

Obstacles in Marketing *Legenda Tapak Tuan* Tourism Object, South Aceh District

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ABSTRACT

This research aims at identifying the obstacles to marketing of The Legenda Tapak Tuan tourism object in Aceh South Aceh District. The method used in this study is a qualitative method with an ethnographic case study approach. Sources of information were obtained from 5 informants, namely: Head of the Tourism Office, Head of Tourism Object Section, Head of Bappeda and Head of Sub-Division of Bina Facilities and tourists. Data collection techniques are interviews, observation, and documentation. The data obtained were analyzed using domain analysis, while the data validity technique used is source triangulation, which is done by checking the correctness of the data from interviews and documentation. The results show that, in 2021, many people in South Aceh Regency will open their own tourism objects in their villages, by carrying out independent promotions through online media such as Facebook, Instagram and Whatsapp. The Tourism Office has also carried out a promotion strategy, namely advertising, and promoting Tour & Travel Online services on a number of social media platforms. The advertising that have been done include distributing pamphlets via social media Instagram, Facebook and Twitter as well as offering a number of tour packages by participating in expo activities outside the area to introduce and re-promote tourist destinations, especially the Tapaktuan Legend tourist attraction as an icon of South Aceh. The tourists can download an application where there are many features that can be used such as directions, maps, accommodation, and procedures for traveling to the destination location. This application also provides transportation features, which will make it easier for tourists to visit tourist sites in South Aceh Regency.

Keywords: *Obstacles, Marketing, Tourism, Legenda, Tapak Tuan, South Aceh*

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1. INTRODUCTION

Aceh is a province that has many excellent Tourist Destinations (DTW), that attract both local and foreign tourists. One of them is South Aceh Regency with Tapaktuan as its capital. Apart from Tapaktuan, South Aceh Regency is also known as "Dragon City", Tapaktuan, Youngest Princess City and "Nutmeg City". These title are very reasonable given, because it contains historical values in it, the values of the *Legenda Tapaktuan* itself.

In addition, the social and cultural life of the people in Tapaktuan is very open to newcomers because the understanding of the people in this area is the same as that of the Acehnese people in general. The Acehnese believe that guests must be respected. These values are born from the teachings of Islam. In South Aceh, nearly one hundred percent of the population is Muslim. In addition,

it is very rare for conflicts to occur in Tapaktuan city. From the GAM-RI conflict a few years ago until now, Tapaktuan City is classified as a safe and peaceful area, therefore, tourist attractions in Tapaktuan City are safe for tourist visits.

To develop the Tourism Destination Area (DTW), it is not enough just to rely on its natural beauty. It should be supported by adequate marketing of the tourist objects. Previous research conducted by Anismar (2021), on the Consumptive Culture of Tourists at the Legend of Tapaktuan Tourism Object in South Aceh Regency, show that very little marketing is carried out on the tourist attraction *Legenda Tapaktuan* by related parties which include the government, the private sector like travel agencies, and those carried out by Tourism Awareness Groups (POKDARWIS). Most tourists know about this tourist attraction only from previous visitors, or social

media. There has not been certain media that are deliberately promoted.

1.1. Definition of Marketing

Marketing is one of the functions that can make money for every business organization, create opportunities and value, drive competitive advantage in building commercialization of product development value supply chain to attract tourists to destinations in a sustainability perspective. (Herman, 2008).

The tourism marketing plan is a detailed blue print regarding the involvement of the role of government, society and the tourism industry in creating optimization of economic, social and cultural values and benefits in a sustainable environment of limited natural resources. Marketing is called successful if it is able to leverage potential markets into actual markets, plan travel schedules, estimate the amount of money they will need, the destinations to choose, and encourage word-of-mouth promotions, both online and offline. (Kotler, 2010). marketing activities that seek to disseminate information, influence/persuade, and/or remind target markets of their products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono 2001:219).

In Aceh Province in general, and particularly in South Aceh District, government policies in tourism development are based on the concept of the central government, namely through the Ministry of Culture and Tourism after conducting a pre-tourism survey. Furthermore, the central government at the end of 1985 formed the Tourism Office and onward the Tourism Regional Office which was under the Parpostel Department. (Bappeda, 1995). This policy changed in 1999 with the issuance of Law Number 22 of 1999 concerning Regional Autonomy, so that all tourism policies were directly handled by the Aceh Regency and Provincial Tourism Office.

In this regard, many factors can be suspected to be the cause of the advancement of tourism programs, for example internally it can be stated: factors of education, social status, religion, economy, attitudes towards change, achievement motives. or other; and externally it can be in the form of cultural values, natural conditions, marketing activities, government policies and or owned funds. However, with the limitations that exist, both regarding funds and time and energy, on this occasion it is sufficient to select several factors which are suspected of having a considerable influence, namely: (1) supply of funds, (2) religious and cultural values, (3) socioeconomic status, (4) education, and (5) social and community relations.

There is something that is a challenge in South Aceh Regency related to the tourism program, namely, in general, people in South Aceh Regency perceive tourism activities with negative things, for example with the emergence of tourism, patterns of promiscuity will also appear among adolescents, and changes in patterns people think towards modernism (which is perceived negatively). Thus, tourism development programs by regional governments are always perceived as negative things by the community, so that in the field there are many obstacles to be faced, so a marketing strategy is needed. (Anismar: 2021).

Customer satisfaction in the tourism industry is strongly influenced by the way and level of service (hospitality) delivered and the physical appearance and personality of the business. It is very important that the elements are marketed in the best way possible to convince people to come and enjoy the products offered. Equally important is the ability to generate repeat product purchases. Thus, marketing becomes a way to reach potential markets which is done in an effective way so that a strategy is needed.

Entering the era of advances in information technology as it is now, marketing (marketing) has developed and changed from time to time. Technological developments, such as the internet and social media, have had a significant impact on marketing behavior and marketing practices. The patterns and dynamics of competition, both offline and online, have become very complex and on a global scale. Not to mention the changing and rapidly evolving business model.

1.2. Marketing Concept

Marketing Strategy Theory Kotler and Armstrong (2012:72) states that marketing strategy is a marketing logic in which companies hope to create value for customers and achieve profitable relationships with customers. Definition of Tourism Marketing Mix Morrison (2002: 230) tourism marketing mix includes 8P which is an extension of the traditional 4P which applies to products in general. The 8Ps are product, price, promotion, place packaging, programming, people and partnership.

The meaning of each variable is as follows:

- a. Kotler product in Hurriyati (2005:50) states that a product is anything that can be offered to the market to get attention, purchased, used, or consumed that can satisfy wants and needs.
- b. Price basically is one of the elements of the marketing mix which not only determines profitability but also serves as a signal to communicate the value proposition of a product/tourist destination.

- c. Promotion according to Kotler and Armstrong (2012: 76), is a variety of ways to inform, persuade, and remind consumers either directly or indirectly about a product or what is being sold.
- d. Place or location is a certain point chosen by the company to carry out all its business activities, where that point has an influence on the business strategies of the company concerned (Tjiptono, 2015: 92).
- e. Packaging, in the tourism industry, is an element that determines the competitiveness of tourism products. A series of tourism products that are attractively packaged and sold will form an interesting travel experience as well. Packaging is a combination of services and tourist attractions interrelated with a price offering package, (Morrison, 2002).
- f. Human Resources (People) are planning, organizing, directing and supervising the procurement, development, provision, compensation, integration, maintenance and termination of labor relations intended to help organizational, individual and community goals, (Tulus, 2005:35).
- g. Partnership is a business strategy carried out by two or more parties within a certain period of time to achieve mutual benefits with the principle of mutual need and mutual growth (Hafsah, 2003).

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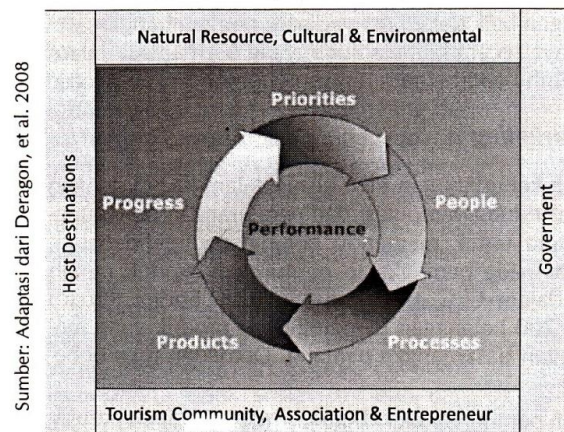


Figure 1 Value Tourism Marketing Management Model.

Stakeholder engagement plays a key role in decision making accompanied by an increase in the capacity of each to support a sustainable tourism marketing system. For this reason, management needs to create conditions and situations that are conducive to good collaborative practice, guided by:

1. Clear and collaborative vision and pattern of leadership;
2. Clear description of duties and responsibilities;
3. Clear operational structures and processes to support positive or constructive decision-making and debate;
4. An active and highly engaged community
5. Development and sharing of information and knowledge;
6. Transparent and accountable decision-making. (Ike Janita Dewi: 2011).

The main focus of marketing is selling products to consumers, because with all existing sales channels, a seller (marketer) must be able to sell products to people. The marketer's strength is closing meetings with actual prospective buyers. To achieve successful sales, in marketing we recognize the 4P concept, (product, price, place and promotion). The 4Ps are product, price, place and promotion. This concept was further developed into TP (4P and People, physical evidence, Process), namely 4P plus orang and physical evidence. Meanwhile, 4P and TP were revised by Hermawan Kertajaya by adding 9E (8E) marketing elements, namely Brand, Process, Segmentation, Service, Selling positioning, and targeting. (Bungin: 2015).

2. METHODOLOGY

1.2. Chart /Research Design (Research Flow Section)

The chart or design in this research is something that is planned about the course of this research from the initial stages to the final stages, for details can be seen in the research flow below:

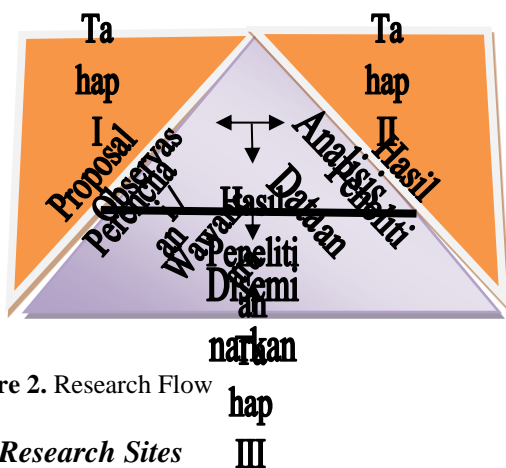


Figure 2. Research Flow

2.2. Research Sites

This research was conducted in Tapaktuan District, South Aceh Regency. The choice of this location was based on the *Legenda Tapaktuan* tourist attraction which is used as a tourist icon in South Aceh Regency which is considered potential for development in South Aceh Regency, and the location of the area is very strategic, allowing it to be developed as a mainstay sector in obtaining Regional Original Income (PAD). then this research is a continuation of previous research that needs to be known and given solutions.

2.2. Data Collection Technique

The data collection techniques in this study were carried out in the following approach:

- Through observation, observation is carried out by conducting direct observations when people carry out an activity related to this research problem. In its implementation, it refers to several benchmarks, namely:
 - Observations are based on direct observation, which allows researchers to observe themselves, so that researchers will mingle directly while conducting interviews with key informants.
 - Researchers record the behavior and activities that occur in real situations, especially regarding the obstacles encountered in the process of marketing activities.

- Researchers record events in situations related to knowledge related to the required data, events that record any message activities that have been carried out or are being planned.

- Through documentation, data documentation that is expected through the documentation approach can be reflected through notes or written materials related to the cases studied, both those related to individuals, groups, and related agencies, especially regarding the marketing activities carried out.
- Through interviews, interviews are carried out formally and informally, depending on the situation and are open in nature. Informal interviews, aimed at creating a relationship between the interviewer and the informant, in an ordinary, free and reasonable atmosphere. Open interviews are intended to reduce the variations that occur between informants, so as to reduce the possibility of bias.

To the Regional Government, especially to the Head of the Tourism Office, the researcher wants to explore the extent to which the tourism program has been carried out so far, and what constraints are faced in developing tourism in South Aceh District in general, as well as how to plan a tourism program in the future. At the same time designing the right *Legenda Tapaktuan* tourism marketing strategy. The type of data needed in this study are:

- The type of primary data includes the response of the government, community and related parties to the tourism development program as well as observations related to the implementation of the development of the *Legenda Tapaktuan* tourist attraction.
- Secondary data types, namely data obtained from government agencies or institutions related to this research. Secondary data can be in the form of research results, documents and books related to the required data. This secondary data collection was carried out before or simultaneously with the field study. This is intended to accelerate understanding of field conditions and what information must be collected.
- Sources of data according to Lofland (in Moleong, 2000: 122), states that qualitative research is words and actions. So data is obtained from data sources that can provide information, both humans (informants) about the world of tourism or situations observed in research. The key informants who became sources in this study were: Head of the South Aceh Tourism Office, South Aceh Ulama Consultative Council (MPU), Chair of the South Aceh Bappeda, domestic tourists, religious leaders in South Aceh, tourism actors in South Aceh District.

2.2. Data Analysis

The data analysis process in this study was carried out in an inductive descriptive manner. Data is analyzed in direct form continuously, by grouping data according to the research problem. Furthermore, all data were analyzed based on research results obtained in the field through observation, documentation and interviews with all research target informants. For more details in analyzing the results of this study can be seen in the image of the stages of analysis below:

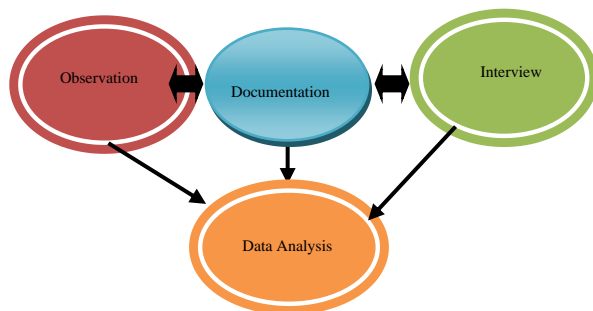


Figure 3. Data Analysis Stages

Researchers perform data analysis by grouping data, namely:

- a. The first stage, the observed data was carried out at the beginning of the study with the hope that this data would be able to reflect the concrete problems of the research.
- b. The second stage, documentation data is analyzed on issues that are able to support observation data, population, state of the community, livelihoods, and level of education of the community.
- c. The third stage, analysis of interview data on various problems desired in research and combined with various research results that have been carried out previously by other researchers, whether they support or fail in their research. Data taken together between one technique and another in this study, were analyzed simultaneously during the first to third data stages. This data analysis is carried out continuously according to the stages of the research. So that it reflects the value of the validity of a study in accordance with the systematics and procedures of qualitative research.

3. RESULTS AND DISCUSSION

3.1. Results

1.1.1. Overview of Research Locations

The research object for the *Legenda Tapaktuan* is in South Aceh District. This area is one of the regencies in Aceh Province with the capital city Tapaktuan, this area is located on the west-south coast of Aceh Province. This city is the administrative center of South Aceh Regency which administratively oversees several sub-districts from *Labuhan Haji* Sub-district which borders Southwest Aceh Regency to *East Trumon* Sub-district which borders *Subussalam City*. Viewed from the economic growth sector, this area is very strategic for tourism development, because it is surrounded by fresh sea and mountains and also the people are very friendly to receive every guest or tourist visiting this area. The capital city is known as *Taluak* in the *Aneuk Jamee* language which means bay.

Tapaktuan is the capital of South Aceh district, this city is not only known as a city with its natural charm, but is also known for its history, culture and religion. From the history of the city of Tapaktuan, it is associated with the Legend of the *Putri Naga* and *Tuan Tapa*, which has become folklore for generations. This history is the basis for Tapaktuan being known as *Kota Naga* (Dragon City). Evidence of the *Legenda Tapaktuan* is a favorite tourist destination for tourists from various regions.

1.1.2. Geographical Conditions

Geographically, South Aceh District is located at the coordinates of 020 22' 36"-040-06' North Latitude, 960 35'340" East Longitude with an area of 3,841.60 km². The boundaries of the South Aceh Regency include: to the east which is bordered by Southeast Aceh district, to the west by the Indian Ocean, to the north by Southwest Aceh district, and to the south by Subulussalam Municipality, (South Aceh in figures: 2018) .

South Aceh Regency consists of 16 Districts, 43 Mukim, and 247 Villages (Gampong) with a population growth rate of 2,968 people or 10.0% per year. The topography of the South Aceh Regency area has a height of 500 m above sea level. South Aceh District is an area with a wet tropical climate with an average rainfall ranging from 2,861 mm – 4,245 mm. January to August is the dry season and September to December is the rainy season with temperatures in South Aceh District 26-31 oC.

The topographical conditions of South Aceh District vary greatly, consisting of lowlands, undulating, hilly, to mountainous. The area of South Aceh Regency is 4,173.82 km² which stretches from north to south. Central Kluet District is the district with the largest area

in South Aceh, namely 801.08 km². While the area of the smallest sub-district is Labuhanhaji sub-district 54.83 km².

1.1.3. *Legenda Tapaktuan Tourism Object*

The *Legenda Tapaktuan* tourist attraction is located in Tapaktuan District, South Aceh Regency. This legend is the forerunner to the name of the South Aceh Regency Capital, which is related to the *Legenda Tapaktuan* tourist attraction, consisting of: *Tuan Tapa's Tomb*, *Pemandian Putri Naga* (Princess Dragon Bathing) Tour, *Tuan Tapa's Stick* and *Tapak Tuan Tapa*. This tourist object is one of the legendary stories of the Tapaktuan people in South Aceh. The origin of the name Tapaktuan as mentioned above is evidenced by relics which we can still see directly today.

According to Darul Qutni, in his book entitled *Legenda Tapaktuan: The Story of a Dragon Caring for a Baby King*, tells the origin of the legend. In summary are as follows:

... Once upon a time, there was a hermit who was very obedient to Allah named *Tuan Tapa*. Because of his obedience, *Tuan Tapa* can know supernatural things that are not known by ordinary people. One of the magical things he knows is the story of the Youngest Princess. This youngest daughter was a child who was swept away when a storm hit the ship her parents were on. The youngest daughter's parents are descended from the Asralanoka kingdom which drifted in the middle of the ocean. After that incident, Tuan Tapa had a dream about two dragons so that the two dragons who came from China respected him very much.

Further told, like the previous days, the two dragons again swam into the sea to find food, now they are going west. They slid along the seaside area heading west. They split the rolling seas. "Today's waves are rather big, my husband! Exclaimed the Female Dragon. "It's okay, my wife. We need to look around the new area. Maybe in that area we will see strange things like what we saw in the east," said the Male Dragon. After the two dragons swam for a while, they saw a group of large prawns swimming towards the river mouth.

"Hurry, husband! Let's go after that group of big prawns!" cried the Female Dragon. The two dragons swam faster and faster. After getting close to the group of shrimp, he inhaled the sea water so hard that all the shrimp entered their stomach. Until now, the place is called *Air Berudang* Village which is one of the villages in Tapaktuan District.

When the two dragons were about to return to the cave, from the middle of the ocean, they heard the sound of a baby crying. The sound of crying was getting louder and clearer. "Oh, the sound seemed to come from the middle

of the sea, my husband. Come on, let's swim there!" cried the Female Dragon.

Once in the middle of the sea, the two dragons were very surprised. They saw a baby floating in a swing made of woven rattan. Strangely, the rattan swing did not enter the water. In that case, this baby is definitely not a random baby," said the Female Dragon. What surprised the two dragons was that when they arrived at their resting place, it turned out that *Tuan Tapa* was already standing at the door of the cave, at the same time asking "Have you checked the baby carefully?"

Then *Tuan Tapa* explained how to care for the baby. You have to suck this thing on the baby every time he cries. This thing is a substitute for the milk I took on top of the mountain there." *Tuan Tapa* said, pointing to the north of the blue and towering mountain. Then *Tuan Tapa* explained to the dragon that in order to keep the baby safe from disturbance by wild and ferocious animals, he ordered a tiger to guard him every day. It is the tiger that will always faithfully watch over the baby until it grows up and becomes a princess, the tiger always takes care of the princess.

One day, a tiger was walking along the beach at a leisurely pace. Occasionally the tiger saw the princess sitting on the male dragon's back. The tiger was very worried if this beautiful beautiful princess fell from the dragon's back and drowned. "Careful, Dragon! Don't swim too fast! The Princess will fall off your back!" cried the Tiger reminding the Male Dragon. Hold on tight to the dragon fin, Princess! I am very worried about the Princess!" shouted the Tiger again reminding the Princess. That's how it is, if we look from a distance the Princess is like sitting on a train carriage that is speeding across the sea. The two dragons took the Princess along the beach while enjoying the beautiful natural scenery. The princess secretly expressed her admiration. He is happy to see the natural beauty of the beach which is still beautiful.

They fight over the baby who has now become a beautiful princess named *Putri Bungsu*. When the Male Dragon launched his next attack. Tuan Tapa came out of the Mount of Lights, jumped into the ocean and greeted with a swipe of his staff. The dragon's body was thrown into the air and fell to pieces on the beach. The blood from the shattered body of the male dragon spilled everywhere and reddened the sea water. So, until now we can still see the remains of the dragon's body in the form of a clot of blood and a heart on the coast of *Batu Itam* and *Batu Merah* villages, about three kilometers from Tapaktuan town.

Finally *Tuan Tapa* managed to defeat the two dragons. The princess was able to return with her parents, but the family did not return to the Asralanoka Kingdom. They chose to settle in Aceh. Their presence in *Tanah Aceh* is believed to be the forerunner of the Tapaktuan community.

1.1.3. Tourism Activities in South Aceh District

1.1.3.1. Tourism Ambassador

One of the things that the South Aceh Tourism Ambassador does for promotion is by using social media such as Instagram, Facebook, Twitter, and some even make blogspot/links that can be visited by tourists to find out about the realm of tourist destinations in South Aceh.



Figure 4. South Aceh Tourism Ambassadors

1.1.3.2. Promotion

One of the promotional activities carried out by the Tourism Office in an effort to make Tapaktuan City a tourism city is through the internet, print media, such as brochures, calendars, special events, such as exhibitions, and providing counseling to the public. Several Tapaktuan tourism social media addresses can be accessed via Facebook "Tapaktuan Aceh Tourism City" and Instagram.

The Aceh District Tourism Office also participates in the PKA exhibition (Aceh Cultural Week) which is held in Banda Aceh every five years. existing cultures. The South Aceh envoy at that time won the overall champion of PKA-7 in Aceh, which was held on August 15 2018.

In addition to PKA activities throughout Aceh, the South Aceh Pariwisata Service also actively participated in exhibitions held in Tapaktuan. Usually before Covid-19, cast activities were held once a year, usually every August.

The number of tourist visits to the Legenda Tapaktuan tourist attraction after promotional activities are carried out can be seen in the table below:

Year	Domestic	Foreign	Total (Person)
2018	1500	100	1600
2019	5200	230	5500

Table 1. Number of Visitors to Tourist Attractions in Tuan Tapa Footprints

Year	Domestic	Foreign	Total (Person)
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2018	900	10	910
2019	6000	211	6211

Table 2. Number of Visitors to Taman Pala Indah Tourism Object

Year	Domestic	Foreign	Total (Person)
2018	15000	150	15150
2019	18300	167	19239

Table 3. Number of Visitors to the Princess Dragon Bathing Tourism Object

3.2. Discussion

The scope of this research is about marketing obstacles to the Legend of Tapaktuan tourist attraction, which is carried out by the South Aceh Regency Government, As a Tourism Destination Area (DTW), South Aceh must fix all existing obstacles. From the results of observations and interviews in the field, the obstacles to marketing in general are:

1. Internal obstacles, namely all obstacles originating from within the Legenda Tapaktuan tourist attraction itself.
2. External obstacles, namely all obstacles originating from outside the Legenda Tapaktuan tourist attraction.

1.1.1. Internal and External Barriers

The potential of the Legenda Tapaktuan tourist attraction in South Aceh Regency cannot be relied upon as an asset that can generate income, because the potential of this tourist attraction has not been utilized optimally. Meanwhile, tourism areas that have been developed are still not managed properly like other national tourist attractions, such as tourist attractions on the island of *Bali*.

In terms of the attractiveness of tourist objects in South Aceh Regency in general, they have tourist attractions that are prospectively in demand by the international, national and regional community. In general, these tourist attractions are not yet ready to be marketed on an international scale and most of them still require arrangement, so that the development of tourist objects still needs to be improved.

Like other DTWs in Indonesia that are not yet developed, the government is trying to bring in foreign investors to invest in their area. On the other hand, foreign or national entrepreneurs choose areas that have developed for the certainty of withdrawing their capital. Therefore, to advance tourism in an area, like it or not, the South Aceh District Government must get involved in driving this tourism business as a locomotive in

partnership with the local private sector, which in turn will become a national and international private sector attraction.

In marketing tourism there are at least three factors that must be considered, and are known as the Three A's (AAA). The first is "Amenity", namely the attractiveness or presence of comfort and hospitality. The second is "Accessibility" or there is an easy relationship in terms of access rights from the tourist's origin area to the destination area. The third is "Attraction", namely the existence of tourism businesses engaged in selling existing attractions and arranging trips, providing transportation facilities, accommodation and protecting the safety of tourists.

Meanwhile, the direction of development and policy for the South Aceh Regency tourism program as explained in the 2020 RIPPARDA, are:

- a. Tourism development in South Aceh takes into account the development and development of regional tourism in Aceh and North Sumatra.
- b. The development of tourism in South Aceh is focused on increasing the income and welfare of the people and increasing the government's income.
- c. Tourism development in South Aceh with an environmental perspective in accordance with the characteristics and environmental tone that exist in each object or region
- d. Tourists destination
- e. The development of tourism in South Aceh has the vision of increasing *Sapta Pesona* by taking into account the universality and characteristics of tourists and tourism actors.

Related to marketing, the planned South Aceh tourism marketing strategy includes:

1. Increasing tourism promotion for the tourist market in the South Aceh region itself.

- a. The population of South Aceh is sufficient and this has great potential to become domestic tourists. Intensive promotional efforts can be carried out through mass media (including social media), radio, newspapers, leaflets, banners, exhibitions, conveying information directly to the public and others.
- b. To promote a tourism object at certain times attractions/events are organized both regionally, nationally and internationally.
- c. Instill a sense of love for tourism in the younger generation through school/academic and international routes.

2. Increase tourism promotion for the tourist market outside South Aceh

- a. The purpose of promoting outside South Aceh is to increase active tourism, namely trying to increase the circulation of finance from outside South Aceh into South Aceh, so that the circulation of money in South Aceh will increase in order to increase development and strengthen the regional balance of payments.
- b. Social media at this time plays an important role in effective and efficient promotion. In its development, social media works quickly
- c. And relatively cheap costs, as if the distance between one region and another is borderless. Social media can be in the form of Facebook, Twitter, Instagram, WhatsApp, LinkedIn, Flickr, visual content, YouTube, Video, Vine, Snapchat, Open Rice, TripAdvisor, Zomato, and so on.
- d. Entrust tourism promotion missions to residents who travel both on business and personal as well as residents studying outside the area.
- e. Following tourism (events), tournaments, championships and festivals outside the region by inserting tourism missions.
- f. Taking envelopes and postcards with pictures of tourist attractions.
- g. Participating in exhibitions or holding exhibitions outside the region in collaboration with other district areas.
- h. Providing souvenirs to intermediaries and tourism workers with promotions.

In this case the tourism program in South Aceh, the fact is that it is still starting to organize existing tourist objects, because South Aceh is a DTW development area in *Nanggroe Aceh Darussalam*. As a new area for DTW development, of course there are still many local government policies that are not fully implemented. socialized, because there are still many shortages of available facilities, however the South Aceh government through the local Tourism Office, has been running tourism programs especially at the *Legenda Tapaktuan* tourist attraction.

In the physical environment, such as land roads connecting tourist objects, airports, telephone facilities, foreign money exchangers, internet providers, restaurants, hotels and others that are considered to support the tourism program, as stated by the Head of the South Aceh Tourism Office, Mukhsin, ST requires cooperation across

government agencies that are mutually beneficial, because the budget for tourism is very small, for example in 2022 the tourism budget is only IDR 2.5 billion, the budget includes all tourism programs in South Aceh, while the existing tourist objects in South Aceh are: tour of the *Legenda Tapaktuan* (Palm, Stick, and Tuan Tapa's Hat on Mount Lampu), Beautiful *Pala Park*, *Air Terjun Tujuh Tingkat*, *Pemandian Putri Naga*, *Lhok Rukam/Pasie Setumpok*, *Ujong Batee Beach*, *Air Terjun Air Dingin* (Cold Water Waterfall), *Ujong Seurudong Island*, *Island Ujong Seurudong*, *Ujong Seurudong Island* and the *Air Terjun Tangga Seribu*.

1.1.2. Exploring the Potential of Cultural Tourism Objects

Another obstacle is the lack of innovation from related parties in making tourism objects only limited to marine tourism objects, bathing places and waterfalls, even though the cultural environment in South Aceh is very promising to be made into a new tourist attraction, because what tourists want to see visiting tourism is things -things that are different from what is in their environment, although it is also possible for someone to see things that are the same as what is in their own environment as a comparison. But the same thing is mostly found certain differences. For example, people in Java who are already cultured in Java, wish to see and enjoy Sumatran culture. In Sumatra itself, in essence, has a diverse culture as well. Even within an ethnic group itself there are differences. Likewise with Europeans, they are interested in Eastern culture which is broadly different from theirs. Therefore, in order to create attractiveness and grow interest in traveling, it is clear that cultural differences need to be maintained, because it is with these differences that create attractiveness. Thus, it is necessary to explore this potential as an additional or alternative tourist attraction in South Aceh. This attraction is even stronger if they have the financial ability to meet their travel needs, have easy transportation and accommodation, and ensure safety and comfort.

It should also be remembered that the differences that exist between cultures do not need to be endeavored to be equated and compared. If this similarity takes place, it is feared that there will be no more people going on tourist trips. It is precisely the culture that is owned today that is in fact different from that owned by other people, so that culture needs to be maintained. It's not always easy. Sometimes cities are faced with the need for modern technology. As an example of the culture in South Aceh, grinding rice using the feet and doing it with

mutual cooperation, this has its own charm in South Aceh.

In the cultural environment, on the other hand, South Aceh requires comprehensive original cultural arts, because it does not yet have complete dance arts. representative traditional house, distinctive marriage culture, documented language. To complete this, cooperation from various groups is needed, for example, institutions related to people who understand culture, and educational institutions outside the region, for example (University of Syiah Kuala, Unimal and UIN Ar-Raniry), so that they can help realize contemporary cultural arts in the South Aceh region.

1.1.3. South Aceh Tourism Facilities and Infrastructure

South Aceh Regency has natural wealth and beauty as well as a unique community culture, a tourism potential that has great appeal for both foreign and domestic tourists. This tourism potential will provide greater benefits for the community and regional development, if it is developed with targeted, sustainable development and support for the availability of adequate tourism facilities and infrastructure.

In this day and age, it is no longer possible for people to travel by camel, donkey or elephant to reach a tourist destination that is quite far away, even having to cross rivers, seas or oceans. If there is, that too is an exception and has absolutely nothing to do with tourism as an industry. The use of camels, donkeys and elephants in tourism today is only limited to attractions, which are shown when tourists visit a tourist destination such as places where there are a lot of these animals.

It can be said that tourists who travel are already a manifestation of interaction, as a result of the movement of people from the place where they usually live. It is transportation that can move many people, from one country to another, from one area to another, from one city to another and from city to hinterland and vice versa.

Many tourism activities depend on transportation and communication, because distance and time factors greatly affect people's desire to travel. Today transportation causes tourism to grow very rapidly, advances in transportation facilities encourage tourism progress and conversely the expansion that occurs in tourism can create demand for transportation that can meet the needs of tourists.

It is undeniable that the main function of transportation is closely related to accessibility, that is, the frequency of use, the speed it has can make long distances appear to be closer. This means shortening the

time and of course will further reduce travel costs. Thus transportation can make it easier for people to visit a certain area, such as a tourist destination. In this case, in South Aceh District, access roads to DTW are still not smooth, airports are not optimal, crossing ports are not yet representative, and access roads to some DTWs are not so smooth and smooth. This is an obstacle in the development of tourist objects in South Aceh.

From the descriptions above with regard to land, sea and air transportation facilities and infrastructure, it can be seen that there are still many shortcomings that South Aceh currently has. A real deficiency can be seen from land transportation where the existing transportation services are not very feasible in tourist transport activities. Because besides the transportation services within the city or between cities in South Aceh are very limited, the quality of the transportation is also very low, and it is not common to serve passengers to tourist attraction locations, making it very difficult for tourists to reach certain destinations.

4. CONCLUSION

Until today, marketing has been carried out at the *Legenda Tapaktuan* tourist attraction only through the Facebook account "Tapaktuan Kota Wisata Aceh, Instagram "Wisataacehselatan_", Whatsapp and YouTube "South Aceh Tourism" or "New South Aceh Tourism". While through electronic media such as television or stories that are shown in the form of the film "Legenda Tapaktuan" there has never been, even though for the current conditions it is still considered effective in influencing visitors to be able to visit a destination. While global competition continues to compete to hook as many visitors as possible with various strategies.

Another obstacle is the lack of innovation from related parties in making tourism objects only limited to marine tourism objects, bathing places and waterfalls, even though the cultural environment in South Aceh is very promising to be used as a new tourist attraction, because what tourists want to see visiting tourism is things that are different from what is in their environment, although it is also possible for someone to see things that are the same as what is in their own environment as a comparison.

Obstacles in marketing the *Legenda Tapaktuan* tourist attraction apart from the lack of innovation in offering tourism programs, are also influenced by the lack of human resources in the field of marketing, no investors who want to invest their shares in the hotel sector, the unavailability of international class restaurants and the lack of access to land, sea and air transportation. towards the intended destination, as well as the

disconnection of cooperation between agencies related to tourism programs.

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