

CHAPTER I

INTRODUCTION

A. Background

Tourism includes the activities of people who travel and stay in places outside their home environment for short periods for leisure, business and other purposes, which are not related to the performance of paid activities in the place visited. Tourism is a service-based business that moves hand in hand with community resources in terms of social, cultural and natural resource utilization. Apart from that, the largest growth in the economic sector is in service providers. Revida et al. (2020) explain that the tourism industry is one of the main industries in various countries in the world, both in developing and developed countries. Making tourism a sector that plays an important role in the economic and social interests of society.

Bantul Regency with its tagline "The Harmony of Nature and Culture" is one of the area in the province of Special Region of Yogyakarta, which has a lot of potential that can be developed into tourist attractions from its abundant natural resources as well as social and cultural communities that have historical values embedded in it. Catarina Issri Putranti as Subcoordinator of the Substance Group for Information Services and Tourism Cooperation of Bantul Regency Tourism Department explained, as many as 80% of handicrafts marketed in the Special Region of Yogyakarta are produced from Bantul Regency (Interview results dated February 20th, 2024.). However, according to Danang Hari Wibowo as Marketing and Cooperation Analyst of the Bantul Regency Tourism Department, people's preferences in tourism are still centered on the city of Yogyakarta (Interview Results dated January 23rd 2024), which is a reason for Bantul Regency to carry out promotional activities that can develop people's interest in visiting and increase their tourist visits.

Table 1. 1 Comparison of Tourist Visits in Bantul Regency and Yogyakarta City 2023

Year	Area	Number of Domestic and Foreign Tourist Visits
2023	Yogyakarta	7.740.689,00

2023	Bantul	5.772.527

Source: Bantul Regency Tourism Department document archive
and Researcher Compiled Data

The one who responsible for maintaining and carrying out efforts to develop tourism in Bantul Regency is the Tourism Department of Bantul Regency. This has been set on *Peraturan Bupati Bantul No. 170 tahun 2021* clause 4 that the department has the task of assisting the Regent in carrying out government affairs in the tourism sector. And according to clause 5 *Peraturan Bupati Bantul No. 170 tahun 2021*, the Tourism Department has the function of coordinating planning for the implementation of government affairs in the tourism sector, carrying out increases in tourism attractiveness, and organizing tourism marketing.

One of the promotional strategies of the Bantul Regency Tourism Department in increasing tourist visits in Bantul Regency is by utilizing the Bantul Creative Expo 2023 event to promote tourist destinations. Bantul Creative Expo 2023 is an annual event held to celebrate the anniversary of Bantul Regency, formerly known as Bantul Expo. The change in the name of the event was also followed by a change in the concept and theme of the event which was previously general to be more specific with the theme raised, namely “Membangun Ekosistem Kerajinan Bantul untuk Indonesia”. This is motivated by the submission of Bantul Regency to become a World Creative City to UCCN (UNESCO Creative City Network) which was submitted in 2022, so that the Bantul Creative Expo 2023 event will be held as a supporting event that will develop the potential owned by Bantul Regency. It is used as one of the conventional promotional media used by the Bantul Regency Tourism Department to disseminate tourism information to the public. Bantul Creative Expo 2023 is a regional event that sets the DIY community in Yogyakarta, Bantul Regency and surrounding areas as its target market. The event was held at Gabusan Art Market for 11 days, starting from 27 July to 27 August 2023.

Previously, the Bantul Regency Tourism Department was the organizer or chief executive of the annual event for several years. However, some policies change also occurred in 2023 where the Bantul Regency Tourism Department was no longer the organizer, but a participant or third party and the authority as the organizer of the event was gave to the KUKMPP Office. These changes certainly affect the promotion strategy

of the Bantul Regency Tourism Department because the Bantul Regency Tourism Office needs to adjust the operational procedures of the event made. This is the reason why the researcher chose to find out how does Bantul Regency Tourism Department adjusted their promotional strategy to the theme and concept of the Bantul Creative Expo 2023 event to promote tourist destinations in an effort to increase tourist visits.

Leu (in Swesti, 2020) explains that tourism is an identity formed by social, cultural and natural data sources that support local communities, without replacing existing community work patterns. Meanwhile, the Bantul Regency Tourism Department is trying to appoint 10 craft-based tourism villages in Bantul Regency to be promoted according to the theme of the 2023 Bantul Creative Expo event with the hope of developing tourism potential in each area which will later support the community economy at tourism destination locations. This promotional strategy is used to increase tourist visits while preserving the resources and culture that exist in the people of Bantul Regency. Those tourism villages are,

1. Kreet Tourism Village

Kreet Tourism Village is located in Kreet Hamlet, Sendangsari Village, Pajangan District, Bantul Regency, Yogyakarta Special Region. The majority of the residents of Kreet Tourism Village work as wooden batik producers which are well known among the community. The advantage of the Kreet Tourism Village, apart from being a center for the wooden batik industry, is the ecotourism potential of the village (Sujatmika et al., 2021).

2. Kasongan Tourism Village

Kasongan Tourism Village is a village in Padukuhan Kajen Yogyakarta, Bangunjiwo, Kasihan District, Bantul Regency which is known as an industrial center for the production of pottery and ceramic crafts which have become regional assets. A typical product from Kasongan Tourism Village is the Loro Blonyo statue, which is a pair of bride and groom statues which are believed to bring good luck if placed in the house.

3. Jipangan Tourism Village

Jipangan Tourism Village (or known as DewiJipang) is located in Bangunjiwo Village, Kapanewon Kasihan, Bantul Regency, which is famous as a village that makes bamboo crafts. The availability of abundant bamboo

resources supports craftsmen in Jipangan Village in producing various kinds of bamboo-based crafts. The bamboo used is black bamboo or *wulung* bamboo because of its fine fiber. One of the products that is widely known by the people of Jipangan Tourism Village is bamboo fan crafts.

4. Wukirsari Tourism Village

Wukirsari Tourism Village is located in Wukirsari Village, Imogiri District, Bantul Regency. It has been a generation for Wukirsari Village residents in the production of batik, he wrote. When visiting Wukirsari Tourism Village, visitors can see how the production process of written batik while learning to make batik directly. Until now, Wukirsari Tourism Village has often become a referenced destination for schools so that students can get to know and learn batik in Wukirsari Tourism Village.

In addition to batik, Wukirsari Tourism Village also produces leather handicrafts often referred to as *tatah sungging* which produces products in the form of *wayang* and other leather decorations.

5. Karangasem Tourism Village

Karangasem Tourism Village is located in Mpada Dlingo Village, about 30 km southeast of Yogyakarta City. Karangasem Tourism Village offers educational tours for visitors who come. Visitors will learn about the production process of bamboo crafts and be directly involved in the manufacturing process.

In addition to learning about the production process of bamboo crafts, visitors can also learn how to play *gamelan* and enjoy the surrounding scenery there. Such as, Pine forest, Nggrengseng Waterfall, Watu Asah-Asah sunset spot, Watu Kromo, and Watu Lumpang. The warmth of the locals is felt through the intimacy of interaction while enjoying *karawitan* or local traditional arts such as *jathilan*, *ketoprak*, and *karawitan*.

6. Santan Guwosari

Santan Village Tourism Village is located in Kalurahan Guwosari, Kapanewon Pajangan, Bantul Regency. Kampung Santan presents the process of making coconut *bathok* crafts and batik cloth. In Santan Village, tourists can also try making these products and then take them home as souvenirs and mementos. Santan Village also offers the natural beauty of rice fields, banks of

the Bedog River, and outbound traditional games that are interesting to be an unforgettable experience.

7. Carakan Tourism Village

Carakan Tourism Village is an edutourism destination in Wijirejo, Pandak, Bantul Regency, DI Yogyakarta that offers visitors the opportunity to learn the process of making typical Carakan Tourism Village batik stamps and natural fibre souvenir crafts. Visitors are able to learn archery and make a pilgrimage to Panembahan Bodho's Tomb.

8. Manding Tourism Village

Carakan Tourism Village is located in Wijirejo, Pandak, Bantul Regency, DI Yogyakarta which is an edutourism destination that offers visitors to learn the process of making typical batik stamps of Carakan Tourism Village and natural fibre souvenir crafts. Visitors can also learn archery and make a pilgrimage to the Tomb of Panembahan Bodho.

9. Juron Handicraft Tourism Village

Juron Handicraft Tourism Village is located on Jl. Bantul Km.9, Juron Village, Pendowoharjo, Bantul Regency, DI Yogyakarta. Juron Handicraft Tourism Village is a workshop that produces various coconut bathing crafts, nylon yarn knitting crafts, and goat skin crafts.

10. Tapak Tilas Sultan Agung Cempluk Tourism Village

Tapak Tilas Sultan Agung Cempluk Tourism Village is located in Pedukuhan Cempluk, Kalurahan Mangunan, Kapanewon Dlingo, Bantul Regency. Because the people still adhere to Javanese traditional customs that are so thick, various kinds of traditional events often attract tourists to come and watch the event. The intended events include *ngguwangi*, *mitoni*, *brokohan*, *puputan*, *kenduri*, *merti dusun*, *jathilan*, *wayang kulit*, and others.

The famous icon found in Tapak Tilas Sultan Agung Cempluk Tourism Village is Watu Goyang Tour. The name of Watu Goyang has a meaning because there used to be a boulder at the top which when people attempt to touch to push the stone can sway, which is said to have existed since hundreds of years ago.

In their participation at Bantul Creative Expo 2023 event, Bantul Regency Tourism Department held an exhibition with an interactive promotion concept where there were

activities carried out to attract visitors to the Bantul Regency Tourism Department stand. The activities carried out are not only to provide information to visitors related to tourist destinations in Bantul Regency, but also to provide new impressions and experiences that are expected to arouse curiosity and interest for visitors to come to the destination. Bantul Regency Tourism Department uses Dimas/Diajeng of Bantul Regency as a tourism ambassador and innovates by using tourism-themed games in promoting destinations in Bantul Regency.

Dimas/Diajeng of Bantul Regency is well known by the community as a tourism ambassador who is the icon of Bantul Regency. Dimas/Diajeng of Bantul Regency plays the role of Public Relations who have responsibilities in engaging and interacting with visitors. With his competence as a tourism ambassador, Dimas/Diajeng will be able to provide the necessary information to visitors and form a positive image of the community towards tourism in Bantul Regency.

Then, the Game that can be participated at the Bantul Regency Tourism Department stand are conducted through Kahoot! with a minimum of 8 participants. Participating visitors will be asked to guess photos of tourist destinations in Bantul Regency quickly and correctly to get points. Participants with the most points will be given prizes in the form of souvenirs provided by the Bantul Regency Tourism Department. This activity was not only to attract and amuse the visitors, but also indirectly educate them with certain tourism informations and build a good impression with the hope that through the activity, Bantul Regency Tourism Department would be able to foster their curiosity about related tourist destinations and decide to visit the destinations.

As a supporting reference for the research, the researcher linked a similar strategy used by Mitra Promotiondo which utilized the 2018 Jakarta Clothing event as a marketing communication strategy used to promote local fashion clothing products / Distros through what researchers found in a journal written by Rahma, Ade. The Jakcloth event was held as an event for young Distribution Store consumers who were looking for entertainment and participated in channelling the interests of young people through various activities at the Jakcloth event (Rahma, 2018). Rahma explained, with the right market concept and segmentation supported by an appropriate marketing strategy design, it will produce an effective event that can arouse people's enthusiasm to come and take part in an event.

Rahma (2018) explains that events as a marketing communication strategy are designed to meet the characteristics of young people who are the main target for selling local clothing-based fashion distro products. Music and challenges are symbols for the young generation who are still active and full of energy, so this event is designed to reflect the character of a young soul. This concept of the event is headed for success with the large number of visitors to Jakcloth 2018 which has reached 212,000 visitors in 5 days of implementation, according to news written by Sulistyono on www.kompas.id.

The second reference discusses the promotion strategy of the Ngawi Regency Tourism and Youth Sports Department in increasing tourist visits to Tawun Tourism Park in a journal written by Azzahra and Novyanti (2022). Increasing tourist visits is the objective of promotional efforts at Tawun Tourism Park through social media, electronic media, print media and events held at Tawun Tourism Park.

Promotions are carried out to reach a larger market by utilizing digital media to publicize activities and destinations in Ngawi as well as events which can be used as conventional promotional media to promote tourist attractions in Ngawi. Each promotional media has a different target market, so the use of different media is expected to reach various markets of people from various circles in order to maximize the results obtained.

The use of media in promoting Ngawi tourist attractions, as well as event management carried out by the Ngawi Regency Tourism and Youth Sports Department, has proven to be able to provide significant results by increasing tourist visits which can be seen in the figure below.

Figure 1. 1 Tawun Park Tourist Visit 2019

Bulan	Jumlah Kunjungan Taman Wisata Tawun
Mei	7.641
Juni	17.580

Sumber: Data Dinas Pariwisata Pemuda dan Olahraga Kabupaten Ngawi Tahun 2021

Source: Journal of Tourism and Creativity by Azzahra and Novyanti

In contrast to research conducted by Gogali et al. (2020), where the implementation of conventional events is still limited by the Covid-19 pandemic. Therefore, in its effort to introduce the campus to prospective students, Bina Sarana Informatika University utilizes Webinars (Web-based Seminars) as a medium of communication and marketing.

The webinar was held with the title BSI Digination "How To Be A Youtuber And An Entrepreneur" which presented 2 speakers, namely YouTuber Ziko Harnadi (CEO & Founder of Garage Drift) and Allicia Dena Santoso (founder of Ordature Cloting Line). The selection of titles and concepts of the event is used to attract the target market which is none other than competent resource persons in the field, young people, and prospective new students.

The use of an event as a promotional medium in a webinar organized by Bina Sarana Informatika University can be said to be effective because the event succeeded in reaching the desired target. In addition to educating, prospective new students can also get to know products marketed at universities.

What distinguishes the research that will be carried out by researchers with previous research is in the object studied. In the previous research, promoters also act as organizers who design an event to promote their products or services to the public. In contrast the Bantul Regency Tourism Department acts as a participant and utilizes events held to promote its products or services. In its participation in the Bantul Creative Expo 2023 event, as an institution engaged in the service sector, the Bantul Regency Tourism Department held a stand in the form of an exhibition not to sell a product, but to disseminate tourism information to the public in accordance with its domain. With the updates that exist in the phenomenon, location, and results this research will be able to contribute developments against previous research.

The research objective focuses on the promotional strategy of Bantul Regency Tourism Department in promoting tourist destinations through their participation in Bantul Creative Expo 2023 in order to increase tourist visits. The three types of previous research that have been described are a reference and comparison in the researcher's research entitled "BANTUL REGENCY TOURISM DEPARTMENT'S PROMOTIONAL STRATEGY THROUGH PARTICIPATION IN BANTUL CREATIVE EXPO 2023 TO PROMOTE TOURIST DESTINATIONS ".

B. Problem Statement

How does the Bantul Tourism Department utilize Bantul Creative Expo 2023 event in promoting tourist destinations in the Bantul Regency?

C. Purpose

To find out the strategy of the Bantul Regency Tourism Department in promoting tourist destinations in Bantul Regency through their participation in Bantul Creative Expo 2023 event.

D. Benefits

1. Theoretical Benefits

This research give further understanding of how Bantul Regency Tourism Department planned a strategy to promote tourist destinations in Bantul Regency in order to increase tourist visit. This research is expected to be a reference that can add theoretical knowledge for future research.

2. Practical Benefits

The results of this study are expected to support the Bantul Regency Tourism Department in efforts to develop the tourism sector as a means of evaluation for the next program as well as inform about the annual Bantul Creative Expo 2023 and tourist destinations involved in the sustainability of the event.

E. Literature Review

1.E.1. Promotion

Promotional activities are defined as activities to communicate identity which includes the advantages and use value of a product to convince customers and persuade them to use it (Firmansyah, 2020). Promotion is an effort to disseminate information related to a company's products/services in order to expand market reach and increase the use of these products/services. Promotion is essentially one component of the marketing mix which concentrates on efforts to inform, convince and remind consumers about the company's identity and products/services (Tjiptono, 2015: 388).

In the book Firmansyah (2020: 2) explains that promotion is part of marketing communication efforts where marketing communication is a means used by business actors to inform, persuade and remind customers about the products and brands they sell, both directly and indirectly. Basically, the definition of marketing communication is formed from (1) communication: or referred to as the process of transmitting thoughts

and understanding between individuals or organizations and individuals. Communication is the process of conveying messages, ideas or information from the sender to the recipient through a medium so that the recipient can understand the sender's intentions. Then, (2) Marketing: namely a series of activities in which companies or organizations exchange information about products, services and ideas with their customers.

It should be noted that in its implementation, promotion does not force people to do things they do not want to. Instead, it stimulates demand for the use of a product/service by connecting available products/services with what potential customers want and need (Amalia, 2020). In essence, business people do not ask their target market to use products/services that they do not need, but rather realize, identify and realize consumer needs for a product/service that convinces the target market that their needs are met by what is provided by the company. In stimulating consumer needs, through promotion, there are three promotional targets: (Tjiptono, 2015: 387)

1. Able to inform potential customers about the existence of a product or service and how it can fulfill their needs and desires.
2. Constantly and in various roles, remind customers of the existence of the product or service in question.
3. May convince potential consumers that the ability of the product/service to meet their needs is the consideration that encourages them to use it.

1.E.2. Promotional Strategy

A promotional strategy is defined as a management plan for a program that includes research, program targets or objectives, determining market targets, program planning, implementation methods, determining locations, and organizational communication methods to audiences who are its target market (Cravens & Piercy, 2006: 339). As discussed previously, the procedures for planning promotional strategies are not much different from planning other program strategies. What will differentiate a promotional program from competitors' programs is how the company positions the program to suit market needs, interests and demands. Therefore, it is important for promotional strategy planning to include market targeting and positioning strategies (Cravens & Piercy, 2006: 358).

Therefore, it has become a provision in determining promotional strategies to go through various procedures in the design process, the procedures mentioned include market research, target determination, objective determination, consideration of various variables in selecting locations and the use of media and implementation methods in each program.

Cravens & Piercy explain the stages in creating a promotional strategy in their book entitled STRATEGIC MARKETING International Edition 2006 as follows:

1. Setting communication objectives;

Promotion is a communication effort carried out by a company to inform about its products/services so that the audience as message recipients are persuaded to use the products/services offered. In promotions, the message conveyed to the target market must of course be in accordance with the response the company wants through the communication efforts carried out. This response can be in the form of changes in consumer attitudes, decision-making, or perceptions formed in consumers' minds towards the company.

A goal in a program is the basis for implementing a program which is a target that must be achieved as an indicator of the success of a program, supported by the use of appropriate promotional components to obtain optimal results (Cravens & Piercy, 2006: 358). Each goal of a promotional strategy as a communication effort influences the use of promotional components used in designing promotional strategies to market the company's products/services to its targets.

2. Identifying target audience

Communicators need to be aware of who their target audience is while creating a promotional strategy. Audiences can include those who influence or make purchase decisions, as well as current or potential customers. Individuals, organizations, local communities, or the entire public can all be considered audiences. The communicator's choices about what to say, how to say it, when and where to say it, and to whom will be heavily influenced by the target audience.

After identifying the target audience, communicators can specify their target market into several segments with certain criteria. This is done so that

communicators can understand their consumers better and make it easier for communicators to design appropriate methods to be used by their consumers through a description of their consumers obtained through the segmentation. According to Tjiptono (2015: 154-155), market segmentation can be grouped through several factors, namely:

a. Geographic segmentation

Geographic segmentation is the process of dividing a population or market into groups based on its geographic location or region. In geographic segmentation, regions can be divided based on various factors, such as country, region, region size, population density, or climate.

b. Demographic segmentation

Demographic segmentation is a marketing tactic that divides markets into groups according to population attributes or demographic characteristics. Factors such as age, gender, family size, life cycle of the family, income, occupation, education, and marital status are examples of demographic characteristics.

c. Psychographic segmentation

The process of segmenting a target market or population into groups according to psychological traits, lifestyle, attitudes, knowledge, interests, and personalities is known as psychographic segmentation. Psychographic segmentation takes consideration of subjective factors that affect consumer behaviour, as opposed to demographic segmentation, which concentrates on demographic factors like age or gender.

3. Designing a promotional message

Promoters must be able to design effective promotions. The message should ideally attract attention, arouse interest, create desire, and encourage action. In formulating the message, there are four important aspects to consider: message content (what is conveyed), logical message delivery (message structure), symbolic message delivery (message format), and the party delivering the message (message source).

4. Deciding the role of each component for the promotion program;

The combination of components used in promotional programs each has its own role. Through consideration of various variables, each component is selected and used to meet different market needs. Companies need to decide what components will be used to reach the target market of each promotional program according to the results of the target market identification that has been carried out. These components are also known as a promotional mix or a series of activities utilizing one or more media which are combined into a tool that helps achieve the goals of a program.

5. Selecting the strategy for each promotion component;

The components used in a promotional strategy require appropriate strategic planning in making decisions regarding how the company utilizes each component to reach its target market.

The strategies in question include identifying the target audience, determining the role of promotional components, indicating promotional objectives and budget amount, determining creative strategies, determining communication means (media) and program schedule, and implementing the program.

6. Determining the promotion budget;

Implementing a program certainly has a cost budget that must be adjusted to the company's capabilities. Budgeting shows the amount of costs allocated from the use of resources used in promotional strategies. Every cost incurred must be effective, which means that it is not only incurred but also produces the desired results. Several methods used in determining budgeting include the sales percentage method, competitive parity method, and affordable method.

7. Integrating and implementing the promotion component strategies;

This stage is the stage where the company will realize the promotional strategy plans that have been planned. In implementing the program, everything that has been prepared will be carried out in accordance with the planned program procedures.

8. Evaluating the effectiveness of the integrated promotion strategies.

At this stage, the company will compare the data obtained from the results of program implementation with the objectives set at the planning

stage. All input obtained from consumers regarding each promotional component is used as program evaluation material. The evaluation assesses the effectiveness of a program through the achievements obtained by the company. The results of this evaluation will later be used as consideration in future company development.

1.E.3. Promotion Mix

The tools or components used in a promotional program are called the promotional mix. The combination of components used in a promotional program functions to maximize the results of a promotional strategy designed to at least achieve the objective targets of a program to market, persuade, and increase the use of a product/service. According to Kotler and Armstrong (2014: 429), the promotion mix is a particular set of promotional tools intended to accomplish objectives and provide information that persuades customers to make purchases. Companies use it to persuasively communicate customer value and develop connections with customers. The components of promotion or promotion mix are mentioned by Cravens & Piercy (2006: 339-340) as follows:

- Advertising

Advertising consists of any form of nonpersonal communication about an organization, product, or idea that is paid for by a specific sponsor. All forms of presentation and promotion of ideas for paid products/services by certain sponsors constitute advertising (Tjiptono, 2015: 399). The sponsor makes payment for the communication via one or more forms of media (e.g., print media advertisements, electronic media advertisements, product packaging, brochures, posters, leaflets, directories, billboards, displays, point-of-purchase, symbols, logos, and etc).

The low prices used in each media are one of the advantages of using advertising. Considering low expenses allows companies to allocate funds more easily. Then the message spread through advertising can also be changed and adjusted according to the client's wishes and needs. Encouraging consistency of the information the company wants to convey to its targets.

- Personal Selling

Personal selling consists of verbal communication between a salesperson (or sales team) and one or more prospective consumers for the purpose of making or influencing a sale. The implementation of personal selling is carried out by meeting face-to-face with one or more prospective consumers where parties from the company will later present products/services and answer questions and objects (if any) from potential customers (Tjiptono, 2015: 400).

The utilization of personal selling allows salespeople to interact directly with consumers. That way, questions and doubts from consumers can be answered and handled properly with a more conducive communication process. Personal selling can provide the information consumers want and the company can quickly get feedback as material for program evaluation.

- Sales Promotion

Sales promotion consists of various promotional activities including trade shows, contests, samples, point-of-purchase displays, trade incentives, and coupons. Sales promotion can be used by the target market to respond to a special operation so that the target makes a decision to return to the transaction.

- Direct Marketing

Direct marketing includes various communication channels such as mail, telephone, fax, e-mail, or the Internet that allow companies to make direct contact with consumers. This effort is carried out to directly obtain feedback from specific potential customers (Tjiptono, 2015: 400). This advantage provides benefits for companies to gain direct access to their consumers.

- Interactive/Internet Marketing

The rise of internet users makes the use of interactive / internet marketing one component that can be said to be effective. The ease of internet access that can be accessed anywhere allows companies and consumers to interact directly without any location barriers. The many features that can be utilized through the internet make it easier for companies to disseminate information and obtain the data needed such as conducting Web-based surveys, publishing product/service information, and displaying advertisements.

– Public Relations

Public relations acts as a component that builds communication for companies to obtain publicity. By definition, public relations is an institution or individual who is responsible for building and maintaining relationships with internal and external parties to gain trust and goodwill from planning various activities of the programs produced (El Adawiyah, 2020: 1). Public relations activities contribute a lot to promotional strategies when they are planned and implemented to obtain specific promotional objectives.

Public relations design various types of programs (e.g. speeches, seminars, press kits, annual reports, donations, sponsorships, publications, lobbies, events, company magazines, etc.) to promote, shape or protect the company's image or products/services (Tjiptono, 2015: 399). Event and Public Relations are two things that are interrelated. Public Relations uses events to communicate the activities of a company and its brand. Events require public relations to convey the good image of the institution and involve its stakeholders (El Adawiyah, 2020: 3).

Expenditure used for public relations is relatively low but effective. This is because the main task of public relations is as an image shaper and relationship builder that has a direct impact on company stakeholders.

1.E.4. Event

An event is a series of events, or cultural attractions, traditions, religion, sports, and so on that are carried out within a certain period of time according to predetermined preparations in order to achieve a common goal (Riardi, 2020). For many people, organizing events as a form of commemoration is marked by many activities such as festivals or celebrations that are carried out regularly or several times in a certain period of time (Noor, 2017: 2).

In the definition described by Goldblatt (in Yudanti, 2020) an event is an activity that gathers and brings together a group of people for celebration, education, marketing, or reunion. In its implementation, research is also carried out, making activity designs, planning, coordination, and ensuring the presence of participants. Researchers found that events are activities that are designed thematically within a certain period of time

with the aim of attracting the attention of visitors to attend and making understanding the message of the organizer an indication of achieving the objectives of the planned program.

As one of the promotional mixes formed through public relations programs, events can be said to be quite effective in promoting a product/service owned by the company. This is because an event is a phenomenon that only exists based on unusual occasions, community culture, private events, or a series of programs made for the achievement of an organization. Limited time and rare moments of an event cause the tendency of certain market segments to participate in an event that will be a means of gathering many people with the same interests, expertise, or needs. The event is formed in order to enlighten, entertain, or about the experience of a group of people (Riardi, 2020).

Noor (2017: 7-8) describes several reasons for the large number of local governments funding events in their regions, including:

1. The large number of visitors who came to the event held

The achievement of many visits to an event becomes a reference for the success of an event if the number meets the planned target. In addition to supporting the local community's economy, the event serves to meet the needs of tourists or visitors from the facilities provided by the event.

2. Providing cultural experiences for the local community

One of the things that must be considered is the lack of knowledge of the community about the local culture. An event that shows the culture to visitors and the community will definitely help them get to know and learn about the culture of the region.

3. Human resource development

Community involvement in an event can be a support for the community in developing their potential in working together to manage an event. This is because the management of an event must continue to involve contributions from employees who participate in the process.

1.E.5. How the Event will Help to Increase Tourist Visit

Discussing the use of events in promoting tourist destinations is certainly accompanied by the strategy used by the Tourism Department of Bantul Regency as the marketer. In the practice of organizing events, it is not uncommon for tourism organizations to take advantage of events to promote their tourism activities to market the wealth of resources in an area (Noor, 2017: 100).

Events as one of the programs managed by Public Relations basically function to form awareness of a brand, product, or service and maximize the reach of the dissemination of information received by the target audience. The result of the formation of awareness and knowledge related to a brand, product, or service will later stimulate curiosity, and excitement from the target market to use the product or service being marketed (Moss, 1990: 100). Events have a major contribution in the communication process of a product or service, where the information obtained by the target market will facilitate the target market in making decisions to use a product or service that is marketed.

In increasing tourist visits, events as a promotional mix serve to influence visitor perceptions which will stimulate decisions to visit marketed tourist destinations (Sa'diya & Andriani, 2019). Supporting this statement, Simanjuntak et al. (2018) (in Sa'diya & Andriani, 2019) explained that the beauty, and uniqueness of social, cultural, geographical conditions and potential in an area shown at an event, was designed with the aim of being an attraction for tourists who participated in the event. The acquisition of the following information will later influence prospective consumer behaviour and form impressions for visitors to come to tourist destinations, resulting in an increase in the number of tourists in marketed destinations.

F. Theoretical Framework

To explain the theoretical framework, the research conducted to analyze Bantul Creative Expo 2023 as a promotional strategy of the Bantul Regency Tourism Department in their efforts to increase tourist visits in Bantul Regency. The use of Promotion Mix as the main theory of reference in this research is used because it is assumed to help maximize the results of a promotional strategy. Considering the changes in the concept and theme of the annual Bantul Creative Expo 2023,

researchers wanted to find out how the Bantul Regency Tourism Department made adjustments to the design of its promotional strategy in its participation in the Bantul Creative Expo 2023 event. Through the research methods used, researchers can obtain the results needed to answer research questions.

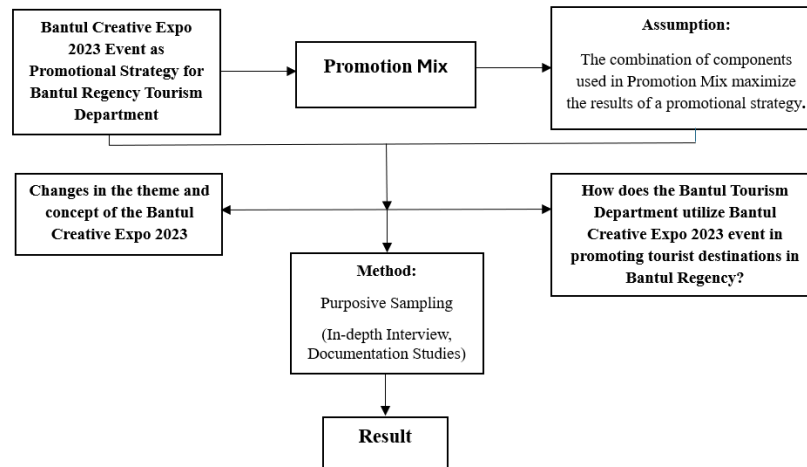


Figure 1. 2 Theoretical Framework

G. Methodology

1.G.1. Types of Research

The research conducted by using a qualitative approach with the method used, namely the descriptive method that investigate a social phenomenon. Sadiartha, (2020: 21-22) states that qualitative research does not emphasize generalization but the acquisition of meaning behind the data. In addition, the descriptive method as the method used in this study is an effort to examine social phenomena that occur to describe conditions and situations (Sadiartha, 2020: 10).

The use of descriptive methods supports problem-solving used in research as a whole by identifying, observing, and collecting information about the situation in the subject and object of research based on facts that occur in the field. This method explain how the promotion strategy of the Bantul Regency Tourism Department in its efforts to increase tourist visits to tourist destinations raised at the Bantul Creative Expo 2023 event.

1.G.2. Sampling Method

The sampling technique uses the purposive sampling method by selecting samples that are in accordance with the research objectives to meet the required information needs. Purposive sampling considers whether the target used understands or is considered to master the field so that it can support the exploration of the social object/situation under study (Sugiyono, 2023: 96). Researchers determine informants who are engaged in their fields and related to the object of research studied to obtain appropriate and valid supporting data.

1.G.3. Research Informants

The object of research focuses on the strategy of the Bantul Regency Tourism Department in promoting tourist destinations raised in order to increase tourist visit. The researcher intends to explain how the Bantul Regency Tourism Department utilizes an event as a promotional tools used in their promotional strategy.

Regarding informants who are resource persons in research conducted through the Interview Process, researchers set several criteria that need to be adjusted so that the information obtained is in line with research needs. These criteria include:

1. Research informants understand or are engaged in tourism marketing.
2. Research informants participate in the design and/or implementation process of the program held in the promotion strategy of the Bantul Regency Tourism Department.
3. Research informants have gained experience or impressions from related promotional programs and can comment on the impressions or experiences gained from their participation in the Bantul Creative Expo 2023 event at the Bantul Regency Tourism Department stand.
4. Representatives of visitors to Bantul Creative Expo 2023 or local residents who have attended and participated in the activities at the Bantul Regency Tourism Department stand.

Specifically, some of the informants that have been selected by researchers for interviews include:

1. Subcoordinator of the Substance Group for Information Services and Tourism Cooperation of Bantul Regency Tourism Department, Catarina Issri Putranti Hendrayanti, A.Md.
2. Marketing and Cooperation Analyst Bantul Regency Tourism Department, Danang Hari Wibowo, S.Par.
3. Representative of Dimas/Diajeng Bantul as Tourism Ambassador, Syvia Nurlita, S.Ked. as Diajeng Bantul 2023, and Diajeng Yogyakarta 2023.
4. Representative of the Community as an Audience
 - Sari, a college student (19 years old). Domiciled in Bantul. As the representative of the visitors of Bantul Regency Tourism Department stand.
 - Siti, a teacher (43 years old). Domiciled in Bantul. As the representative of the visitors of Bantul Regency Tourism Department stand.
 - Warso, a college student (24 years old). Domiciled in Sleman. As the representative of the visitor of Bantul Regency Tourism Department stand.

1.G.4. Research Location

The research was conducted at Bantul Regency Tourism Department which is located at Jl. Lingkar Timur, Bantul, Manding, Area Sawah, Trirenggo, Kec. Bantul, Kabupaten Bantul, Daerah Istimewa Yogyakarta 55714.

1.G.5. Data Retrieval Techniques

To collect data from the source of the problem to be studied, researchers use several techniques, namely:

1. In Depth Interview

The interview conducted face-to-face with the aim of obtaining direct information related to the problems studied by the respondents. In-depth interview is a technique carried out by bringing together researchers and respondents to raise questions related to the information needed (Rahman et al., 2017: 241). This technique is used with the aim of completing information,

avoiding misinformation, obtaining in-depth comprehensive and accurate information, gaining objectivity, and obtaining balanced information (Rahman et al., 2017: 240-242).

This data collection technique through interviews that ask questions directly to the resource persons with the criteria mentioned earlier and key persons in the Bantul Regency Tourism Department involved in the Bantul Creative Expo 2023 event. The samples taken are samples with a specific purpose only (purposive sampling) by selecting resource persons who have criteria that are in accordance with the needs of obtaining research information.

2. Documentation Studies

The data used are not only reviewed from the results of interviews, but researchers also use data contained in books, archives, or data in the Tourism Department of Bantul Regency and documents relevant to the problems in the research.

1.G.6. Data Analysis Techniques

Data analysis carried out by processing all information related to program implementation from the promotional strategy implemented by the Bantul Regency Tourism Department at the Bantul Creative Expo 2023 event. The data will be analyzed in a qualitative descriptive manner in accordance with the steps described by Sugiyono (2023: 134-143) adapted from Miles and Huberman (1994) as follows:

1. Data collection

Research data collection is carried out periodically to obtain maximum results. In accordance with the method used (descriptive method), data collection is carried out by in-depth interviews, observations, and documentation studies obtained from research.

2. Data reduction

The amount of data obtained will require sorting and grouping to be compacted to suit the information needs of the research conducted. The data will be selected, focused, simplified, summarized, and transformed into the required data classification.

3. Data presentation

Data that has gone through the classification stage presented in the form of brief descriptions, charts, and relation between categories, flowcharts, and the like. The presentation of data is expected to facilitate understanding of the phenomena that occur, take research steps, and help draw conclusions. The presentation of data in this study specifically describe the promotional strategy of the Tourism Department of Bantul Regency to increase tourist visits by using Bantul Creative Expo 2023 to promote tourist destinations.

4. Conclusion

Drawing conclusions is the last stage that becomes the core of research on the formulation of problems in the study so that researchers can verify the promotion strategy of the Bantul Regency Tourism Department in increasing tourist visits through various data that has been obtained.

1.G.7. Validity Test

To test the validity of the data, in this study the data tested using data triangulation techniques by combining various kinds of data that have been obtained from various sources to be analyzed from various different points of view. This is done in order to obtain validity from the data owned so that it can be believed in accordance with existing reality (Muttaqinr, 2020: 45). The triangulation technique itself is a technique used by utilizing external variables from data as a comparison and checking the validity of a data (Faisal, 1990: 31).

The data triangulation technique can be said to be a testing tool for the validity of the data in this study, where in research that uses qualitative methods, the research process occurs in the field. Researchers have participated in organizing events, which provide opportunities for researchers to observe directly about the process of the continuity of the event that occurs while comparing the validity of data from other sources so that the validity of the data can be confirmed. The use of data triangulation techniques is used to compare and test the validity of data obtained from observations, interviews and documentation studies into something that can be said to be true and valid. The procedure for testing the validity of data is described by Moleong (2017: 326) as follows:

1. Data obtained from various sources, compared with one another. Data from observations regarding the side of conditions that have been carried out by researchers will be compared with various data obtained from different processes, such as data obtained through interviews. From the results of the comparison between different data, valid data will be obtained.
2. Compare data from information conveyed by others in general, with personal perceptions. The comparison is used to find a meeting point in the form of a similarity of what is conveyed in general, with information that has been obtained and perceived personally. If similarities are found, then the data can be said to be valid.
3. The validation process is through a comparison of public opinion against the research situation over time. Conducted to assess the consistency of public opinion on the research situation. If the information provided by the source on one day and the next day is the same, then the data can be said to be valid. Conversely, if there are differences in information submitted by the source in the future or the next day, the data can be considered invalid.
4. Comparing other people's opinions with conditions and points of view as well as from someone with a different background. This comparison is carried out to find different points of view according to their respective backgrounds or social statuses so that validity-tested data is obtained.
5. Compare data from documentation studies with interview data. This testing process is carried out by comparing data from interviews that have been submitted by resource persons with data from other documents such as journals, news, mass media, or relevant documents so that data that has been tested for validity and validity is obtained.

In this study, researchers combine and compare the data that has been obtained to assess its validity. Data is considered valid if information obtained from various sources about the promotional strategy of the Bantul Tourism Department at the Bantul Creative Expo 2023 does not have such a wide difference between one data and another.