matrix, strategies can be formulated to capitalize on strengths, overcome weaknesses, take advantage of opportunities, and deal with existing threats.

(i) Strengths

- (a) High Historical Value: The site is a relic of the Galuh Kingdom which has strong historical relevance.
- (b) Environmental Authenticity: The pristine natural environment provides an authentic tourism experience.
- (c) Rich Cultural Heritage: Presence of unique inscriptions, artifacts and archaeological remains.
- (d) Educational Potential: Can be developed as a historical education center for the younger generation.

(ii) Weakness

- (a) Lack of Supporting Infrastructure: Public facilities such as toilets, rest areas,
- (b) Lack of Promotion Strategy: Lack of promotion through social media and digital marketing makes the site less known.
- (c) Limited Accessibility: Lack of clear signage leading to the site (See **Figure 2**).



Figure 2. Astana Gede Kawali sign system.

(iii) Opportunities

- (a) Government support: Potential collaboration with the tourism office for destination development.
- (b) Digital Marketing Potential: Optimize promotion through social media to reach a wider target audience.
- (c) Ecotourism Development: The beautiful environment can be combined with an attractive ecotourism concept.
- (d) Educational Tourism Trend: Growing interest in history and culture-based tourism.

(iv) Threats

- (a) Competition with other destinations: There are many other better-known tourist destinations in West Java.
- (b) Lack of Public Awareness: The low interest of local communities in the preservation of historical sites.
- (c) Damage Due to Natural Factors: Threats of environmental degradation and climate change that can damage the site.
- (d) Dependence on Holiday Season: High fluctuation in the number of visitors outside the holiday season (See **Table 1**).

Table 1. SWOT

	Strengths	Weaknesses
Threats	<ul style="list-style-type: none"> • Highlighting the uniqueness of history as a differentiation from other tourist destinations. • Organize historical and cultural events to attract tourists. 	<ul style="list-style-type: none"> • Increase the capacity of site managers through training and human resource development. • Increase public awareness of the importance of preserving historic sites.
Opportunities	<ul style="list-style-type: none"> • Increase digital promotion to educate the public about the historical value of Astana Gede • Develop educational tourism programs based on history and culture. 	<ul style="list-style-type: none"> • Optimize the use of social media to increase site visibility. • Work with local government to improve supporting infrastructure.

A case study of the Astana Gede site reveals several shortcomings in its promotion and management. A review of the available data suggests that the primary issue is the absence of effective digital promotion strategies. The Astana Gede official Instagram account, the most recent of which activity occurred two years prior to the present, featured a single poster of minimal information, failing to provide visitors with clear and pertinent details (see **Figure 4**).



Figure 4. Instagram of Astana Gede Site.

Despite the existence of a video documenting bat migration, the content is deficient in crucial elements such as dates and explanatory information pertinent to the phenomenon. This deficiency renders the content less educational and fails to captivate the interest of potential visitors. Moreover, videos pertaining to Astana Gede on YouTube are predominantly sourced from visitors and are deficient in in-depth information.

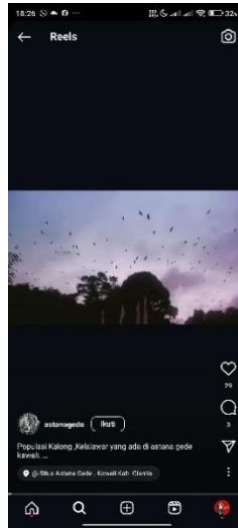


Figure 5. Instagram of Astana Gede.

The present promotional strategy places a greater emphasis on physical media, such as banners and road signs, within the Kawali area (Adela, 2019). The site's digital footprint is currently confined to the Ciamis Tourism Office website, with no structured or consistent digital campaign in place. The paucity of informative and engaging promotional content suggests that the promotion strategy is not operating at its optimal level, resulting in a relatively low level of public awareness regarding the site. To enhance public attraction and awareness, the implementation of the AISAS-based (Attention, Interest, Search, Action, Share) promotional method is recommended. This approach aims to optimize the promotion process by generating informative and consistent digital content, leveraging social media to convey the historical significance of Astana Gede, and fostering direct and digital interaction with audiences. Shareef et al. (2018) The current reliance on physical media (e.g., banners) limits reach and engagement. Digital channels offer broader, interactive, and measurable outreach.

5. CONCLUSION

This research employs qualitative methods namely, observation, interviews, and promotional media analysis to assess the promotional strategy employed by Astana Gede Tourism Site in West Java. The findings reveal significant deficiencies in the site's promotional approach, particularly concerning the utilization of social media and digital marketing strategies. At present, the promotion is predominantly reliant on physical media, such as banners and signboards, with a conspicuous absence of a cohesive digital campaign. A SWOT analysis of the site revealed its high historical value and educational potential, but also identified obstacles such as a lack of supporting infrastructure, limited accessibility, and a paucity of structured promotional strategies. To enhance the visibility and appeal of the site, the research recommends a strategy based on the AISAS model (Attention, Interest, Search, Action, Share) and marketing mix. The proposed strategy involves the optimization of social

media presence, the creation of captivating digital content, and the collaboration with government entities and local communities. These measures are expected to enhance the visibility and appeal of Astana Gede Site, therefore positioning it as a prominent and sought-after historical tourism destination.

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