

# Integrated Marketing Communication on Visiting Decisions at the Festival Teluk Jailolo, West Halmahera North Maluku

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## ABSTRACT

The promotion mix activities carried out by the West Halmahera Regency Tourism Office were carried out to attract attention so that tourists would come to visit the Festival Teluk Jailolo, West Halmahera Regency. This study was conducted to know and analyze the influence of integrated marketing communications proxied with variables advertising, public relations, personal selling, direct marketing, and interactive marketing on the decision to visit the Festival Teluk Jailolo, West Halmahera Regency. This research is a type of survey research by taking a sample of tourists who visit the Festival Teluk Jailolo held annually by the local government of West Halmahera Regency. The samples in this study were tourists who were or had visited the Festival Teluk Jailolo which was taken by a simple random sampling method with a total of 96 respondents. Data collection techniques using questionnaires and analysis methods used using multiple linear regression analysis with the help of the smart PLS program. The results showed that the variables of advertising, personal selling, and direct marketing had a positive and significant effect on the decision to visit the Festival Teluk Jailolo while the variables of public relations and interactive marketing did not affect the decision to visit the Festival Teluk Jailolo.

## ABSTRAK

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## INTRODUCTION

North Maluku is a province in the far east of Indonesia. Geographically, North Maluku has an area of 31,982.50 KM<sup>2</sup>, consisting of 8 regencies and 2 cities. North Maluku has a variety of tourist attractions, ranging from marine attractions in the form of beautiful islands and beaches with marine parks and ornamental fish of various types. Mountains are found in almost every region and are rich in a variety of cultures that are characteristic of every regency/city in North Maluku.

The potential wealth of tourism is one of the doing of the government of each region in the regency/city to be developed and introduced to the outside community, both local, national, and even international communities (Ishak & Simin, 2016; Rafa'al et al., 2021). One of the regencies in North Maluku that has the potential for wealth in tourism is West Halmahera Regency.

West Halmahera Regency has landscapes and seas to mountains as well as potential beauty that can be developed as a tourist destination. Tourism began to be driven by the district government by promoting natural beauty through many tourist festivals. On the other hand, infrastructure, such as roads to tourist areas, hotels, and restaurants, continues to be addressed while embracing the community to be involved in promoting regional tourism. West Halmahera Regency has a variety of interesting natural destinations including Mari Poroco waterfall, Bukit Tanah Putih which is now a place for the development of endemic animals of Angel birds, mangroves, hot springs, mother volcanoes, and several places that are often tourist destinations to enjoy the charm of underwater beauty scattered at several dive points, such as on Babua Island, Pastofiri, Tanjung Matui and around Jailolo Bay, as well as beach tours, are featured. The annual routine event, namely the Festival Teluk Jailolo, is made very lively and brings in national artists as one of the selling points that promote the West Halmahera district.

One of the promotional strategies carried out by West Halmahera Regency based on previous research that has been carried out by researchers at the West Halmahera Regency tourism office is an integrity marketing communication strategy carried out there are five promotional mixes, namely advertising, public relations, personal interludes, direct marketing, and interactive marketing (Simabur, 2021). From the marketing communication strategy that has been carried out, the researcher makes an initial basic reference to see the effective marketing communication strategy used by Halbar Regency which is used as the choice of the community to choose the destination of their tourist area. Researchers took the tourism destination of Halbar Regency as the object of research because North Maluku has great potential to develop its tourism sector. The beauty of the North Maluku earth has begun to be heard among domestic and foreign tourists. The tourism sector is also often referred to as the people's economic sector. Why is it that, local communities have a great opportunity and contribution to developing this sector? In addition, the tourism sector can act as a catalyst for development.

Promotion mix is a set of promotional tools that can be used by companies to attract new customers, influence their customers to try new products, encourage customers to buy more attacking competitors' promotional activities (Hadi, 2021; Jasmani & Sunarsi, 2020; Sari et al., 2020). The promotion mix activities carried out by the West Halmahera Regency Tourism Office were carried out to attract attention so that tourists would come to visit the Festival Teluk Jailolo, West Halmahera Regency. The implementation of the promotion mix carried out by the West Halmahera Regency Tourism Office is expected to be able to influence tourists to come to visit, so that in the end it can increase the number of visits. Cravens et al. (2009) state that "The purpose of promotion strategy is to manage the organization's communications initiatives, coordinating, and integrating advertising, personal selling, sales promotion, interactive/internet marketing, direct marketing, and public relations to communicate with buyers and other who influence purchasing decisions."

A promotion strategy is a way to manage organizational communications, coordinating and integrating advertising, personal sales, sales promotion, interactive/internet marketing, and public

relations to communicate with buyers and others influencing purchasing decisions. An agency engaged in tourism can carry out a promotion mix by offering attractive promotional programs that are not provided by its competitors (Astary & Kodrat, 2021; Karim et al., 2021; Risprawati, 2019). The promotion mix carried out by the Tourism Office of West Halmahera Regency includes direct marketing, sales promotion, advertising, interactive/internet marketing, and public relations. Data from the Ministry of Tourism show that the travel of domestic tourists in North Maluku province in 2017 reached 513,206 people, in 2018 it reached 615,624 people, and in 2019 it reached 622,143 people. This condition is a very significant increase from the previous year. That is, the foreign exchange income from local tourists is quite high. Clearly, the picture shows that the contribution of local tourists cannot be underestimated. So, by knowing the influence of the marketing mix on the decision of domestic tourists in choosing a Tourist Destination Area in Halbar Regency, it can be an evaluation material for the Halbar Regency Tourism Office in improving the performance of its marketing communication activities. Based on the background of the problem above, the formulation of the problem in this study is whether advertising, public relations, personal selling, direct marketing, and interactive / internet marketing) affect the level of tourist visits at the Festival Teluk Jailolo in West Halmahera Regency?

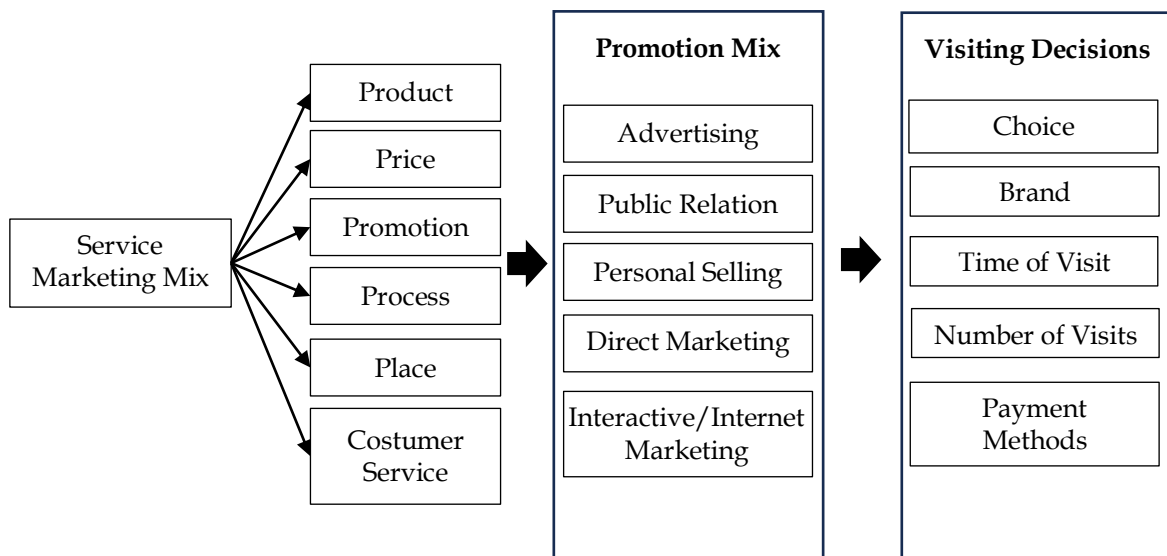
The promotion mix in this study is proxied by advertising, public relations, personal selling, direct marketing, and interactive marketing. Advertising is defined as a form of nonpersonal communication regarding an organization, product, service, or idea paid for by a particular sponsor. The non-personal component here can be interpreted to mean that messages conveyed through mass media can be sent on a large scale and often at the same time and it is not possible to get a direct response from consumers (Haghsetan et al., 2019; Oktari et al., 2020). Management functions that evaluate public behavior, identify policies and procedures of an organization towards the public interest and implement a program to gain public understanding and acceptance. Public relations has a broader purpose than publicity, namely to establish and maintain a positive image of the company in front of the public (Ariprayugo & Santoso, 2016; Ediyanto, 2018; Fikri & Lisdayanti, 2020; Putri & Novalita, 2016). A form of person-to-person communication in which the seller persuades the buyer to buy the company's products or services. Personal selling is carried out by direct contact between buyers and sellers be it face-to-face or through other forms of communication such as telephone (Ediyanto, 2018; Fikri & Lisdayanti, 2020; Rafa'al, 2017)

Direct Marketing is a company's way of communicating directly with target consumers to generate responses or transactions. The components of direct marketing consist of direct mail, mail order catalogs, database management, direct sales, telemarketing, the internet, and various broadcast and print media (Ediyanto, 2018; Karim et al., 2021; Rafa'al, 2017). Interactive / internet marketing or can also be called online marketing is marketing communication using interactive media, namely the internet. Interactive media allows for an ever-flowing flow of information and allows users to participate and modify the form and content of the information they get in real-time. The Internet is an interactive medium that has a major impact on marketing through a component known as the World Wide Web (www). Belch & Belch (2018) Reveals that interactive/internet marketing is not only part of the Marketing Communication Mix but is the unification of all Marketing Communication Mix tools. As a marketing communication medium, the internet is interactive so companies need to know how to communicate effectively with customers (Nurjanah

& Waluya, 2016; Putri & Novalita, 2016).

As mentioned earlier, the attention of tourist behavior is centered on how consumers (tourists) individually make decisions to choose tourist destinations using available sources, namely money, time, and effort, to exchange for services used/consumed. Here is a picture that shows the relationship between consumer behavior (tourists) and decision-making in choosing tourist destinations taken by the consumer (tourist) (Andrianto & Masruroh, 2020; Aripayugo & Santoso, 2016; Mujiyana et al., 2013; Putri & Novalita, 2016).

Consumer behavior is related to the decision-making process to obtain and use services to meet their needs. Alma (2008) Expressing a purchase decision is a decision made by consumers who are influenced by culture, social class, family, and group references that will form an attitude towards the individual and then make a purchase. Consumer behavior will help companies to determine the direction of consumer behavior so that companies can create and provide trends in product development and communication method attributes. The correlation between promotion mix and visiting decisions was also expressly stated by Chonlada Sangkaworn in the Journal of Marketing Practices of Hotels and Resorts In ChiangMai: A Study of Products, Pricing, and Promotional Practices. The research framework is described as follows:



**Figure 2. Frame of Mind**

Source: (Cravens et al., 2009; Kotler & Armstrong, 2008; Lupiyoadi & Hamdani, 2008)

## RESEARCH METHODS

This research uses a quantitative approach, the research method used in this study is the survey method, which is a research method using questionnaires as an instrument for collecting data. The goal is to obtain information about a certain number of respondents who are considered representative of a particular population. While this type of research is explanatory. This type of survey explains or records conditions or attitudes to explain what exists today (Morissan & Andy Corry, 2012). The population is domestic tourists who are or who have been on vacation or traveled in West Halmahera Regency. In this study, samples were taken using purposive sampling.

Sampling technique to search for samples for an unknown number of populations using the following calculations (Hair et al., 2017):

$$n = Z^2_{\alpha/2} (P.Q)/e^2$$

Information:

$Z_{\alpha/2}$  = The standard value (Z) is adjusted to a confidence level (1-  $\alpha$ ) of 100%. In this study, the desired level of confidence was 95%, so in this study, the Z value set was 1.96.

P = The estimated proportion of the population targeted for sampling is 0.50 because the number of tourists visiting the West Halmahera district is unknown.

Q = (1-P) is the proportion that is not the target of sampling.

E = Acceptable sampling error rate tolerance, which is 10%.

Thus the minimal samples in this study are:

$$n = (1,96)^2 (0,5 \times 0,5) / (0,1)^2$$

$$n = (3,8416) (0,25) / (0,01)$$

$$n = 96$$

In the operationalization of these variables, all variables use ordinal scales. The definition of ordinal scale is that data coming from objects or categories is arranged according to magnitude, from the lowest level to the highest level or vice versa, with distances or ranges that do not have to be the same.

One way of testing the validity of instruments is through external validity tests. This test is carried out by comparing the criteria that exist in consumers with empirical facts in the field. If similarities are found between the criteria in the instrument and the empirical facts that occur in the field, it can be stated that the instrument has high external validity (Sugiyono, 2018). The data will be processed using the Partial Least Square (PLS) approach using Smart PLS Software Version 3.0. Partial Least Square (PLS) is an alternative approach that shifts from a covariance-based SEM approach to a variant-based one that can simultaneously test measurement models as well as test structural models. The measurement model is used for validity and reality tests, while the structural model is used for the causality test (hypothesis testing with prediction models). Partial least square (PLS) is a powerful analysis because it is not based on many assumptions, for example, data does not have to be normally distributed, and Indicators with scales of categories, ordinals, intervals, and ratios can be used in the same model. PLS uses the Bootstrapping method or random doubling, so it does not require a minimum number of samples Data processing techniques using the Partial Least Square (PLS)-based SEM method require 2 stages to assess the Fit Model of a research model (Ghozali, 2016). These stages are testing the outer model and inner model.

## RESULTS AND DISCUSSION

### *Result*

The Festival Teluk Jailolo is one of the annual festivals held since 2009 in West Halmahera Regency, North Maluku. This festival features several activities that carry the culture of West Halmahera. Some of the cultural activities included in the series of events at this festival include Sigofi Ngolo, which is a ritual of cleaning the sea held in Jailolo Bay, and Orom Sasadudu, which is a series of rituals as an expression of gratitude after the harvest season for the people of West

Halmahera. West Halmahera Regency is one of the regencies that bloomed from North Maluku Regency which was originally the Main Regency based on Law Number 1 of 2003 concerning the establishment of West Halmahera Regency, North Halmahera Regency, South Halmahera Regency, East Halmahera Regency, Sula Islands Regency and Tidore Islands City on February 25, 2003. The capital of the county is located in Jailolo. The district has an area of 1,704.00 km<sup>2</sup> and a population of 136,092 (2020). The 7 total population in this district is 10.42 percent of the total population of North Maluku which is 1,305,092 people.

*Data Description*

The object of this study was tourists visiting the Festival Teluk Jailolo, West Halmahera Regency. The distribution of the questionnaire began on May 20 to 24, 2022, with a description of respondent data as follows:

**Table 1 Average Variance Extracted Test**

Information	Sum	Percentage
Gender		
Male Battery L	42 people	44%
Woman	54 people	56%
Age		
<20 Years	22 people	23%
21 - 30 years old	49 people	51%
21 - 30 years old	14 people	15%
41 - 50 years old	9 people	9%
>50 years	2 people	2%
Regional Origin		
Sahu	8 people	8%
Mother	5 people	5%
Sofifi	6 people	6%
Ternate	53 people	55%
Makassar	7 people	7%
Other	17 people	19%

Source: Primary Data Processed, 2023

Based on table 1, the majority of respondents who visited were female, namely, 56% with a majority age of 21 - 30 years, and the majority came from the Ternate area. Descriptive statistics are used to help describe the existing state (facts) of a study. The results of the descriptive analysis can be seen in Table 2 as follows:

**Table 2. Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Visiting Decision	96	36.00	68.00	53.8125	8.04764
Advertising	96	23.00	35.00	28.7083	3.54792
Public Relations	96	10.00	15.00	13.0625	1.21233
Personal Selling	96	18.00	35.00	29.6771	4.25378
Direct Marketing	96	13.00	19.00	15.8542	1.71052
Interactive Marketing	96	11.00	19.00	16.3854	1.66303
Valid N (listwise)	96				

Source: Primary Data Processed, 2023

Based on Table 2, it can be seen that the number of observations (N) in this study was 96. The standard deviation value of each variable is smaller than the mean value which indicates that the data in this study is scattered around the calculated mean.

### *Hypothesis testing*

This study aims to determine the influence of promotion mix attributes, namely advertising, public relations, personal selling, direct marketing, and interactive marketing 8 on the decision to visit the West Halmahera Festival Teluk Jailolo. After going through testing the validity, reliability, and classical assumptions, the results of hypothesis testing were carried out by multiple linear regression analysis with the following results:

**Table 3. Multiple Linear Regression Analysis**

Model	Beta	t	sig
Constanta	0,997	0,141	0,888
Advertising	1,494	10,202	0,000
Public Relation	0,691	1,943	0,055
Personal Selling	1,232	5,929	0,000
Direct Marketing	1,815	4,423	0,000
Interactive Marketing	-0,420	-0,982	0,329
R	0,868		
R Square	0,754		
Adj. R Square	0,740		
F	55,215		
Sig. F	0,000		

Source: Primary Data Processed, 2023

It is seen in Table 3 that in the multiple regression equation it is known that the value of Adjusted R2 is 0.754, this means that 75.4% of the visiting decision variables can be explained by advertising, public relations, personal selling, direct marketing, and interactive marketing. While the remaining 24.6% is explained by other variables outside the equation. Based on the calculation results of Table 3, it is known that in the multiple regression equation, an F-count value of 55.215 with a probability of 0.000 is obtained. The probability of the equation is smaller than the value of 0.05 (5%), thus it can be concluded that simultaneously the variables of advertising, public relations, personal selling, direct marketing, and interactive marketing influence the decision to visit the Festival Teluk Jailolo in West Halmahera Regency. Based on the hypothesis testing in table 3, it can be implied that the variables advertising, personal selling, and direct marketing have a positive and significant effect on the decision to visit the Festival Teluk Jailolo in Halmahera Regency. Meanwhile, the variables of public relations and interactive marketing did not affect the decision to visit the Festival Teluk Jailolo in West Halmahera Regency.

## **Discussion**

### ***The influence of advertising on visiting decisions***

The results of the hypothesis test show that advertising has a positive and significant effect on the decision to visit the Festival Teluk Jailolo, West Halmahera district. This proves that the more

attractive advertisements and promotions carried out by the activity committee and the West Halmahera district government, the higher the interest of tourists to visit the Festival Teluk Jailolo. Vice versa, the less attractive the advertisement is, the less interested the tourist will be in visiting the tourist area. The West Halmahera Government in promoting the Festival Teluk Jailolo as an annual tourism agenda is carried out through various media, one of which is outdoor media, namely billboards installed at Sultan Babullah airport which is the main air transportation route in North Maluku province, in addition to billboards also installed at strategic venues in downtown Jailolo west Halmahera district. In addition, promotion is also carried out by using print media, electronic media, and outdoor media, under what has been grouped by Tjiptini in (Simabur, 2021) into several parts, namely print media, electronic media, and outdoor media. The print media used are local newspapers, namely Malut Post, Malut Post, Malut Post, flight magazines, leaflets, booklets, brochures, leaflets, and calendar which displays tourist images in the West Halmahera district. Some of the electronic media used are television and radio. In television media, it has used MetroTv television stations, RCTI, Global TV, and several local TVs such as Gamalama TV, and coverage of the tourism potential of West Halmahera district which is used as local content. Meanwhile, in radio advertisements, local radio frequencies such as Istana Radio, Master FM, and RRI Ternate are used. Seeing the promotion carried out by the West Halmahera district government through the West Halmahera district tourism office, it is not surprising that the Festival Teluk Jailolo is always crowded with tourists and is an annual agenda of the West Halmahera government

#### ***The influence of public relations on visiting decisions***

The results of hypothesis testing showed that public relations did not affect the decision to visit the Festival Teluk Jailolo in West Halmahera Regency. The ineffectual public relations variables indicate that tourists' visiting decisions about the Festival Teluk Jailolo are not based on the accuracy of the information provided at the time of the exhibition, the attractiveness of the exhibition, and the ease of understanding the information presented at the time of the exhibition. The Festival Teluk Jailolo is an annual tourism event that has been held regularly so that people no longer pay attention to the content or information offered during the activity.

#### ***The influence of personal selling on visiting decisions***

Based on data testing, personal selling has a positive and significant effect on visiting decisions. This means that the greater the sales promotion carried out, the greater the tourist visit to the Festival Teluk Jailolo of West Halmahera Regency. Sales promotion has been done well by the organizing committee, and the West Halmahera district government through the tourism office. Sales promotion consists of a variety of promotional activities including trade shows, discounts, premiums, contests, samples, point-of-purchase displays, product placements in films and other media, trade incentives, and coupons

#### ***The influence of direct marketing on visiting decisions***

Based on hypothesis testing, direct marketing has a positive and significant effect on the decision to visit the Festival Teluk Jailolo in West Halmahera Regency. This means that the more direct marketing is done by the district government through the tourism department, the higher the



number of visitors who come to the Festival Teluk Jailolo, West Halmahera Regency. Direct marketing includes various communication channels that allow companies to make direct contact with individual buyers. Direct sales carried out by the tourism office are promotions to tourists through mail and email, and the attractiveness of the content of the offer letter/email.

### *The influence of interactive marketing on visiting decisions*

The results of hypothesis testing showed that interactive marketing did not affect the decision to visit the Festival Teluk Jailolo in West Halmahera Regency. The ineffectual variables of interactive marketing indicate that the decision to visit tourists to the Festival Teluk Jailolo is not based on the accuracy of the information provided to tourists through the website. The lack of tourist information regarding the Festival Teluk Jailolo website is one of the reasons. A tourism website that can be accessed by tourists both locally, nationally, and abroad is needed

## **CONCLUSION**

Based on the results of the tests that have been carried out, several conclusions can be drawn, namely, Advertising has a positive and significant effect on visiting decisions. The West Halmahera district government through the tourism department has done good advertising to increase the number of tourists visiting the Festival Teluk Jailolo. Public relations does not affect visiting decisions. This means that the large number of tourists 10 visiting the Festival Teluk Jailolo is not affected by public relations activities. Personal selling had a positive and significant effect on the decision to visit the Festival Teluk Jailolo in the West Halmahera district. Sales promotion has been done well by the organizing committee, and the West Halmahera district government through the tourism office. Direct marketing had a positive and significant effect on the decision to visit the Festival Teluk Jailolo in the West Halmahera district. This means that the more direct marketing the district government does through the tourism department, the higher the number of visitors who come to the Festival Teluk Jailolo. Interactive marketing does not affect visiting decisions. This means that the large number of tourists visiting the Festival Teluk Jailolo is not influenced by interactive marketing. Some limitations of this study are, that study was conducted only on the tourist event object of the Festival Teluk Jailolo. The results of this study cannot describe the decision to visit other tourist attractions in the West Halmahera district. Observing the limitations of research, suggestions for the West Halmahera district government through the tourism office need to prepare a tourism website that can accommodate the tourism potential of West Halmahera district and for subsequent researchers, it is hoped that it can expand the object of research not only at the Festival Teluk Jailolo event

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