TESIS

ENHANCE PROMOTION MANAGEMENT
OF THE GO MANDALIKA AS A PROMOTIONAL PROGRAM
IN CENTRAL LOMBOK

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BADUNG

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RESEARCH THESIS

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I hereby declare that the thesis research entitled "**ENHANCE PROMOTION MANAGEMENT OF THE GO MANDALIKA AS A PROMOTIONAL PROGRAM IN CENTRAL LOMBOK**" is truly free from plagiarism. Shall in the future proven that there is plagiarism in this scientific paper, then I am willing to accept sanctions in accordance with the implemented regulation.

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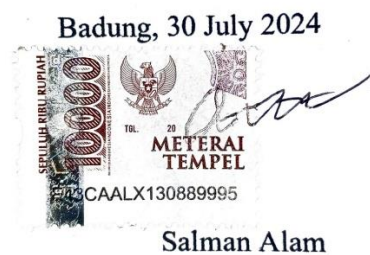
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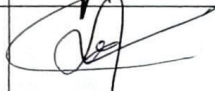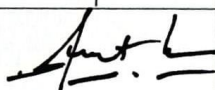
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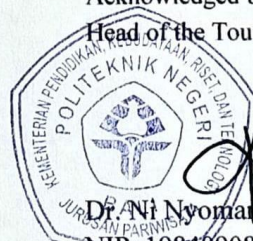
FOREWORD

All praise be to Allah SWT who has given His grace and guidance so that the author can complete a research proposal entitled **" ENHANCE PROMOTION MANAGEMENT OF THE GO MANDALIKA AS A PROMOTIONAL PROGRAM IN CENTRAL LOMBOK".**

The purpose of this research proposal is as one of the requirements for preparing a thesis which is a requirement in completing the Master of Applied Tourism (M.Tr.Par) education at the Tourism Planning Study Program, Bali State Polytechnic Applied Master Program.

In the preparation of this Research Proposal, many obstacles were faced due to the limited knowledge or supporting sources that the author had, but thanks to the positive guidance and support from various parties, this research proposal could be completed on time. The authors would like to express their gratitude to:

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9. Other parties that I cannot mention one by one, but have provided a lot of support in the process of completing this research proposal.

The author realizes that this research proposal still has many shortcomings. The author with all humility expects input and suggestions that are constructive in order to be even better.

Badung, 31 Juni 2024

Salman Alam

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ABSTRACT

This study aims to examine how digital promotion management through a program called Go Mandalika runs this program has been running since March 2021 using 5 platforms, namely the Website at www.gomandalika.com, Instagram (@gomandalika), TikTok (@gomandalika), Facebook (Go Mandalika), Youtube (Go Mandalika). This program is designed to increase tourist visits, provide information about tourist destinations, and document the activities of the Central Lombok Tourism Office. However, it still has some obstacles. The method used is descriptive qualitative by also displaying quantitative data such as tourism visits and the number of posts for the past 3 years. Data collecting technic, observation, interview, and documentation using FGD for validation.Using deskriptive qualitative with step: Colecting data, data reduction, data condensasion and data display. For sample using 8 people as purposive sammple. The results found that the posting schedule was unscheduled, interaction with followers was still lacking, the use of paid ads did not exist, and collaboration with tourism influencers was still rare. The conclusions that researchers draw are that a better management model is needed for the Go Mandalika program, and the activeness and usefulness of this program must continue to be improved.

Keywords: Digital media, social media, Promotion

CHAPTER I
INTRODUCTION

1.1 Background

Tourism activities in West Nusa Tenggara (NTB) Province, Tourism contributes greatly to the regional economy by providing jobs for local people and introducing regional culture to tourists. Tourism in West Nusa Tenggara is supported by the Ministry of Tourism by creating several events and programs such as Moto GP, Bau Nyale event and Sail Moyo. These activities can be a magnet and attraction to bring back tourists who were afraid of Covid in 2020. Therefore, NTB needs promotion so that foreign tourists can return to NTB.

NTB province is currently divided into 10 districts/cities. One of the districts that has great potential in the field of tourism is Central Lombok which is famous for its beautiful beaches and natural wealth. The local government through the Tourism Office has developed various strategies to promote this area as an attractive tourist destination in the future so that it can compete competitively with other regions based on data on tourist visits in 2019 targeted at around 4.000,000 but in real terms 3,706,352, in 2020 the target is 4,400,000 but in real terms 400,595, in 2021 4,650,000 in real terms 964,036, in 2022 the target is 4,850,000 in real terms 1,376,295, in 2023 has a target of 5,200,000 real data has not been relied on by the government.

Table 1.1. Data on tourist visits to NTB

No.	Year	Target	Actually
1	2019	4.000.000	3.706.352
2	2020	4.400.000	400.595
3	2021	4.650.000	964.036
4	2022	4.850.000	1.376.295
5	2023	5.200.000	-

Resources: RPJMD NTB 2019-2023 (Regional Medium-Term Development Plan)

Based on the table above, it can be seen that 2020 has a large gap compared to 2019 because Covid-19 and then the pandemic created a global effect, especially for tourism players with the suspension of international flights and domestic flights which we call lockdown (PSBB and PPKM). I compared the data with the realization and target until now the number of tourist visits to Central Lombok as the focus of my research locus.

Table 1.2. Data on tourist visits to Central Lombok

No.	Year	Target	Actually
1	2019	153.110	147,563
2	2020	166.206	44.559
3	2021	30,000	41,156
4	2022	60,000	104,883
5	2023	120.000	209.909

Source: RPJMD Central Lombok 2019-2023 (Regional Medium-Term Development Plan)

There are some data above in 2019 and 2020 using the previous RPJMD (2016-2021) while 2021-2026 using the new RPJMD has received a target in 2021 of 41,156 tourists from a target of 30,000 then the following year 2022 as many as 104,883 tourists from a target of 60,000 tourists for 2023 as many as 209,909 already above target (interview with tourism agency staff, 2023). The RPJMD from NTB and Central Lombok have different years to make the NTB RPJMD 2019-

20203 in the Central Lombok RPJMD using 2 RPJMD from 2016 to 2021 and 2021 to 2026 all data illustrates that NTB and Central Lombok had an impact from Covid-19 in 2020. Provinces and districts use strategies to overcome these problems, namely by using digital marketing. For this reason, the local government through the Tourism Office has taken various policies in an effort to increase tourist visits in various ways ranging from promotions in print media, television media, and digital media to be able to maximize the target of tourist visits for 2024, one of the media that can be a solution is digital media.

At this time digital media is one of the largest platforms in promoting a product or service, including in the field of tourism. The Central Lombok Tourism Office has used a digital marketing program to promote tourism in the region, the program is called "Go Mandalika" but not only Mandalika is promoted but also tourist destinations in Central Lombok. The name Go Mandalika only uses the program name or trade mark because Mandalika is already global.

The Go Mandalika program has a vision and mission to increase tourist visits, knowledge and as a reference for tourists to be able to visit tourist attractions in Central Lombok, as well as a form of documentation of event activities and reporting to the public about the activities of the Central Lombok tourism office. Go Mandalika consists of five online media and social media that are managed, namely: GoMandalika.com website, GoMandalika Instagram, Go Mandalika Facebook, Go Mandalika youtube and Go Mandalika TikTok. The five media are managed by the Central Lombok Regency Tourism Office and assisted by an outside team as outsourcing to help create content which is usually paid per work

project, for example Moto GP, Bau Nyale, Perang Timbung, and making Central Lombok tourism booklets in coordination with the promotion and marketing sector of the Tourism Office. However, the program has been launched in March 2021 until now. Researchers get a sample from July 2023 to February 2024 to get some problems regarding the inconsistency of data on the number of posts on Instagram below;
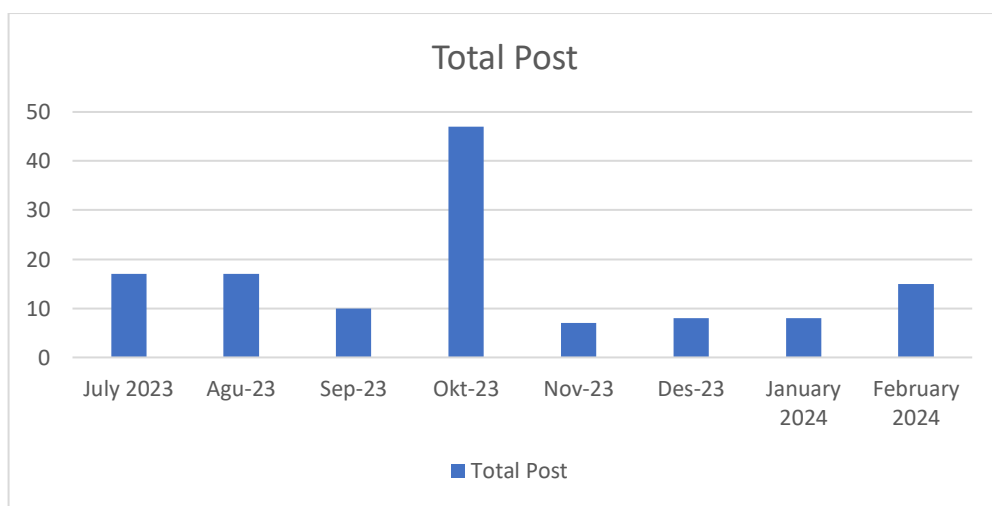
Graph 1. Total monthly posts on Go Mandalika Instagram
Source: Instagram Go Mandalika

However, in its application in the field it does not run smoothly because there are obstacles in managing this digital media such as several events that cannot be covered or documented activities because the outsorcing team is working on other projects outside the contract while the tourism office also has limited skills and video or photo documentation tools so that there are differences in the quality of posts on the 5 media above as a result have an impact on the number of likes, comments and shares obtained. In addition, posting routines are also fundamental in social media activities so that followers more often get the latest information

about Tourism Office activities, information about destinations and events in Central Lombok. Therefore, it is necessary to evaluate and improve the management of Go Mandalika which has been running for three years. So this research will aim to evaluate the Go Mandalika program which will focus on 5 digital media that are managed then find out the extent of the effectiveness of each media after that designing a management model for the most influential media.

1.2 Problem formulation

The following discussion will address two research issues, namely:

a. How to enhance the promotional management of the "Go Mandalika" program in Central Lombok?

b. What is the "Go Mandalika" promotion management model to improve the performance of the "Go Mandalika" program?

1.3 Objective

The objectives in this study consist of 2 parts, namely general objectives and specific objectives which are explained as follows.

a. General Purpose

Develop an effective management and digital marketing model to enhance the performance of the "Go Mandalika" program.

b. Specific Objectives

a) To describe Implantation of management and digital marketing current using in Go Mandalika program.

b) Designing an management and digital marketing model to enhance the performance of the "Go Mandalika" program.

1.4 Benefits

The benefits of this research are explained in two benefits, namely theoretical benefits and practical benefits.

a. Theoretical Benefits

Increased knowledge about Central Lombok tourism This research can provide more comprehensive knowledge about Central Lombok tourism, especially in terms of digital promotion management carried out by the Central Lombok Tourism Office through the Go Mandalika Program.

The results of this study can be a reference for related parties, including the Central Lombok Tourism Office and other stakeholders, in planning, developing, and optimizing tourism promotion in Central Lombok.

b. Practical Benefits

a) Contribution to academic knowledge: The results of the study can be a new contribution to academic knowledge in the field of tourism, especially in the utilization of social media in promotion.

b) Improving the quality of teaching: The results of the study can be used as a reference in teaching, thereby improving the quality of education provided to students.

c) Contribution to the development of the tourism industry: The findings of this study can contribute to the development of the tourism industry, particularly in Central Lombok or in the context studied, by providing recommendations that can be implemented to improve competitiveness in the tourism market.

1.5 limitations of the study

Research limitations are needed so that research is more focused on a particular topic.

   a. The researcher will discuss digital media management, focusing on the market of each social media platform, the mechanisms that have been implemented, and the resulting interactions, including the number of followers, posts, likes, and comments. The researcher will also provide recommendations.

   b. The researcher will only provide advice on managing social media posts and will not go into budgeting planning for advertising.

CHAPTER VI

CLOSING

6.1 Conclusion

The conclusion of my research entitled " enhance promotion management of the go mandalika as a promotional program in central lombok" has 2 conclusions that are adjusted to the problem formulation, the first is How to enchane the promotional management of the "Go Mandalika" program in Central Lombok and second is What is the "Go Mandalika" promotion management model to enhance the performance of the "Go Mandalika" program Will be explained below;

6.1.1 Enchane the promotional management of the "Go Mandalika" program in Central Lombok

Enhance the promotional management of the "Go Mandalika" program in Central Lombok requires several actions before optimalization we need to know transformation and social media statistic for knowing starting point to enhance this program. Optimalization Go mandalika platform need to breakdown one by one because the Go Mandalika program use 4 social media and 1 website and every of platform have different mechanism to optimize for that detail describe below;

Tabel 6.1 Summary Optimalization Go Mandalika Platform

No	Solution	TT	IG	YT	Website	FB
1	Post More Often (schedule)	✓	✓	✓		✓
2	Use Ads for boosting post	✓	✓	✓	✓	✓
3	More Intracted with follower	✓	✓	✓		✓
4	Create Some Colaboration content with other	✓	✓	✓		✓

Source: Primary Data, 2024

From That Table 5.3 We know that Go Mandalika Program need to create optimalisation need at 4-point Post More Often (schedule), Use Ads for boosting post, More Interacted with follower, and Create Some Collaboration content with others.

Several obstacles when this program running around miscommunication and resource (Human and Gear) must fix it for miscommunication need in the Go Mandalika program, a comprehensive approach is needed. This includes implementing enhanced planning and scheduling through detailed weekly and monthly calendars using tools like Trello or Asana, ensuring all team members are aware of upcoming events and can allocate resources efficiently. Establishing clear communication channels via platforms such as whatsapp, Slack or Microsoft Teams can facilitate real-time communication, reducing the risk of messages being lost or misunderstood.

Regular virtual meetings using tools like Zoom or Google Meet can keep the team aligned and promptly address issues. Additionally, creating an efficient content creation and approval process with a streamlined workflow and collaborative tools can help meet social media deadlines. Addressing resource constraints by hiring additional staff or freelancers during peak periods can further alleviate the workload, ensuring smooth operations and timely execution of tasks. For the lack of gear tourism office must create agreement to provide new gear or create RAB or begetting for buying new gear.

6.1.2 The "Go Mandalika" promotion management model to enhance the performance of the "Go Mandalika" program

Go Mandalika program needs a model to manage this program, so researchers provide a model to enhance the performance of the Go Mandalika Program, this model can use each social media platform and solve the problem of the Go Mandalika program, so the following is the model we use;
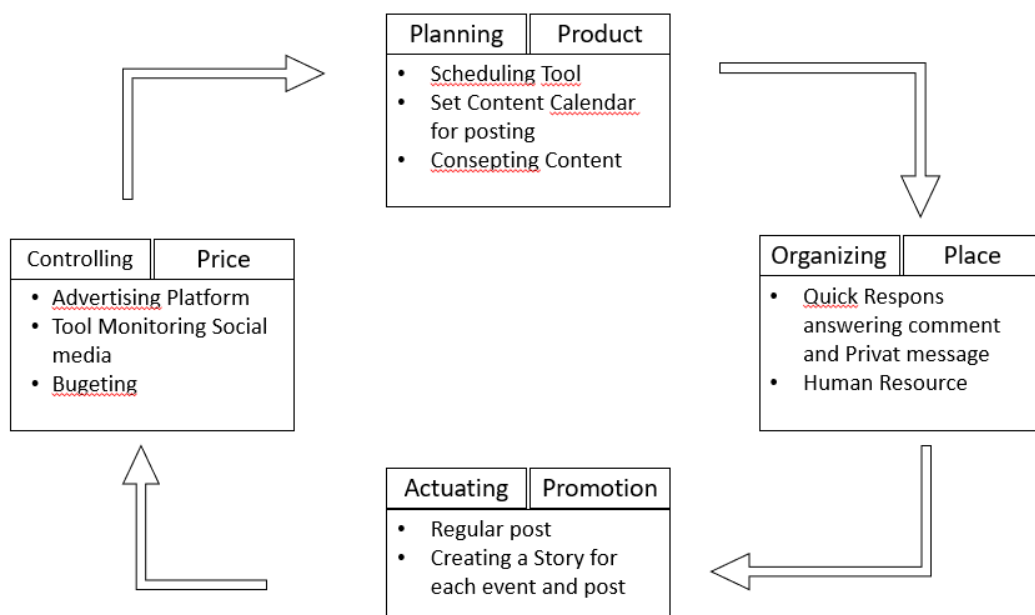
Figure 46. Research Output Model

Source: Primary Data, 2024

6.2 Recommendation

This research provides several recommendations for enhance the Go Mandalika Program based on the conclusions obtained, namely:

a. Budget for advertising on each social media platform: Allocate a specific budget for advertising on each social media platform to increase the reach and visibility of the Go Mandalika program. Customized advertising campaigns can help attract more tourists and engage a wider audience.

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b. Adding talent to the Go Mandalika team: Currently, the team only has two active members, Diyan and Fadil, who manage social media. To handle the increased demand and manage all social media accounts effectively, it is imperative to add more skilled personnel to the team. This will ensure consistent, high-quality content across platforms.

c. Expertise for each social media platform: Each social media platform requires different approaches and expertise. The Go Mandalika program needs to hire or train experts for each platform to optimize content and engagement strategies. This will help in leveraging the unique features and audience demographics of each platform to maximize impact.

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