Book of Abstracts

Airlangga International Conference on Economics and Business | 2018

Disruption Era: How Should Business and Government Response?

Faculty of Economics and Business - Universitas Airlangga
Surabaya. October 24, 2018
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Necromancy Marketing: Reviving Local Wisdom as The Cornerstone of Indonesian Tourism

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ABSTRACT

Local wisdom is an important point of concern of Indonesian Ministry of Tourism in realizing sustainable tourism. Garut Regency is one of the regions in Indonesia that makes tourism as a regional superior commodity potential but unfortunately has serious problems, especially in marketing strategies. The purpose of this research is to map the potential of local wisdom that spread in Garut Regency and provide an alternative marketing strategy to sell its superior tourism potential. By using a mix-method approach, the initial data was obtained through interviews with 42 key persons to gather list of local wisdom from 42 sub districts in Garut Regency. Processed data in phase 1 was used as the basis information in creating the questionnaire that then distributed to 500 Garut people to rank the top 10 local wisdoms in Garut Regency. The third phase is the distribution of questionnaires to 400 West Java regional communities both who have come to Garut Regency as Nusantara tourists and who have never visited Garut to give their preference toward combination of local wisdom in Garut Regency. The results of this study are data of potential local wisdom of Garut Regency and alternative marketing strategies based on the preferences of Nusantara tourists. The benefits of this study can also be used as a consideration for the stakeholders of Garut Regency tourism who are part of hexa helix in developing Garut regency tourism and boost number of tourists to visit Garut Regency.

Keywords: local wisdom; sustainable tourism; tourism marketing strategy; tourist preference
Necromancy Marketing: Reviving Local Wisdom as The Cornerstone of Indonesian Tourism

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Keywords: Local Wisdom, Sustainable Tourism, Tourism Marketing Strategy, Tourist Preference

Abstract: Local wisdom is an important point of concern of Indonesian Ministry of Tourism in realizing sustainable tourism. Garut Regency is one of the regions in Indonesia that makes tourism as a regional superior commodity potential but unfortunately has serious problems, especially in marketing strategies. The purpose of this research is to map the potential of local wisdom that spread in Garut Regency and provide an alternative marketing strategy to sell its superior tourism potential. By using a mix-method approach, the initial data was obtained through interviews with 42 key persons to gather list of local wisdom from 42 sub districts in Garut Regency. Processed data in phase 1 was used as the basis information in creating the questionnaire that then distributed to 500 Garut people to rank the top 10 local wisdoms in Garut Regency. The third phase is the distribution of questionnaires to 400 West Java regional communities both who have come to Garut Regency as Nusantara tourists and who have never visited Garut to give their preference toward combination of local wisdom in Garut Regency. The results of this study are data of potential local wisdom of Garut Regency and alternative marketing strategies based on the preferences of Nusantara tourists. The benefits of this study can also be used as a consideration for the stakeholders of Garut Regency tourism who are part of hexa helix in developing Garut regency tourism and boost number of tourists to visit Garut Regency

1 INTRODUCTION

Local wisdom besides talking about culture, also has a power to maintain the balance of nature and to manage resources as well as environment wisely (Farhan & Anwar, 2016). Indonesia is one of the most diverse societies in the world. There are recorded 1,340 tribes, 742 languages, and hundreds of local cultures. Although it consists of various ethnicities, languages and religions, the social life of Indonesian people remains peaceful and respects one another despite differences in ethnicity, language and religion. This diversity is able to be maximized by Indonesian people to bring up a local culture typical of a region (Aqsa, 2017).

Indonesian tourism plays an important role in Indonesia's economic sector. This can be evidenced by the country's foreign exchange earnings from the tourism sector, which ranks third after oil and gas and palm oil commodities (Viva.co.id, 2017). The number of foreign tourist arrivals to Indonesia during 2016 reached 11.52 million. This figure has increased by 10.69% compared to the same period in 2015 of 10.41 million visits (Chandra, 2017). In 2017, the Central Statistics Agency (BPS) in the findings of its latest survey said that the number of foreign tourists visiting in December 2017 was 14.04 million visits, this number still missed the Government’s expected target, as many as 15 million visitors (Sidik, 2017).

In 2017, the Indonesian Minister of Tourism, Arief Yahya said that the importance of 'social development' is to strengthen communities with local cultural identities (Setiawan, 2016). Rashid (2013) said that the preservation of local culture and national culture that can foster the nation’s values can be developed through both formal and informal education.

Garut is a district in Indonesia that is famous for its complete natural tourism potential. Consisting of
42 sub-districts, the area of Garut Regency is 306,519 Ha with a strategic position between the city of Bandung (the capital city of West Java) and the city of Tasikmalaya (a big city in West Java). During this time, Garut is known as the city of dodol, a typical food made from the main ingredients of sticky rice flour. Besides dodol, Garut also has a lot of local wisdom, but unfortunately not many tourists are known, even not known by the modern Garut community.

This study aims to explore the wealth of local wisdom in Garut Regency by exploring all over Garut. The next goal is to explore tourists’ preferences regarding tourism potential in Garut Regency. This research is expected to be a meaningful input for stakeholders incorporated in hexa helix (academic, business, government, community, media and tourist) in formulating effective marketing strategies for Garut Regency tourism.

2 LITERATURE REVIEW

2.1 Local Wisdom

Local wisdom or local genius is a view of life and science as well as various life strategies in the form of activities carried out by local communities in answering various problems in meeting their needs (Rappana, 2016; Tanjung, 2018). Whereas according to Keraf (2002) local wisdom is all forms of knowledge, beliefs, understanding, or insight as well as customs or ethics that guide human behavior in life in the ecological community.

There are also those who call it local knowledge with the following definition (Parker & Bicker, 2005):

1) Knowledge and experience related to an area and developed by the community in the area;
2) This knowledge can be obtained from experiments, imitation or mimicry;
3) As results from trial and error of daily activities;
4) Not theoretical but empirical; and
5) Integrated and comprehensive with local traditions and culture.

2.2 Community Development

Community development is about the independence that must come from and in the traditions of the local community (Mungmachon, 2012). The progress of a nation cannot be separated from the role of all generations and elements of society (Syarif et al., 2016). The cultural learning model is considered to be able to strengthen moral values, strengthen the independent economy and increase the population of a country into a dynamic and developing learning society (Ratana-Ubol & Henschke, 2015)

2.3 Creative Tourism

Creative communities in the world of tourism must be based on local culture (Hermantoro, 2014). Local wisdom is considered successful as promoting creative tourism if the following conditions can be met (Singsomboon, 2014):

1) Having a compact and strong community;
2) Good natural resources;
3) Has an innovative leader;
4) Rich in culture;
5) Neat management of tourism operations;
6) Continue to innovate in creative tourism.

Changes in the paradigm of economic development from the basis of agriculture, industry, technology and now creativity. This change in the paradigm of economic development has influenced various industries related to creativity including tourism (Hermantoro, 2014). Moreover, Hermantoro (2014) various studies try to explain that tourists now change their travel pattern from buying product to buying experience. From mass tourism to responsible tourism. When originally tourists were quite happy to visit in a group to just take pictures, they changed their purpose to try to understand the local culture.

3 METHODOLOGY

3.1 Research Characteristics

The research applied qualitative and quantitative approaches, with exploratory descriptive methods, surveys, and documentation studies. Mapping was done to describe the potential of local wisdom in Garut Regency which was spread in 42 sub-districts. Distribution of questionnaires carried out in 2 stages:
1) Stage 1: aimed to 500 local people of Garut regarding their awareness of the local wisdom in their area. The community was asked to make checklist for the 10 most popular local wisdom
based on the data gathered from interviews at the exploratory stage

2) Stage 2: aimed to 400 domestic tourists (wisnus) regarding their preferences on the potential of the local wisdom of Garut regency

3.2 Respondent Profile

Respondents consisted of three groups:

1) The first group, interviews with 42 key persons representing 42 sub-districts in Garut Regency. The key persons are local citizens whose minimum stay more than 40 years in the area;

2) The second group, distributing questionnaires to the local community of Garut Regency. Consisting of 250 men and 150 women, settled in Garut Regency for a minimum of 10 years with minimum high school at level of education;

3) Third group, distributing questionnaires to Tourist Nusantara (domestic tourists). Tourist Nusantara is someone who travels in a territory of a country, in this case Indonesia, with a trip duration of less than 6 months and not aiming to earn income in the place visited and not a routine trip (school or work), by visiting commercial attractions, and / or staying in commercial accommodation, and or the distance of travel greater than or equal to 100 kilometers away.

3.3 Tool of Analysis

Stage 1: the results of the interview were manually coded by giving the code in the interview transcript found. The coding results were made concepts which were carried out in the formulation of categories. Furthermore, an exploration of the relationship of each category was conducted and ensures that data (usually in the form of text or narration) are in appropriate category.

Stage 2: the questionnaire was used to ask about the 10 most popular local wisdoms in Garut Regency. The results are then summed up and generate data sequences, from the most popular to the most unpopular.

Stage 3: in measuring tourist preferences for the potential of local wisdom in Garut Regency, conjoint analysis is used. Conjoint analysis is an analytical technique that can be used for determine the level of relative importance based on tourist perceptions carried by a particular local wisdom and the usefulness value that arises from attribute related to local wisdom.

4 RESULT AND DISCUSSION

4.1 Results

Based on interviews with 42 informants in 42 sub-districts in Garut, there were 50 types of local wisdom which were then categorized into 7 categories. The Food and Sweet category is the most widely referred to as 15 types of local wisdom and the music category is the least mentioned, namely only village vocal arts named Cigawiran. The summary of Garut's local wisdom is presented in Table 1.

<table>
<thead>
<tr>
<th>No</th>
<th>Category</th>
<th>Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agricultural</td>
<td>Vetiver root, Orange, Papandayan Coffee</td>
</tr>
<tr>
<td>2</td>
<td>Industrial work, Handcraft</td>
<td>Vetivet root handcraft, Batik Garutan, Leather Jacket, Boboko Samarang, Five Colours Gemstone, Bilik</td>
</tr>
<tr>
<td>3</td>
<td>Music</td>
<td>Cigawiran</td>
</tr>
<tr>
<td>4</td>
<td>Religious and Culture</td>
<td>Debus, Gesrek, Hadro, Cangkuan Temple, Spiritual Pilgrimage Tourism (Makam Raden Kiansantang Godog, Makam Raden Widjayakusumah I Cipancar, Site of Kabuyutan Ciburuy, Makam Eyang Papak Raden Wangsa Muhamad), Pulo Village, Dukuh Village, Kawin Cai</td>
</tr>
<tr>
<td>5</td>
<td>Food and Sweet</td>
<td>Dodol Garut, Burayot, Goyobod, Ladi Malangbong, Dorokdok, Sanbal Cibiuk, Emplod, Chocodot, Ranggimang, Bagis, Lagenan, Wajit, Emplod, Kerupuk RO</td>
</tr>
<tr>
<td>6</td>
<td>Special Attraction</td>
<td>Garut Fighting Sheep Art, Dodombaun, Surak Ibra, Lais, Bangkiling, Pencak Ular, Rudat</td>
</tr>
<tr>
<td>7</td>
<td>Myth</td>
<td>Tanjakan Panganten, misteri gunung gelap, Macan jadi-jadian gunung Gunur, Leeuweng Sancang, Macan Siliwangi</td>
</tr>
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</table>

Based on the categories in Table 1, Garut people argue that the most popular local wisdom in Garut Regency is dodol Garut. The complete ranking data is presented in Table 2.
Table 2. The Top 10 Most Popular Local Wisdom in Garut Regency

<table>
<thead>
<tr>
<th>No</th>
<th>Types</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dodol Garut</td>
<td>500</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Sheep Fighting Art</td>
<td>498</td>
<td>99.6</td>
</tr>
<tr>
<td>3</td>
<td>Leather Jacket</td>
<td>450</td>
<td>90</td>
</tr>
<tr>
<td>4</td>
<td>Orange</td>
<td>450</td>
<td>90</td>
</tr>
<tr>
<td>5</td>
<td>Batik Garutan</td>
<td>440</td>
<td>88</td>
</tr>
<tr>
<td>6</td>
<td>Gemstone</td>
<td>400</td>
<td>80</td>
</tr>
<tr>
<td>7</td>
<td>Cangkuang Temple</td>
<td>350</td>
<td>70</td>
</tr>
<tr>
<td>8</td>
<td>Dorokdok</td>
<td>350</td>
<td>70</td>
</tr>
<tr>
<td>9</td>
<td>Chocodot</td>
<td>350</td>
<td>70</td>
</tr>
<tr>
<td>10</td>
<td>Burayot</td>
<td>300</td>
<td>60</td>
</tr>
</tbody>
</table>

The last step, out of 10 local wisdoms produced in stage 2 (Table 2), then compiled into a questionnaire regarding the preference of domestic tourists (nusantara tourist) to the tourism potential of Garut Regency. In conjoint analysis, the formulation of the problem is intended to identify the attributes and levels. Attributes and level of attributes that will be used in designing stimuli (a combination of attribute levels) are presented in Table 3.

Table 3. Attributes and Levels of Tourism Potential

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Level</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural</td>
<td>1</td>
<td>Orange</td>
</tr>
<tr>
<td>Industrial work, Handcraft</td>
<td>1</td>
<td>Leather Jacket</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Batik Garutan</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Gemstone</td>
</tr>
<tr>
<td>Food and Sweet</td>
<td>1</td>
<td>Dodol Garut</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Dorokdok</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Chocodot</td>
</tr>
<tr>
<td>Religious and Culture</td>
<td>4</td>
<td>Cangkuang Temple</td>
</tr>
<tr>
<td>Special Attraction</td>
<td>1</td>
<td>Sheep Fighting Art</td>
</tr>
</tbody>
</table>

From attributes that have been obtained by a complete combination method will be obtained a total of $1 \times 3 \times 4 \times 1 \times 1 = 12$ stimuli. Attributes of Agricultural, religious and culture and special attraction because they only have 1 level, so there were no need to be a preference by the respondents.

From the 12 combinations between the attributes that have been generated then poured in the form visual or pictorial cards that contain each level of attribute combination. For example, for the first stimuli of stimuli groups can be written in the form of cards as in Fig.1.

From the results of the overall analysis of 400 domestic tourist, obtained information that level the relative importance of food and sweet attributes is the most important attribute in choosing local wisdom and then followed by attribute of industrial work/handcraft. Based on Table 4, Food and Sweet attribute is more important than the industrial work/handcraft attributes with a relative importance value of 74.6 percent.

Table 4. Value of Utility Levels and Relative Importance Attributes for All Respondents

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Level</th>
<th>Utility</th>
<th>Importance</th>
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<tbody>
<tr>
<td>Industrial work, Handcraft</td>
<td>1</td>
<td>1.7654</td>
<td>23.4</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>0.5687</td>
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</tr>
<tr>
<td></td>
<td>3</td>
<td>-2.3341</td>
<td></td>
</tr>
<tr>
<td>Food and Sweet</td>
<td>1</td>
<td>2.5671</td>
<td>74.6</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>0.5467</td>
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<td>1.4356</td>
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4.2 Discussion

Discussing about the tourism potential of an area is always interesting. This research raises local wisdom as the leading tourism potential of Garut Regency. Of the 50 types of local wisdom obtained from interviews, it was found that many local wisdoms were interesting but not popular, not even many people knew about them. An example is the attribute special attraction: surak ibra. Surak Ibra is played by around 40 to 100 people, especially men. The show began with a number of young men who carried torches and then took up a formation. They dance...
pencak silat. Then a group of dancers, about 30 to 60 people in yellow and red costumes entered and danced. They moved with enthusiasm, displaying pencak silat movements.

The results of the questionnaire to the local community indicate that dodol Garut is the most popular local wisdom. Dodol Garut is a snack made from sticky rice flour and tastes sweet. Dodol Garut was first produced with small home production and in the 1800s. In the Dutch colonial era, Dodol Garut was widely known among Dutch. In fact, the Dutch at that time were very good at making dodol.

The most interesting result of this study is the emergence of a combination of local wisdom that can be used as a tourism marketing strategy for Garut Regency. This combination can streamline costs and streamline promotions. The Garut Regency Government is currently active in formulating tourism marketing strategies. Evidenced by recently, the Garut Regency tourism service announced its new tourism branding "Pesona Garut" after previously popular with "amazing Garut".

Tourism Office reported at a tourism workshop in September 2018 that government also seriously targets increasing the number of domestic tourists. Foreign tourists are not yet the target, because at present, local tourists and nusantara tourists are the potential tourists to enjoy the tourism of Garut Regency.

Travel packages as well as many tourists who come to Bali, Yogyakarta and other regions in Indonesia. Other variables such as price, cleanliness, friendliness of the population are still very necessary to be considered outside the combination of tour packages presented. This research produces travel packages that can be offered based on the preferences of domestic tourists. The marketing strategies that can be proposed are as follows:

1) Day one: pick and eat Garut oranges in Wanaraja sub-district. This activity has taken place quite often recently, and is considered by the local community as a cheap and pleasant family activity.

2) Day Two: tours to leather centres, the government provides workshops where tourists can see first-hand the process of making leather jackets from raw materials to finished product. Tourists can also try to design their own leather jacket that are expected by using certain applications including the choices of colors, materials, features, additional accessories that at the end of the simulation, the price of the desired leather jacket can be known by the customer.

3) Third Day: dodol Garut tour. The most famous Garut Dodol is dodol Garut PICNIC. The dodol factory has also been frequently exposed to television shows. Dodol Picnic Garut has often received visits from various agencies and schools who want to know the process of making dodol directly. The government is expected to be able to cooperate with the factory in coordinating the tour packages made.

4) Day Four: Cangkuang Temple cultural tourism, its location is not far from the tourist objects of Pulo Village and Cangkuang lake. In the afternoon, tourists can enjoy the attraction of sheep fighting at Wisata Domba tourism, Tarogong sub-district.

Other local wisdom can of course be inserted between the main traveling agenda in Garut. For example the typical Garut for lunch menu by enjoying sambal cibuk, burayot, goyobod, or liwet rice and in the afternoon can enjoy the aroma of Papandayan coffee. Besides that the beauty of the mountains and beaches of Garut Regency is very feasible to be part of the tour package

5 Conclusion and Recommendation

There are 50 local wisdom found in Garut Regency which are categorized into 7 categories. Based on the assessment of the people of Garut Regency, of the 50 available local wisdom, the 10 most popular local wisdom are orange, leather jacket, batik Garutan, Gemstone, dodol Garut, dorokdok, chocodot, Cangkuang Temple and sheep fighting art. The main preference of domestic tourists towards the tourism potential of Garut Regency is Garut orange tourism, Garut leather jacket, Cangkuang Temple cultural tourism, dodol Garut and sheep fighting art.
Suggestions of this study are the need of synergy of hexa helix stakeholders (Academic, Business, Government, Media, Community and Tourist) to jointly realize the "Pesona Garut" more attractive. The government along with travel agents make tour package flyers by bringing superior local wisdom as the main tours but still insert other local wisdom that can be enjoyed by tourists or also provide several tour packages with different destinations and budgets. Currently social media has a very important role in the spread of Garut tourism information with different genres, it is expected that there is one media containing information on local wisdom and branding of Pesona Garut. The community is also in line with the agenda to provide hospitality and comfort when tourists are in Garut. And lastly, the government or the private sector can also synergize with tourists, by making them the next tourist agents, for example by posting content of impressions and messages while in Garut that will be posted on social media.

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