

## Market Profile Analysis of Lokawisata Baturraden

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### Abstract

This research analyzes segmentation and targeting strategies at Lokawisata Baturraden, Banyumas Regency, Central Java Province. This study uses the theory of destination market segmentation, whose indicators consist of demography, geography, psychography, and behaviour. Then the research results are also strengthened by targeting theory which explains targeting as a process of evaluating segmentation and focusing marketing strategies on a group of people with the potential to become respondents. Data collection methods were used in the form of questionnaires and interviews. Then the data obtained is processed using SPSS software with frequency and crosstab calculations. The results obtained will be recommendations for developing potential target market strategies.

**Keywords:** tourist profile; tourism marketing; nature-based tourism

### A. INTRODUCTION

Lokawisata Baturraden is one of the leading tourist attractions in Karangmangu Village, Baturraden District, Banyumas Regency. This attraction is a tourism icon in the famous Banyumas Regency from 1914, categorized as a natural tourist attraction (UU RI. No 10, 2009). In addition, this tourist attraction is indeed a place intended for family and individual recreation. Because in the tourist attraction, various kinds of tourist activities can support the needs of tourists and grow the decision to re-visit the DTW. Along with the development of DTW Lokawisata Baturraden, there was a decrease in tourist visits in 2018, from 715,663 to 178,589 in 2021 to data stated in Banyumas Regency Dalam Angka. Lokawisata Baturraden does not yet have a specific segmenting and targeting plan for existing and potential tourists.

To attract tourists to Lokawisata Baturraden, it is necessary to have the right marketing strategy so that Baturraden Tourism Can carry out marketing activities properly. Marketing strategy can be an integral part of the development of natural tourism (Nurlaila et al., 2021; Prawira et al., 2022; Susanto et al., 2022), increase visit intentions (Novianti et al., 2022; Rafdinal et al., 2021) and impact sustainable tourism development (Budisetyorini et al., 2021; Prawira & Budisetyorini, 2021). A segmenting and targeting strategy must be implemented to achieve optimal marketing results. The role of marketing strategy is needed in the face of an increasingly competitive environment. Knowing and implementing marketing strategies and how to group markets (segmentation) and optimize the target market (target) is necessary. To analyze the segmenting and targeting strategies the management can use in marketing DTW Lokawisata Baturraden. Based on the background of these problems, the main problems in the study are as follows: 1) Segmenting and targeting strategies that the Baturraden Tourism Attraction has carried out; 2) Karachistic existing market and potential market on the tourist attraction of Lokawisata Baturraden; 3) Hasil segmenting and targeting analysis on Baturraden Tourism Attractions.

This research was conducted to determine the extent of inputs related to existing and potential market data with demographic boundaries, grouping markets by age, gender, spending money, and occupation. Demographic

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boundaries are grouping markets by region origin. In the process, research is carried out by grouping markets and determining appropriate criteria to target one of the market groups. In terms of output, it will produce targeted market groups and outcomes as a basis for tourist attraction promotion activities.

### *Tourism Marketing*

In general, marketing is an effort to convey an offer that is owned and has value to customers, which will later provide benefits and significant benefits. As revealed by (American Marketing Association, 2013), marketing is an activity carried out by individuals and organizations, including several activities. The activities are creating, delivering, and communicating the offers owned to customers and the community. In addition, marketing is carried out with the primary objective of bringing in customers, which begins with a product introduction to them to generate motivation later to visit the products or services offered.

Marketing (Kasali, 2010) is a process of planning and execution, from conception, pricing, and promotion, to distributing goods, ideas, and services to make exchanges that satisfy individuals and institutions". In general, marketing management can be interpreted as one of the arts and sciences to choose the target market and obtain, retain, and grow customers through creating, delivering, and communicating superior value" (Kotler & Keller, 2016).

The definition is a broad and general definition of marketing mainly because (Kotler & Armstrong, 2014) believes that general principles in marketing will apply to products, services, people, and places (tourist destinations). However, although the definition is generally acceptable in the context of tourism marketing purposes, there are some areas where tourism marketing planning and management needs special nuances and emphasis. Marketing strategies that can be made include the development of tourist attractions and activities, accommodation, access to tourist destinations, tourism-supporting facilities, and effective and efficient tourism marketing communication.

Marketing products or services, of course, requires a strategy that is used so that the marketing can run well. According to (Chandra, 2009), marketing strategy is a plan that describes a company's or destination's expectations for the impact of various marketing activities or programs on product demand in a particular target market. The marketing program consists of marketing actions that may affect the demand for products, including in the event of price changes, editing advertising campaigns, designing special promotions, determining the choice of marketing channels, and others.

### *Destination Market Research*

Market research is a process of identifying, collecting, analyzing, disseminating, and using information systematically and objectively in helping to make decisions related to identifying and resolving problems faced and opportunities in product marketing (Malhotra, 2005). In addition to helping solve problems, market research also avoids destinations or products from the risk of not selling or selling in the market. This market research focuses on what must be found to minimize failures and achieve goals more efficiently and composed. This market research is carried out in several ways, namely interviews, surveys, product testing, and group focus, to determine the appropriate target market. Market research must undoubtedly be carried out carefully and systematically because, later, it will play a role in obtaining information related to market behaviour that is valid and trustworthy. Market research is carried out to understand what is in the minds of the market (customers), which will later affect a manager's success.

## **B. METHODS**

This study uses descriptive quantitative shorthand (Creswell & Creswell, 2018), which focuses on segmenting and targeting analysis of existing & potential tourists in the tourist attraction of Lokawisata Baturraden using questionnaires and interviews in data collection. The analysis goes through several stages: data collection,

variable measurement, data presentation, and conclusion. Using frequency analysis to group data on the questionnaire results of potential and existing tourists—crosstabs analysis to determine whether or not there is a relationship between respondent profiles.

### **C. RESULT AND DISCUSSION**

The results of this study mapped and looked at the tourism market segments in Lokawisata Baturraden based on demographics, psychography, and behaviour. From the data collection results with questionnaires distributed online using google forms for potential tourists and offline using physical questionnaires for existing tourists, respondents obtained as many as 55 potential tourists and 55 existing tourists. The data obtained has gone through a verification process to remove invalid data. Respondents were categorized based on several operational variables: demographic, geographical, psychographic, and behavioural.

The interview was conducted on Tuesday, November 8, 2022, at 09:50 WIB at the Lokawisata Baturraden. The resource person in this interview session was an honorary employee at the Lokawisata Baturraden. From the interview results, we get information about the visit patterns of tourists who come to Lokawisata Baturraden: family and groups. Large groups usually visit on weekends, but some still come on weekdays if they already have plans to visit in advance. The informant explained that the average number of tourists on weekends is around 1000 - 3000, and on weekdays around 250 - 300 visitors.

Based on the results of an interview with the informant, the Lokawisata Baturraden is currently managed by the Regional Public Service Agency (BLUD) of the Lokawisata Baturraden. The manager of the Lokawisata Baturraden does not have a specific tourist target because the development of the Baturraden Tourism Center is focused on meeting the needs of all groups. The majority of tourists who come, according to data from the manager, are tourists from outside Central Java Province, and for the age of tourists who come, the majority range from 25-55 years. For marketing strategies that managers have carried out, collaboration with travel agency agencies is carried out, which usually make tour packages and direct tourist visits to Lokawisata Baturraden.

The interview with the second speaker was conducted on Tuesday, November 8, 2022, at 12:59 WIB at the Lokawisata Baturraden. The resource person in this interview session was the assistant treasurer of the recipient at the Lokawisata Baturraden. The source stated that the Lokawisata Baturraden is under the auspices of the local government and is managed financially by BLUD. From the interview results, information was obtained related to most tourist domiciles in Lokawisata Baturraden, namely from Central Java. This is due to the form of promotion carried out by the Lokawisata Baturraden, namely socializing around the Pantura Line. BLUD, including the installation of billboards in the Purbalingga area, carries out the marketing process of the Lokawisata Baturraden. The Lokawisata Baturraden carries out social media marketing, although it is now considered immensely subsidized by the speakers. Baturraden tourism also has partnerships with travel agents as a form of promotion.

According to the informant, the realization market segment identified in Lokawisata Baturraden is children with kindergarten-elementary education levels, especially during the school holiday season. The resource person also attributed this to the characteristics of tourist facilities at the Lokawisata Baturraden, which were considered supportive for children. Sources stated that visits with travel agents are unpredictable because they are inconsistent and depend on the school holiday season. If on school holidays, visits with the bureau can reach at least two tour agencies a day; in addition to the holiday season, visits with travel agent agencies are generally only on weekends.

On weekdays, the number of visits to the Lokawisata Baturraden averages 250-300 visitors. The number of visits on Saturdays is 800-1200, while on Sundays, it can reach 1500 visits. Based on the interview results, it can be known that the most popular attractions among tourists are swimming pools and hot springs. The source also stated that the average time spent by tourists to travel in the Lokawisata Baturraden is around 4 hours.

According to the speakers, implementing digital technology in tourism activities at the Lokawisata Baturraden is challenging. This is due to residents' lack of ability to use technology. The source stated that this

has also reduced the value of visits at the destination because visitors feel objections to downloading the necessary applications.

### ***Respondent Profile***

Analysis of the potential and existing profile of tourists at the Baturraden Lokawisata discusses several dimensions related to the characteristics of the tourist market visiting Baturraden Lokawisata. In a study (Kotler & Armstrong, 2014), segmentation indicators include demographics, geography, psychographics, and behaviour. From the results of distributing questionnaires to prospective Lokawisata Baturadn tourists, 55 responses were obtained, described as 81.8% of respondents born in 1996-2012 who were classified as Gen-Z. The majority are female, with a percentage of 76.40%. Students dominated respondents at 74.50% with large expenditures during visits between Rp. 250,000 – Rp. 500,000 per visit. From the aspect of domicile, as much as 34.50% came from West Java, with a visiting pattern with friends/groups/groups. As many as 81.80% have a high preference for service quality. 55% said they had never visited the Baturraden Lokawisata, and 58.20% said they did not know the attraction's location. However, as much as 81.80% expressed interest in visiting. Selanjutnya, studi ini melakukan penyebaran kuesioner terhadap pengunjung aktual di di Lokawisata Baturraden. Berdasarkan usia, sebanyak 30,4% lahir pada tahun 1965 - 1980 yang dikategorikan sebagai Gen X. Mayoritas berjenis kelamin pria dengan persentase 65.5% dan sebanyak 67,3% dari total responden mengaku telah memiliki pekerjaan. Responden mengaku berdomisili di luar provinsi Jawa Tengah dan berkunjung bersama keluarga. Sebanyak 81,8% menyatakan kunjungan ke Lokawisata Baturraden cukup berkesan.

Tests were carried out on existing tourist questionnaire respondents to determine the relationship between variables using the chi-square test method and processed using SPSS software. Influential variables show a significant p-value of less than 0.05. The calculation results show that the birth year relates to the service aspect (0.023/influence). It is also known that gender can be correlated with intention to return (0.030/effect). Meanwhile, the domicile aspect correlates with awareness of Lokawisata Baturraden (0.035/effect). Furthermore, it is known that there is a relationship between visiting patterns and the type of tourist activity that is of interest (0.013/effect).

### ***Segmentation and Targeting Strategies by Baturraden Tourism Managers***

Based on the interviews conducted with the managers of the Lokawisata Baturraden, data was obtained that the Lokawisata Baturraden does not have a specific target market, and the development of the Baturraden Tourism Center is focused on meeting the needs of all groups. According to the manager, the reality is that most visitors who come to Lokawisata Baturraden are dominated by the pattern of visiting groups/groups of students and tours. Moreover, kindergarten, elementary, middle, and high school groups dominate the new student admission season due to the new curriculum of Local Culture, which requires students to visit tourist attractions in their respective areas.

The interviews show that the pattern of weekend visits is many groups/ groups. Data was also obtained that the number of tourist visits in 2019 reached 13,000. In general, tourist visits on Saturdays range from 1,000 to 1,500 tourists; on Sundays, it ranges from 2,500 to 4,000. According to the results of interviews, tourists' demographic profile generally comes from outside Central Java. Based on the market segmentation theory from Kotler and Armstrong (2006: 226), one of the indicators is demographic, for the age profile of tourists visiting the Lokawisata Baturraden with an age range ranging from 25 to 55 years.

Based on the interview results, it can also be seen that the manager has several marketing strategies implemented at the Lokawisata Baturraden. The strategy is in the form of a free entrance ticket promo for people who have ID cards domiciled in Buffer Wisata Village. According to the interview results, the most popular attractions for Lokawisata Baturraden tourists are swimming pools and sulfur hot spring pools.

### ***Characteristics of Potential and Existing Tourists of Lokawisata Baturraden***

Based on the results of potential and existing questionnaires, it was found that there were differences in the percentage of demographic and psychographic variables from respondents. Differences are found in the year of birth, gender, employment status, and visiting patterns. Matches are found in the domicile variable and the type of tourist activity of interest. The matching response can prove that Lokawisata Baturraden has effectively attracted tourist segments in terms of domicile and types of tourist activities.

Based on the results of the existing, potential, and interview questionnaires at the Lokawisata Baturraden, it is known that there are several matches between the results of the existing, potential, and interview questionnaires. The targets obtained from the results of the two questionnaires are mostly domiciled outside Central Java. In the segmenting section, which refers to the target, a grouping of tourists from the variable birth year is obtained. They were starting from Gen X to Gen Z, ages 10 - 57 years. The second grouping of tourists is based on students' employment status and/or already employed students. The next group of tourists is based on expenses ranging from Rp.0 to Rp.500,000. They grouped tourists based on the pattern of visits made, namely with friends/groups/groups and family. Tourists generally like to take pictures and see the scenery.

## **D. CONCLUSION**

This study illustrates that the manager of the Lokawisata Baturraden knows general terms related to segments and target markets, but there is no specific determination from the manager. The characteristics of potential tourists at the Lokawisata Baturraden are Generation Z with female gender, and the majority are students and/or students. Potential tourists at the Lokawisata Baturraden generally prefer to visit with friends/groups/groups, with the majority coming from West Java province. While in a tourist attraction, potential tourists of Lokawisata Baturraden are willing to spend money in the range of Rp. 250,000 - Rp. 500,000. Most potential tourists of Lokawisata Baturraden choose rural and mountain tourism types by taking pictures and seeing the scenery. Potential tourists consider the service aspect in a tourist location very important. In addition, potential tourists from the Lokawisata Baturraden also stated that the attraction would become a tourist destination when visiting the Baturraden area.

The characteristics of existing tourists at the Lokawisata Baturraden are mostly Generation X with the male gender. Existing tourists tend to travel depending on the situation and conditions and usually visit with family and are domiciled from outside the province of Central Java. The activities they usually do at Lokawisata Baturraden include taking pictures with the most popular attraction, namely the Fountain Lake. The existing tourists stated that their expenses at the Lokawisata Baturraden were worth less than Rp. 250,000. According to existing tourists, the aspects of services, activities, and types of attractions in Lokawisata Baturraden are considered memorable. Furthermore, from the interviews and existing questionnaires, several data matches were found between the years of birth, domicile, and pattern of visiting.

Based on the results of the influence test between variables conducted on potential tourists, four variables influence each other and are considered significant between each other. Then, the results of the influence test conducted on existing tourists showed that two variables influence each other and show results that are considered significant. Researchers recommend focusing on social media to reach the segments and target markets that have been analyzed. Furthermore, managers must pay attention to social media service aspects, such as responsive and informative services, because potential respondents think service is significant to a tourist attraction.

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