

TOURISM PROMOTIONAL STRATEGY BASED ON PRODUCT DIVERSIFICATION OF TRANGSAN RATTAN IN SUKOHARJO REGENCY

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Abstrak

Pariwisata adalah sektor ekonomi yang sangat penting bagi banyak negara di dunia. Penelitian ini mengadopsi teori Word of Mouth (WOM) dengan tujuan untuk mengeksplorasi strategi promosi berbasis diversifikasi produk di Kabupaten Sukoharjo. Penelitian ini menggunakan pendekatan deskriptif kualitatif, dengan populasi sektor pariwisata di Kabupaten Sukoharjo. Sampel dan populasi yang dipilih dalam penelitian ini adalah beberapa informan dari Desa Wisata Rotan Trangsan yang dipilih dengan menggunakan purposive sampling. Pengumpulan data dilakukan melalui wawancara dan observasi. Komunikasi Pemasaran Terpadu (IMC) dalam promosi seperti personal sales, sales Promotion, publisitas & humas, direct sales, advertising, dan word of mouth telah diterapkan secara efektif di Desa Wisata Rotan Trangsan sehingga memperkuat posisi desa sebagai desa unggulan. destinasi wisata yang memadukan kekayaan budaya dan keberlanjutan

Kata Kunci : Diversifikasi; Strategi Promosi; Pariwisata; Dari mulut ke mulut; Komunikasi Pemasaran Terpadu.

Abstract

Tourism is a very important economic sector for many countries around the world. This research adopts Word of Mouth (WOM) theory with the aim of exploring product diversification-based promotional strategies in Sukoharjo Regency. This research uses a qualitative descriptive approach, with a tourism sector population in Sukoharjo Regency. The sample and population selected for this study were several informants from the Rattan Trangsan Tourism Village, who were selected using purposive sampling. Data collection was carried out through interviews and observations. Integrated Marketing Communication (IMC) in promotions, such as personal selling, sales promotion, publicity & public relations, direct selling, advertising, and word of mouth, has been implemented effectively in the Rattan Trangsan Tourism Village, strengthening the village's position as a leading tourist destination that combines cultural richness and sustainability

Keywords : Diversification; Promotional Strategy; Tourism; Word of Mouth; Integrated Marketing Communication.

1. INTRODUCTION

Indonesia is one of the countries that boasts types of tourism, whether in the form of natural or cultural attractions, making it a unique and renowned destination

(Wijayanthi *et al.*, 2023). In Indonesia, the tourism sector has become an important part of national development, and has even become one of the government's priority development programs. Since 2016, the Indonesian tourism sector has been ranked as the second largest foreign exchange earner for the government (Soeswoyo *et al.*, 2021). The country's natural beauty and cultural diversity significantly contribute to its appeal in the tourism sector. Numerous local and international tourists are drawn to visit Indonesia, particularly due to the diversity of its natural resources (Mustofa *et al.*, 2023). The government can leverage this opportunity to boost national income through the tourism sector (Khairo *et al.*, 2019). Additionally, the abundance of tourist destinations in Indonesia provides opportunities for local communities to foster economic development (Umar *et al.*, 2016).

Tourism has been recognized as a crucial factor in generating foreign exchange, creating job opportunities, and reducing poverty levels in various countries (Destina & Narottamaa, 2020). The tourism industry is considered a new sector with the potential to rapidly drive economic growth through job creation, improved living standards, and providing a boost to other productive sectors (Mubaroka & Hertati, 2023). Tourism serves as a driving force for development in a region by involving the local community (Mahendrayani & Suryawan, 2018). Tourism has proven to be a catalyst for various development sectors, including transportation, economy, telecommunications, regional or international cooperation (Budiyanto *et al.*, 2022). Tourism is an economic and social phenomenon modern civilization, firmly embedded in people's lives and, thus, in interconditionality with it. Thus, trends occur in world evolution the economy, both positive, expressed by an increase production and, on this basis, general prosperity, intensification and expansion of international exchanges cooperation between countries, industrialization and tertiary processes, as well as negative ones such as crises or periods economic recession, the spread of poverty and unemployment, inflation, environmental degradation, etc influencing tourism activities quantitatively and structurally, stimulate travel and diversify their spatial orientation (Csoka & Kecse, 2019). In recent years, tourism has experienced significant progress, attracting global attention. This development has brought numerous benefits to tourism destinations and visitors, playing a crucial role in global social and economic aspects (Andryani *et*

al., 2023). The rapid growth of information technology, along with an increasing internet usage rate, including in Indonesia, also plays a vital role in tourism marketing (Puspawati & Ristanto, 2018). The importance of communication in tourism marketing for a region cannot be ignored (Setiawan & Hamid U., 2014).

Sukoharjo Regency that located in Central Java Province, boasts rich cultural and natural tourism destinations. Tourism has become a vital sector in local economic development. To maintain sustainable economic growth and income diversification (Sukmaratri & Damayanti, 2016), Sukoharjo Regency has taken strategic steps in developing the tourism industry. One of the most prominent approaches is the diversification of tourism products. Tourism product diversification is a strategy to enrich the tourism offerings by providing diverse experiences for visitors. This includes the development and promotion of various products and services that reflect the cultural wealth, natural beauty, and historical heritage of Sukoharjo. This product diversification includes cultural exhibitions, outdoor activities, culinary experiences, arts, and recreation that will captivate tourists with different interests. The presence of diversified products and careful marketing strategies has played a crucial role in supporting the development of the tourism village. These steps aim to increase the number of tourist visits, which is expected to contribute to the economic growth of the local community (Pramono *et al.*, 2020).

Promotion plays a crucial role in influencing the attitudes and interests of visitors to choose a destination. Proper promotional efforts can increase the number of tourist visits and support the development of tourism activities in the tourism village (Kusuma & Eviana, 2022). The tourism promotion strategy based on product diversification in Sukoharjo Regency is a significant step in enhancing the appeal of this destination. It helps eliminate dependence on a single product or main attraction, creates a broader target market, and increases tourist visits throughout the year (Supriadi, 2016). Through product diversification, Sukoharjo Regency can harness its abundant potential, such as historical heritage, handicrafts, performing arts, and natural beauty. By offering diverse experiences to visitors, Sukoharjo can meet various preferences and promote its unique cultural and natural richness. By continuously developing and promoting the diversification of tourism products, Sukoharjo Regency can strengthen its position as an attractive, sustainable, and

inclusive destination for both domestic and international tourists. This will also contribute to the growth of the local economy and the well-being of the local community.

Tourism has significant potential for rural areas. In particular, tourism can help to reduce socio-economic imbalances and to improve the quality of life of people in rural areas. Traditional culture, historical sites and territorial conservation are appropriate for promoting rural tourism (Sugandini *et al.*, 2018). Rural tourism is a form of travel that embraces the concept of interaction between nature, culture, and the local community, making it unique and appealing (Kusuma & Eviana, 2022). Tourist villages serve as magnets for travelers seeking authentic experiences and direct interaction with the local community. These villages offer enchanting natural beauty, unique cultural richness, and opportunities for learning and appreciating local wisdom (Siahaan *et al.*, 2023). The existence of tourist villages provides an opportunity for the local community to be involved in tourism management and development (Selvia & Danasari, 2023). The concept of tourist villages differs from village tourism, where village tourism primarily refers to tourist visits to villages for recreation without overnight stays. Tourist villages emphasize interaction with the local culture, involving experiences and the daily life practices of the community (Muliarta, 2020).

The Trangsan Rattan Industry Tourism Village is one of the cultural heritages owned by Sukoharjo Regency. This Trangsan Rattan Industry Center has been registered as a cultural heritage since the term "Rotan, Trangsan" first appeared in the Dutch colonial-era mass media in 1927. Rattan is one of the largest non-wood forest products in Indonesia. Rattan possesses unique qualities; it is easy to process, strong, and visually appealing, making it highly sought after as compared to wood (Puspitasari *et al.*, 2022). The Trangsan Rattan Industry Tourism Village produces handmade crafts based on rattan, and these products are exported overseas. One challenge faced in producing rattan crafts is the difficulty in obtaining raw rattan materials, which need to be imported from regions outside Java, such as Sulawesi and Kalimantan islands. In 2020, rattan management in Trangsan decreased over 3 months by 30% - 40%. Despite this, Trangsan rattan products are still exported abroad. The search for rattan raw materials in Kalimantan, Riau, Jambi and Sulawesi

did not experience any major obstacles. Apart from that, Grebeg Penjalin remains one of the annual active activities in the Rattan Trangsan Tourism Village, which aims to preserve the culture in this village.

To gain more awareness from the public, Tourism Ambassadors need to carry out a combination of strategies or forms of marketing communication. Integrated Marketing Communication (IMC) is a marketing strategy that is used to convey messages and influence audiences. IMC can be interpreted as marketing communication activities that use several principles of strategic communication techniques with the aim of informing the public or consumers. In the book *Strategic Integrated Marketing Communication*, it is believed that the important thing about IMC is planning, the goal is to messages can be conveyed consistently (Azzahra & Triyono, 2024).

This research highlights the importance of product diversification in increasing tourism attractiveness in the Rattan Trangsan Tourism Village. Product diversification allows the village to offer a wide variety of unique rattan products, thereby attracting tourists from various market segments. This not only increases Trangsan's competitiveness in local and international markets, but also helps minimize business risks by reducing dependence on one type of product. In addition, product diversification encourages innovation and creativity of local craftsmen, which in turn enriches the tourist experience and maintains the rattan cultural traditions that exist in this village. This promotional strategy based on product diversification, therefore, is key in advancing tourism and the economy in Sukoharjo.

2. METHOD

2.1 Tourism

Tourism has been recognized as a crucial factor in generating foreign exchange, creating job opportunities, and reducing poverty levels in various countries (Destina & Narottamaa, 2020). The tourism industry is considered a new sector with the potential to rapidly drive economic growth through job creation, improved living standards, and providing a boost to other productive sectors (Mubaroka & Hertati, 2023). Tourism serves as a driving force for development in a region by involving the local community (Mahendrayani & Suryawan, 2018). Tourism is a symptom of

modern times based on the need for health and replacement of the air, enjoyment of natural beauty, pleasure and in particular caused by the increasing association of various nations and the improvement of the economy of society as a result of the development of commerce, industry and transportation (Riani, 2021). Based on several definitions, the definition of tourism is a substantial contributor to the economy by creating foreign exchange, employment, and reducing poverty, engaging local communities in development, reflecting modern needs for health, natural beauty, and cultural exchange, driven by global connectivity and economic progress.

Sustainable tourism theory can be defined as tourism that takes full account of its current social, environmental and economic impacts present and future, addressing the needs of visitors, industry, the environment and local communities. According to Middleton, there are five components of tourism, namely attractions and destination environment, facilities and services destination, destination accessibility, destination image, and price for consumers. There are several things that must be considered in developing sustainable tourism, namely, (1) respecting authenticity socio-cultural host communities, preserving built and living cultural heritage and traditional values, as well as contributing to intercultural understanding and tolerance, (2) utilizing environmental resources economically which is a key element in tourism development, maintaining important ecological processes and help preserve natural heritage and biodiversity, (3) ensure long-term economic operations appropriate, this is related to providing stable employment opportunities for the people in the destination area and the opportunity to earn additional income from every tourism activity carried out (Ginting *et al.*, 2020).

2.2 Promotion

Promotion plays a crucial role in influencing the attitudes and interests of visitors to choose a destination. Proper promotional efforts can increase the number of tourist visits and support the development of tourism activities in the tourism village (Kusuma & Eviana, 2022). Promotion is one of the company's tools or activities in the form of an invitation to increase company targets, by stimulating sales through products or services purchased by consumers (Erpurini *et al.*, 2023). Promotion is a communication carried out between sellers and buyers that aims to introduce our products by conveying information, communicating, and convincing the public of an

item (Suciana & Syahputra, 2023). Based on several definitions, the definition of promotion is a key strategy in influencing tourists' choice of tourist destinations. With effective promotion, the number of tourists can increase and tourism in the village can grow. For companies, promotion is a tool to achieve sales targets by communicating products or services to consumers.

This research uses marketing communication strategy theory Integrated Marketing Communications (IMC) with a combination of mix elements promotion or what is usually called Promotional mix in its research uses describe the description of the problem in the research (Nuryadiah et al., 2023). Integrated Theory Marketing Communications (IMC) According to Schultz, IMC is a process of development and implementation of various form of a persuasive communication program with customers and prospects over time time. IMC's goal is to influence or directly influence behavior selected communication audience (Amalliah & Anggraini, 2023). Meanwhile, the definition of IMC according to the American Association of Publicity and Public Relations Agencies is a marketing communication planning concept that provides added value to in-depth planning by evaluating the strategic role of various communication sciences and combining them to produce accuracy, consistency and maximum communication effect through the integration of separate messages (Aisyah *et al.*, 2024). According to Nursyadiah *et al* (2023) the promotional mix elements used in promotional activities are as follows: 1) Personal selling is one of the promotional mixes and tools, which of course is an important element for companies when facing the world of competition in the target market. This sales is used as a promotional mix tool that involves direct personal interaction between a buyer and a seller. 2) Sales promotion is an activity in promoting a product or service to consumers. Sales promotions have several prominent characteristics and characteristics attractive, namely providing and attracting the attention of visitors to each consumer involved in the transaction. Examples of forms of sales promotion activities include discounts, demonstrations, etc. 3) Publicity and Public Relations It is a form of promotional mix which is the same as advertising, publicity or publicity which is described from a mass communication perspective. 4) Direct Selling or direct marketing is a direct communication activity or direct relationship with customers, they use this strategy, so that they can interact more directly with consumers, obtain

immediate responses, and trigger a face-to-face marketing communication process by using media to encourage consumer and customer response. Examples: catalogs, internet, marketing via mobile marketing, and others. 5) Advertising: Advertisement, billboards, billboards, and various other types of media. 6) Word Of Mouth Communication by word of mouth or word of mouth is a recommendation that is considered quite guaranteed and good, both individually and in groups as a communication process in the form of a product or in the service sector with the aim of providing information directly. private or personal.

2.3 Diversification

One of the most prominent approaches is the diversification of tourism products. Tourism product diversification is a strategy to enrich the tourism offerings by providing diverse experiences for visitors (Sukmaratri & Damayanti, 2016). Diversification is an effort made by companies to diversify products or services by creating new products or services to suit consumer tastes and needs so as to increase sales (Khamidi et al., 2013). Diversification is a strategy of growth or business development by developing products into several types of products or types of segments (Sarwendhi, 2023). Based on several definitions, the definition of diversification is a key way to add variety to tourism offerings, creating different experiences for visitors. It is also a strategy to increase sales by creating new products according to consumer needs, as well as to expand the business into different types of products or segments. Word of Mouth (WOM) recommendations plays an important role in marketing rattan products in Trangsan. Word of Mouth (WOM) theory includes: Encouraging trust between consumers with positive testimonials on rattan products (Trust), Products that get lots of positive testimonials tend to go viral (Virality), Unique and interesting products can have the potential to create conversations and recommendations (Product Uniqueness), Having customer experience recommends the product more quickly to others (Customer Experience), Presenting innovation in sustainable design (Innovation), Consumers care about sustainability and ethics, making rattan products produced in an environmentally friendly manner and have potential (Sustainability and Ethics).

Marketing efforts that focus on Word of Mouth (WOM) such as: collecting testimonials, participating in online communities, creating referral programs, help strengthen the positive impact of word of mouth recommendations for Trangsan Rattan products.

This research aims to identify and analyze the tourism promotion strategies based on product diversification in Sukoharjo Regency. The issues identified are whether product diversification has successfully enhanced the attractiveness of tourism in Sukoharjo Regency and to what extent promotional strategies have contributed to the increase in tourist visits. This research is a descriptive study with a qualitative approach. According to Murdiyanto (2016: 19), qualitative research emphasizes understanding issues in social life based on holistic, complex, and detailed real or natural settings. The research results in words, sentences, or findings that align with the study. The paradigm used in this research is the Constructivism paradigm, which has been deemed suitable and relevant to this study.

The sample and population in this research are the managers of the Trangsan Rattan Industrial Tourism Village in Sukoharjo. The sampling technique used was purposive sampling. Purposive sampling is a technique that selects samples based on predetermined criteria and in accordance with expectations criteria. This research will limit its focus to tourism product diversification and promotional strategies implemented in Sukoharjo Regency. We will concentrate on the last three year to reflect recent developments.

As for determining informants in this research, namely by using a purposive sampling technique, namely a sample determination method aims to determine a key informant who is in accordance with the focus and criteria of the provisions. The criteria for informants are: needed in this research are:

- a. Informants who are on duty and deal directly in the relevant field management of places and facilities as manager of the tourist destination of the Trangsan Rattan Tourism Village.

- b. Informants who are responsible as one of the community mobilizers and tourism activists at the Trangsan Rattan Tourism Village.
- c. Informant who are part of the tourism awareness group of the Trangsan Rattan Tourism Village.

Data collection techniques aim to collect the necessary information in line with this research which will then be analyzed by researchers. In this research data collection techniques involves two sources: primary and secondary data. Primary data according to Murdiyanto (2016: 53), is information obtained directly from the source without intermediaries. In this research, primary data was collected through direct interviews and observation. Secondary data, according to Murdiyanto (2016: 53), is research data obtained indirectly through intermediaries media or collected and recorded by other parties. Secondary data in this research includes articles, journals, and books. This research will present the results of direct interactions/interviews with stakeholders related to tourism to gain in-depth insight into their perceptions and experiences. Data validity according to Murdiyanto (2016: 67) is the degree of accuracy between the data research subjects and data that can be reported by researchers. In this research, the validity of the data is guaranteed through data triangulation, that is, various data sources are cross-verified to test their credibility information. Triangulation in this research was carried out through documentation. Collected data will be analyzed using content analysis and thematic analysis. This approach will allow us to identify patterns, trends, and meaning that emerge from the data.

3. RESULT AND DISCUSSION

3.1 Result

3.1.1 Overview of the Trangsan Rattan Industrial Center Tourist Village

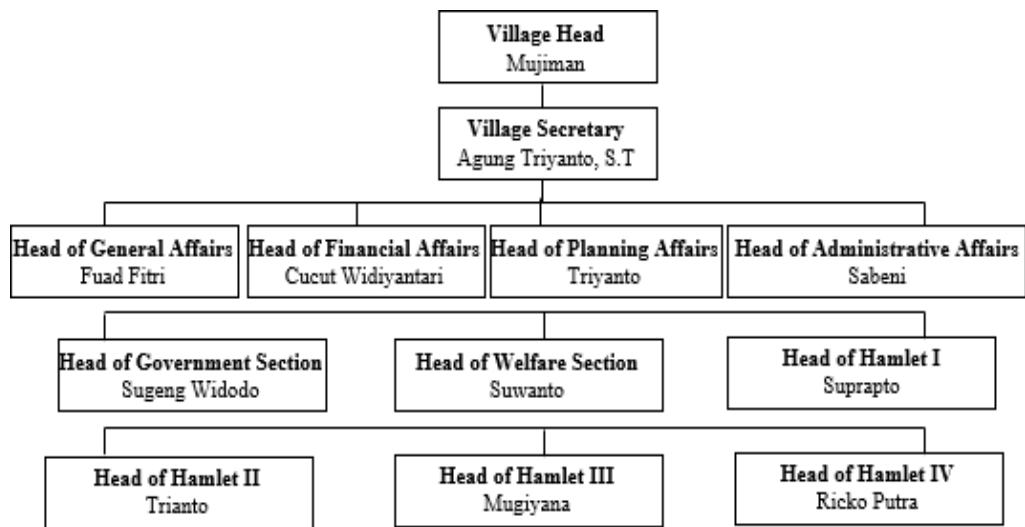


Figure 1. Overview of the Trangsan Rattan Industrial Center Tourist Village
Source: Organizational Structure 2019

Trangsan Village, located in Gatak, Sukoharjo Regency, is known for its crafts and rattan industry. Close to Gawok Station and the Solo-Jogja railway line, this village has been a furniture and rattan production center since the 1940s with support from the Surakarta Kasunanan Palace. The rattan industry in this village is growing rapidly to become the largest in Central Java. In 1979, the Department of Industry of Sukoharjo Regency developed rattan craftsmen in Trangsan Village with a comparative study to Cirebon. In 1986, the government collaborated with PT Jaka Utama to train village craftsmen with the help of experts from abroad such as Mr. Ghusman and Jerg Then. In 1988, Mr. Ghusto was also brought in to improve the skills of craftsmen, opening up export opportunities. In the early 1990s to 2000s, Trangsan Village reached its heyday, becoming one of the top eight furniture suppliers in many countries in 2006. The village's rattan industry had a positive impact on the local economy and the surrounding area. However, since 2008, the weakening global economy has reduced demand for rattan furniture. In 2015, the idea of establishing a rattan craft educational tourism village emerged as an economic stimulus for rattan craft MSMEs, supported by Bank Indonesia. "Trangsan Rattan Tourism Village" officially opened on October 16th 2016, it is hoped that it will become a mainstay of the local economy despite declining exports. The Trangsan Rattan Tourism Village has succeeded in developing tourism economic potential with facilities to introduce quality rattan products to visitors. About 600 people or 30% of

the village population are involved in the rattan industry, this skill is passed down from generation to generation. Trangsan Village Rattan products are the flagship of Sukoharjo Regency, although raw materials are still imported from outside the region (Dadtun *et al.*, 2023).

3.1.2 Potential of the Trangsan Rattan Industry Center Tourism Village

Table 1. Data on visitors and tourism activities in the Trangsan Rattan Tourism Village

Year	Number of visitors	Tourism Activities
2019	5.220	Rattan Making Tour, Rattan Cultural Festival, Craft Workshop
2020	4.525	Rattan Making Tour, Rattan Cultural Festival, Educational Tourism
2021	0	There are no tourism activities due to the COVID-19 pandemic
2022	4.215	Rattan Making Tour, Craft Workshop, Educational Tour, Nature Tour
2023	6.540	Rattan Making Tour, Craft Workshop, Rattan Cultural Festival, Nature Tour, Educational Tour, Industrial Tourism Activities

Source: Visitor data for 2024

This data was obtained from the key informant, Mr. Suryanto, as a tourism awareness group at the Trangsan Rattan Tourism Village. This data describes the trend of tourist visits in the Rattan Trangsan Tourism Village, Sukoharjo, with figures showing decreases and increases in accordance with various factors, including the impact of the pandemic and efforts to recover and diversify tourism products in the village. In 2019, the number of visitors was recorded at around 5.220 people, with main activities such as rattan making tours, rattan cultural festivals and craft workshops. However, this number decreased in 2020 to 4.525 visitors, possibly influenced by the onset of the COVID-19 pandemic, although activities such as rattan-making tours and educational tours continued. In 2021, no visitors were recorded due to strict restrictions related to the pandemic. However, in 2022, the number of visitors will increase to 4.215, with the return of rattan making tours, craft workshops, as well as the addition of educational tours and nature tours. A further increase occurred in 2023, with the number of visitors reaching 6.540. This year also featured a richer diversification of activities, including industrial tours and various tourism activities that succeeded in attracting more tourists, demonstrating the recovery and growth of the tourism sector in the village.

Tabel 2. Data on rattan entrepreneurs and craftsmen in Trangsan village and surrounding area

Number	Company Name	Owner's Name
1	Rotan Kita	Sidiq Ari Darmawan
2	Tiara Rotan	Aries Munandar
3	Bima Sakti/BLA	Agus Bima
4	Sumber Jaya	Agus Santoso
5	Della Rotan	Suradji
6	Trisna Rotan Mandiri	Sutrisno
7	Ngadino Rotan	Ngadino
8	Maryadi Rotan	Maryadi
9	BM Rotan	Bambang Mulyono
10	Dwiyanto Rotan	Dwiyanto
dll		

Source: Trangsan rattan cluster discussion forum

Data on rattan entrepreneurs and craftsmen in Trangsan Village and its surroundings includes important information about key actors in the local rattan industry. With a total of 200 entries, this data shows the diversity and size of the network of entrepreneurs and craftspeople operating in the region. This data reflects collective efforts in promoting and developing rattan products, with various types of businesses ranging from making innovative rattan furniture to unique handicrafts



Figure 2. Trangsan Rattan Products

With its breathtaking natural potential, preserved local wisdom, and high-quality rattan craftsmanship, the Trangsan Rattan Industry Center Tourist Village has significant potential to become a leading destination. This not only captivates tourists but also supports local economic development and cultural heritage preservation. Nestled within the enchanting landscapes of Trangsan, the Rattan Industry Center Tourist Village emerges as a gem waiting to be discovered. The village boasts a

harmonious blend of pristine natural surroundings and the skilled craftsmanship of its residents, particularly in the art of working with rattan. This unique combination creates an immersive experience for visitors, allowing them to witness the intricate process of rattan production, from innovative furniture pieces to traditional handcrafted items. Beyond its aesthetic allure, the village plays a pivotal role in contributing to the local economy. The thriving rattan industry provides sustainable livelihoods for the community, showcasing the economic potential that can be harnessed from preserving traditional crafts. Moreover, the village becomes a stronghold for the preservation of cultural heritage, ensuring that the rich traditions and wisdom associated with rattan craftsmanship are passed down through generations. As word spreads about the Trangsan Rattan Industry Center Tourist Village, it is poised to emerge as a leading destination, drawing in not only tourists seeking a unique experience but also investors keen on supporting sustainable and culturally significant initiatives. This convergence of natural beauty, economic viability, and cultural richness positions the village as a beacon of inspiration for responsible and community-driven tourism.

3.1.3 The Attraction of the Trangsan Rattan Industrial Center Tourist Village for Tourists



Figure 3. Trangsan Rattan Observation

The Trangsan Rattan Industry Center Tourist Village has its own real-time attractions for tourists. Travelers are drawn to this village due to their interest in local culture, sustainability and eco-friendliness, creative and modern design. Testimonials from tourists are highly appreciated, including the quality of products, alignment

with expectations, shopping experience, and local cultural stories. The allure of the Trangsan Rattan Industry Center Tourist Village extends beyond its craftsmanship and economic contributions. The village's appeal lies in its commitment to sustainable practices, offering eco-conscious travelers a unique destination that aligns with their values. Visitors are enchanted by the village's dedication to preserving local culture, evident in the captivating stories shared by the community. Furthermore, the integration of creative and modern design in rattan products adds a contemporary touch to the traditional craft, making it attractive to those seeking both heritage and innovation. The village becomes a haven for conscious consumers who appreciate quality products with a meaningful cultural narrative. As the word spreads about the Trangsan Rattan Industry Center Tourist Village's multifaceted charm, it positions itself not only as a hub for cultural enthusiasts but also as a beacon for sustainable tourism, highlighting the importance of preserving tradition while embracing modernity.

3.1.4 Tourism Promotion Strategy Based on Product Diversification in the Trangsan Rattan Industry Center Tourism Village



Figure 4. Trangsan Rattan Products

Based on the results of an interview with one of the informants, namely Mr. Mujiman as head of Trangsan village: Grebeg Penjalin is one of the annual active activities at the Rattan Trungsan Tourism Village to continue to preserve the culture of this village - Promotions on Social Media and Websites are still carried out to support product development and provide opportunities for Gen-Z to express their creativity in MSME products made in Indonesia

Tourism product promotion diversification strategy, through introduction three-dimensional digital model to develop relevant promotional strategies to increase tourism market attractiveness (Lu, 2022).

To increase the attractiveness and achieve sustainability of tourism in the Trangsan Rattan Industrial Center Tourism Village, a promotional strategy needs to be designed that focuses on product diversification. These strategies include: Creative product development (creating new creative and innovative rattan products), Interactive digital marketing (building interactive and innovative websites and utilizing social media to display product diversity), Thematic tour packages, Special product diversification events, Partnerships with marketing center, education and workshops, traditional culinary center. With this strategy, Trangsan Rattan Industrial Center Tourism Village can highlight the diversity of its products, attract various tourist segments, and create a positive impact on local economic development. By exploring the potential for product diversification, this village will become a destination that maintains creativity and cultural richness.

3.1.5 The Advantages-Disadvantages of Products Resulting from the Diversification of Trangsan Rattan

The diversified rattan products from Trangsan offer a wide range of options, from furniture to handcrafted items, providing consumers with many choices to meet their needs and preferences (Product Diversity). These products exhibit durability and resilience to environmental influences, offering long-term satisfaction and lasting quality (Durability and Strength). The use of rattan as a material makes the products sustainable and environmentally friendly (Sustainability). The design of Trangsan's rattan products reflects the uniqueness of local culture, adding value for consumers (Unique Design).

The relatively higher prices of rattan products can pose a challenge for consumers with limited budgets (Relatively High Prices). Rattan products may be susceptible to damage from extreme weather conditions, requiring extra care and additional expenses (Vulnerable to Extreme Weather). Dependency on rattan as a raw material may face constraints in terms of variety and availability (Limited Varieties of Raw Materials). Rattan products compete with alternative materials such as metal/plastic/wood, which may have advantages in terms of durability or production cost (Competition with Alternative Materials).

3.1.6 IMC Trangsan Rattan Tourism Village

At the Rattan Trangsan Tourism Village, various communication strategies have

been implemented very well to increase its attractiveness and visibility. Personal selling is carried out effectively through training knowledgeable local tour guides and holding interactive workshops that allow visitors to directly interact with rattan craftsmen. Sales promotion also succeeded in attracting attention, with seasonal discount offers and rattan product bundling packages that increased visits and sales. Publicity and public relations have received media attention thanks to press releases sent to various outlets and coverage from journalists and bloggers who visited the village. The direct selling strategy worked well through informative email marketing campaigns and telemarketing that directly reached potential visitors. Apart from that, advertising in print and digital media has significantly expanded the reach of tourism village promotion. Lastly, word of mouth has strengthened the tourist village's reputation, with many visitors leaving positive reviews and recommending the place to friends and family. All these steps have succeeded in building the Trangsan Rattan Tourism Village as a leading tourist destination that is attractive and attractive to various groups

3.2 Discussion

Based on the results of an interview with one of the informants, namely Mr. Mujiman as head of Trangsan village: During the period 2019 to 2023, the rattan craft industry in Trangsan Village experienced significant fluctuations in the number of sales. In 2019, sales peaked at an average of 204 containers per month, generating monthly revenue of IDR 38.76 billion. However, 2020 was a turning point for the industry, with a drastic reduction to just 150 containers per month, which equates to monthly revenue of IDR 28.5 billion. This decline was most likely influenced by the uncertain global situation resulting from the COVID-19 pandemic, which affected product demand and distribution. In 2021, the industry is starting to show signs of recovery, with sales increasing to 167 containers per month, or the equivalent of monthly revenue of IDR 31.73 billion. This recovery continued in 2022, with sales increasing again to 190 containers per month, generating monthly revenue of IDR 36.1 billion. However, in 2023, sales will again decrease to 175 containers per month, which is equivalent to monthly revenue of IDR 33.25 billion. This decline shows that the Trangsan rattan craft industry still faces ongoing challenges in maintaining sales stability amidst ever-changing market dynamics.

Based on the results of an interview with one of the informants, namely Mr. Suryanto as Manager Trangsan Rattan Tourism Village: Over the past three years, the types of tourism products in Trangsan have experienced significant diversification, including the development of innovative rattan furniture, typical rattan handicrafts, as well as tours and workshops that provide hands-on experience related to the rattan industry. Apart from that, diversification is also carried out in educational, cultural, industrial and natural tourism, especially in the Umbul Gayam Pitu area. The decision to diversify the product was driven by the need to increase attractiveness and adapt to market trends, as a strategy to attract more tourists, increase revenue and offer unique and diverse experiences. This diversification effort began around 2016, involving collaboration between local government, village communities, rattan craftsmen, as well as tourism awareness groups and village-owned enterprises. The results of this strategy have been seen in an increase in the number of tourist visits, an increase in sales revenue, and positive feedback from tourists and stakeholders, all of which contribute to the development of a tourism product that continues to be relevant and attractive.

Based on the results and interviews conducted, the analysis indicates that the Trangsan Rattan Industry Center Tourist Village possesses significant strengths and opportunities, enabling it to leverage the available opportunities. The results of the interviews show that product diversification in the Trangsan Rattan industrial Tourism Village include various types of tourism product and experience, such as innovative rattan furniture, typical handicraft, and direct tours of the rattan industry. This diversification is in line with product diversification which aims to attract a wider market and reduce dependence on one type of product. The diversification of Trangsan rattan products is in line with and supported by previous research which states that the people of Medan Sunggal District can increase sales and income by diversifying their rattan crafts. By creating various shapes and carvings and decorating them with unique color combinations, these products will be even more attractive. The addition of typical Batak tribal patterns, which are characteristic of North Sumatra, will provide added value and uniqueness to the craft. This diversification will not only attract more buyers, but will also promote local culture and increase the community's pride in their heritage (Ambarita *et al.*, 2020).

The results of the interviews show that Promotions involving collaboration with local governments and village communities as well as the use of online channels are in line with marketing communications theory. Measuring success through increased tourist visits, income growth and positive feedback shows that this promotional strategy is effective in attracting tourists and increasing the attractiveness of the destination. Trangsan Rattan Industrial Center implements various promotional strategies such as personal selling, advertising, sales promotion and publicity. For personal sales, they use email to negotiate prices and receive suggestions and criticism from customers. In terms of advertising, they place advertisements on the internet through websites that contain company profiles, product types, as well as information on how to order and pay. Publicity was carried out through the Trangsan Rattan Tourism Village which was inaugurated by the government. Sales promotion is carried out by participating in exhibitions, providing discounts, and providing product samples. At each exhibition they offer superior products at attractive prices to attract buyers' attention. Discounts are given to attract buyers to make purchases. Examples of products are displayed in each business owner's showroom and at exhibitions for promotion (Khanza, 2019). It is important for resource-rich countries to do this diversifying the economy to reduce the resource curse. Saudi Arabia recognizes the importance of this in the economy diversify and actively utilize tourism as a the main driver for achieving this goal. tourism marketing strategy play an important role in success implementation of the growing tourism sector, this gives rise to awareness & attract visitors. Saudi Arabia understands this and strives to position itself as attractive tourist destination with diverse attractions, cultural experiences, and modern infrastructure (Mir & Kulibi, 2023).

The Trangsan Rattan Industry Center Tourist Village effectively implements a diversified promotional strategy to introduce and market a variety of rattan products. This approach involves a deep understanding of customer satisfaction and appropriate market segmentation. In terms of promotion, the emphasis is placed on the uniqueness of each diversified rattan product, highlighting specific design elements, materials, and other features that differentiate them from other products in the market. Utilizing social media and online promotions serves as the primary channel to reach

the target market. Additionally, the Trangsan Rattan Industry Center Tourist Village runs continuous campaigns introducing innovations and product updates to sustain customer interest. With this combination of strategies, they aim to build consumer awareness of their diverse products, strengthen their brand image, and position themselves as leaders in the rattan industry. By focusing on sustainability and the consumer experience, the Trangsan Rattan Industry Center Tourist Village successfully maintains market share and meets the demands of the existing market.

4. CLOSING

Trangsan Rattan Tourism Village, as the largest rattan center in Central Java Province, offers significant potential by combining natural beauty, local wisdom and high quality rattan crafts. The integration of various strategies in Integrated Marketing Communication (IMC) such as personal selling, sales promotion, publicity & public relations, direct selling, advertising, and word of mouth has been implemented well to increase the attractiveness of village tourism. Product diversification and promotional strategies that focus on product diversity can strengthen tourist attraction and make a positive contribution to the local economy. Support from word of mouth theory shows that positive testimonials from tourists provide added value to the reputation of Trangsan rattan products. With all these strategies, tourist villages have the opportunity to become superior destinations that integrate cultural richness, sustainability and memorable tourism experiences.

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