

Integrated Marketing Communication Model in Building the Image of Tourist Attractions in Kota Tua Jakarta

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ABSTRACT

Purpose: This research aims to harmonize marketing communication strategies and programs to create interesting messages and information.

Research Methods: The research uses a qualitative approach, namely the assessment of how Integrated Marketing Communication strategies and models in integrating the marketing communication mix. Kota Tua Jakarta (the Old City Jakarta) became a locus in this study. Observation, interview, documentation, and focus group discussion are research data collection techniques.

Results and discussion: The delivery of promotions and publications is directed at electronic media and social media by the reputation and target audience. Kota Tua Jakarta's website is designed to follow the dominant identity of building colors and tourist attractions from communities that are members of one community. Regional structuring and improving facilities and infrastructure and strengthening the cooperation network with stakeholders are the priorities of the manager.

Implication: The concept of the Integrated Marketing Communication model with planning is presented through organizational communication among stakeholders.

Keywords: IMC model, marketing communication mix, tourism product.

INTRODUCTION

Tourist products are the whole or form of potential that will be enjoyed by tourists who will visit a tourist attraction. Tourist products and the uniqueness owned by tourist attractions are the images of the destination. Kota Tua Jakarta has a tourist product as a unique historical heritage tourist attraction and has interesting potential to be visited by tourists. The strength and uniqueness that exists in the Kota Tua include having a collection of photographs and the history of the struggle for the establishment of Jakarta, having several collections of objects in the museum, and unique attractions of the community.

Kota Tua Jakarta has museums, including Fatahillah Museum, Sunda Kelapa Port, Bank Indonesia Museum, Museum of Fine Arts and Ceramics, Wayang Museum, and Historical Museum. Kota Tua Jakarta stores about 23,500 collections of historical items in the form of original objects or only replicas, such as replicas of the royal relics of Tarumanegara and Pajajaran, the results of

archaeological excavations such as antique furniture, ceramic collections, pottery, inscriptions, and other historical objects.

Integrated marketing communication activities through Instagram and website are promotional activities, publications, and event organizer or sponsorship activities, to strengthen, and change the behavior and attitude of prospective tourists towards Kota Tua Jakarta. Marketing communication strategies by integrating concepts, such as (a) Advertising concerning the development of advertising boards both manually and on social media. (b) Public Relations, namely the publication of the latest activities in the Kota Tua and the attractions of the community of Kota Tua Jakarta. (c) Event and Experience Activities (Sponsor), which is an activity carried out by the community of Kota Tua Jakarta and sponsored by stakeholders. (d) Personal Selling, which is a Tour Guide activity, is tasked to assist local tourists and foreign tourists, especially group tourists who need assistance and an explanation of the history of Kota Tua Jakarta cultural heritage.

Integrated marketing communication strategy, which is an advertising strategy by displaying attractive tourist products both in terms of display, message content, and color, while on content design is the identity of the Kota Tua building with European architectural ornaments. Publicity strategy carried out by public relations through electronic media and social media, the delivery of information about the improvement or revitalization of Kota Tua Jakarta area, policies, news of developments, and the latest activities in Kota Tua Jakarta.

IMC strategy about existing conditions in tourist attractions by highlighting the uniqueness and historical tourist attractions that have local wisdom values from Betawi cultural mores, that Kota Tua Jakarta is suitable as a tourist spot for young people who want to learn history. Visiting historical places in Jakarta will be remembered about the sacrifice of the fighters in seizing Batavia which is now called Jakarta. History and struggle in seizing Batavia are depicted in Kota Tua tourist attractions. Publication and promotion through the concept of the IMC model by using various ways to convince and explain in detail the history, unique tourist products, tourist attractions, and Betawi culture through community attractions that provide services to tourists.

The integrated marketing communication strategy is for the alignment of strategies and communication programs delivered to prospective domestic and foreign tourists important to produce interesting messages and information, messages of various material, publications, promotions, and effective communication, with the selected media is a communication media according to reputation and attractive target audience by the color identity of Kota Tua.

RESEARCH METHODS

This research uses a qualitative approach, where promotional messages and publications lead to electronic media and social media that have high credibility, reputation, and public trust. The study used primary data and secondary data. where primary data is data obtained directly from research objects such as the results of interviews with stakeholders, questionnaires, and direct observations in the field, while secondary data is data obtained from the results of previous research.

RESULTS AND DISCUSSION

Kota Tua Jakarta is located in Pinangsia Village, Tamansari Subdistrict, West Jakarta. Kota Tua area is located in two regions, namely North Jakarta and West Jakarta. Kota Tua as the forerunner of Jakarta, of course, holds many stories behind magnificent old buildings and heritage of the past from the Dutch colonial era. Kota Tua is located on the north side with The Fish Market, Sunda Kalapa Port, and the Java Sea, the South borders the Batu Bridge road and Asemka road, the West borders Kali Krukut, and the east borders Kali Ciliwung.

Kota Tua in the past was a city of capture that became a symbol of glory for anyone who was able to master it. No wonder if starting from the Kingdom of Tarumanegara, Sunda Kingdom of Pajajaran, Sultanate of Banten Jayakarta, Verenigde Oost-indische Compagnie (VOC), the Government of Japan, until now the Republic of Indonesia through the Government of DKI Jakarta, continues to strive to maintain it as the number one city in the country. In 1526, Fatahillah was sent by the Sultanate of Demak, attacking the port of Sunda Kelapa in the Hindu kingdom of Pajajaran, later named Jayakarta. The city is only 15 hectares and has a traditional Javanese port city. In 1619, the VOC destroyed Jayakarta under the command of Jan Pieterszoon Coen. One year later, the VOC built a new city called Batavia in honor of Batavieren, the ancestor of the Dutch. The city is centered around the eastern bank of the Ciliwung River, currently Fatahillah Square.

The inhabitants of Batavia called "Batavianen", later known as the Betawi tribe, consisted of creole ethnicities who were descendants of various ethnicities that inhabited Batavia. In 1635, the city expanded to the west bank of the Ciliwung River, in the ruins of the former Jayakarta. The city was designed in the European Dutch-style complete with fortifications (Kasteel Batavia), city walls, and canals. The city is arranged into several blocks separated by canals. Batavia was completed in 1650. Batavia later became the headquarters of the VOC in the East Indies. Canals are filled due to the appearance of tropical plagues within the city walls due to poor sanitation. The city began to expand south after the epidemics of 1835 and 1870 pushed many people out of the narrow city towards the Weltevreden region (now the area around Merdeka Square).

Tourist Products of Kota Tua Jakarta

Jakarta Kota Tua has a unique tourist product that is a historical relic that is maintained and preserved both in terms of buildings, ornaments, and building colors, the following tourist products in Kota Tua Jakarta are as follows:

1) Museum Fatahillah

This museum is an interesting tourist arena that can be visited while in Kota Tua area of Jakarta is Fatahillah Museum. This tourist attraction can no longer be separated from Kota Tua Jakarta. This museum became a silent witness to the struggle of Indonesian society in achieving independence.

2) Museum Bank Indonesia

The building with a typical Dutch colonial style is a tourist attraction to visit Kota Tua Jakarta. Bank Indonesia Museum is a relic of De Javasche Bank and has been established in 1828. There can see a variety of information related to travel from the world of banking in Indonesia before the Dutch and Japanese began to arrive.

3) City Railway Station

To visit Kota Tua Jakarta, you can choose to use public transportation, the train, if you choose to use the train then you can get off at Jakarta Kota Station. At the station, you can feel a different atmosphere than the stations in general. This is because the building is antique and stylish old fashion, so it gives a different atmosphere. This railway station was precisely built in 1929 and inaugurated directly by the General of the Dutch nation. To visit Kota Tua Jakarta, you can choose to use public transportation, the train, if you choose to use the train then you can get off at Jakarta Kota Station. At the station, you can feel a different atmosphere than the stations in general. This is because the building is antique and stylish old fashion, so it gives a different atmosphere. This railway station was precisely built in 1929 and inaugurated directly by the General of the Dutch nation.

4) Sunda Kelapa Port

This unique attraction can be visited while in Jakarta's Kota Tua attraction is Sunda Kelapa port. This port becomes one of the important ports in Indonesia because it is a place to connect with other countries. Previously, this port became a stopover for foreign ships, but in the 5th century, this port was used as a port for trading activities.

5) Puppet Museum

Originally named Hollandsche it was built in 1640. This puppet museum has various types and forms of puppets in which puppets are native to Indonesia. However, not only from Indonesia but also tourists can find puppets from other countries such as Thailand, Cambodia, China, to Suriname.

6) Maritime Museum

For those who like ships or anything related to the sea, then this one tourist attraction is highly recommended to visit. This museum is located across from the port of Sunda Kelapa. Initially, this place functioned as a place to store products that became the main commodity of the VOC. In the Museum can see a variety of traditional boats used in the VOC era.

7) Museum of Fine Arts and Ceramics

Other museums that can be visited when located at the object of Jakarta's Old Town are the Museum of Fine Arts and Ceramics. Here you can see 350 paintings and 1,350 types of ceramics that come from various regions, ranging from Europe, Asia, and other regions in Indonesia.



Figure 1. Some of tourist products at Kota Tua Jakarta: Museum Fatahillah, Museum Wayang, Museum Bank Indonesia, Museum Bahari, Museum Sunda Kelapa, Museum Keramik
[Source: Kota Tua Jakarta, 2022]

Management Strategy of Kota Tua Jakarta

Kota Tua Jakarta Area Manager conducted structuring and improvement by referring to the Regulation of the Governor of the Special Region of the Capital City of Jakarta, Number 36 of 2016, on the Master Plan of Kota Tua Area and SWOT Analysis, strategies in the management and publication activities. A strategy is an approach related to the implementation of ideas, planning, and implementation in activities or activities to achieve a goal. The approach is to refer to the analysis of the strengths and weaknesses possessed by Kota Tua of the Jakarta Area.

Strategy becomes a decision in integrated marketing communication by compiling the process of disseminating information, messages, promotions, and

publications that will be informed to prospective tourists, including the results of the analysis carried out as follows:

Table 1. SWOT Analysis

<p>Strenght</p> <ol style="list-style-type: none"> 1. Cultural Heritage Regulations and Tua City Master Plan already exist; 2. Strategic location of Kota Tua; 3. There are areas with regional characteristics such as coastal, Pekojan, and Chinatown; 4. There are regions with a variety of cultural, tribal, religious, and language assimilation; 5. As a cultural heritage area with strong historical value; 6. Have administrative human resources, security officers, and janitors; 7. Have a field of expertise (administration). 	<p>Weakness</p> <ol style="list-style-type: none"> a. Overlapping authority between agencies (in Tua City there are 2 municipalities, 4 catamarans, 9 Neighborhoods); b. Ownership of buildings in Kota Tua (DKI Provincial Government only has 6 buildings out of a total of 141 buildings); c. Does not have a fixed office and adequate facilities (currently the office is divided into 4); d. Responsibility for the management of large areas (±334 ha); e. Cooperation between sectors of the government, private, and the community that needs to be improved and synergy
<p>Opportunity</p> <ol style="list-style-type: none"> a. Kota Tua as a cultural heritage area and national and international destination; b. Investments that are by the character of the region; c. Management is expected to be more integrated and sustainable; d. In addition to being a tourist destination, Kota Tua Jakarta is one of the foreign exchange producing areas. 	<p>Threat</p> <ol style="list-style-type: none"> a. Quick and precise decision-making; b. Understanding of less cultural heritage areas and buildings; c. Old Town Area Management Unit to have an office so that tasks can be maximized; d. Promote good cooperation between sectors (Government, Private, and Community)

[Source: Data Processed, 2021]

The strategy of delivering promotional and publication messages is planning that becomes the task of Kota Tua Jakarta Information Service Unit, including through the program presented in the Jakarta Kota Tua Master Plan. The following strategy programs are: (1) provide new dynamics for Kota Tua area by making preservation efforts through revitalization and adaptation and protection efforts through maintenance and restoration carried out in a sustainable, comprehensive and long-term manner; (2) provide incentives for maintenance, restoration, and development activities that encourage the creation of a good climate for business actors; (3) maintain the existing conditions of the remaining structure and morphology of Kota Tua and restore the footprint of Kota Tua Jakarta as it is possible to increase the economic and historical potential of the region; (4) ensure the preservation of cultural heritage elements both at ground level and underground in various development activities; (5) prevent and stop the destruction of cultural heritage areas and objects due to development activities and acts of neglect of cultural heritage objects, buildings, structures and sites by applying strict incentives and disincentives; (6) maintain the sustainability of existing historic buildings, by imposing existing GSBs on buildings that are Cultural Heritage Buildings and restoration buildings of group A, group B, and group C; (7) to improve and improve facilities and infrastructure, infrastructure gradually so as to support accessibility improvement activities and the public transportation through integrated traffic management; (8) encourage and strengthen the services, trade, and cultural tourism activities that have grown in

Kota Tua Jakarta area; (9) arrangement and increase in the quantity and quality of existing dwellings accompanied by the provision of medium to high density housing; (10) preserve the culture of the people in Kota Tua to strengthen the socio-cultural character of its people in development; (11) revive the region's economy by creating the ease of bureaucratic and administrative systems in an effort to improve a good investment climate; and (12) realize concern and involve the role of the community towards the development of Kota Tua historic area through socialization, social and cultural activities, cooperation between various elements of society and government through urban management systems and professional and transparent institutional systems.

One of the efforts to preserve and maintain Kota Tua as a cultural heritage and an image of a tourist destination carried out a regional structuring program and increase attraction activities such as cultural parades, martial arts attractions, and community attractions in Kota Tua Area, as well as involving local communities and stakeholders in developing cultural heritage areas. To support the strategies that have been planned and applied, this research study made the concept of an integrated marketing communication model to combine these activities, including this conceptual image of the IMC model based on the analysis of these researchers as follows:

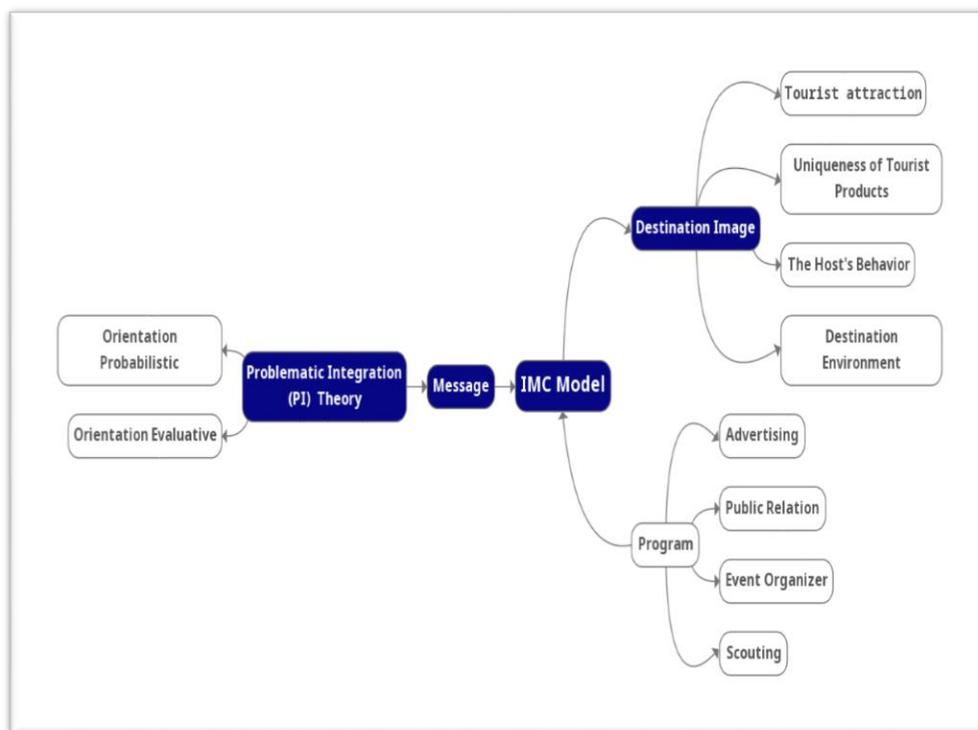


Figure 2. IMC Model Concept
[Source: Data Processed, 2021]

Referring to the conceptual model of IMC above, promotional activities and publications are closely related to efforts to build the image of destinations in Kota Tua Jakarta. Good marketing communication in its implementation will have an impact on the positive perception (confidence) of tourists in the image of the destination, the image is shaped by tourist attractions, the uniqueness of tourist

products, the behavior of the host, and the destination environment. So conversely trust in the image of the destination will facilitate the message of integrated marketing communication. While the marketing communication mix on the IMC model, namely: advertising, public relations, event and peace, and personal selling.

Based on the concept of the IMC Model discussed in this research, namely: Advertising, Public Relations, Events and Experiences (sponsorship), and Personal Selling (guidance). The study in Problematic Integration Theory (PIT) which is a development of message processing theory that has a strong connection to the discipline of communication, this theory describes the processes through which social influence occurs in various contexts, in this case including the context of marketing communication. Problematic Integration Theory focuses on the discussion of two types of orientations, namely the formation of probabilistic and evaluative orientations. In achieved a success to build the image of the destination, namely by implementing the IMC strategy through a study to build a model with the aim of prospective tourists deciding to visit.

IMC Strategy and Model Implementation Process

Tourism product promotion and publication activities through IMC strategy program by integrating the function and tasks of advertising activities, public relations, events, and experiences through cooperation with Event Organizer and Personal Selling Activities through The Guide program, IMC strategy is carried out with the use of social media such as Facebook, Instagram and Kota Tua Jakarta website.

Hermawan (2012: 52), wrote that "IMC is a simple concept that unites all forms of communication into a single solution. The steps or stages in the IMC planning process and essentially IMC integrate all promotional tools so that they can work together in harmony." The study in this study is based on the results of the analysis, that the stages of marketing communication planning are integrated through promotional and publication activities, with the following stages process:

1. Identifying or recognizing the target of the ender
Identify potential target visitors who will visit Kota Tua Jakarta. That this tourist attraction has uniqueness and historical value as a cultural heritage area that still exists and remains preserved in the capital city of Jakarta, the uniqueness of objects of historical value such as those in the Museum there are items and images of the struggle of the establishment of Batavia from the VOC which is now called Jakarta which is the capital of Indonesia.
2. Analyzing the Purpose of Marketing Communication
The next activity in promotional and publication activities through integrated marketing communication is to analyze the purpose of marketing communication. At this stage, it increases cooperation with stakeholders, with the aim that activities can run smoothly according to planning.
3. Preparing the IMC Strategy
In developing an integrated marketing communication strategy, namely preparing effective promotional programs, publications, and communication of tourist products, with increased cooperation with organizer events in

organizing activities and conducting promotional activities through social media.

4. Evaluation

Evaluation of the purpose and results of promotional and publication activities. Communication messages conveyed through promotions, publications, and activities by event organizers have an impact on increasing the trust of tourists well by expectations. The delivery of messages and forms of service to tourists can provide satisfaction and increase tourist attraction to visit Kota Tua Jakarta. The evaluation of the content of the message conveyed through advertising or promotion delivered is quite strong. As in integration problematic theory, that evaluative orientation is an assessment of pleasure or satisfaction. The visitors after visiting the Kota Tua attraction certainly want to enjoy the tourist products and get good service.

Refers to Babrow's opinion (Miller (2005: 137), Problematic Integration Theory, "as a way to integrate ideas from communication and related disciplines about how individuals receive, process, and understand certain messages and situations in communicating life". The IMC planning process is the integration of all promotional tools so that they can work together in harmony.

Integrated Marketing Communication Model

Integrated marketing communication strategy, which is a concept designed to support the Information Service Unit in carrying out information technology management and publication has the goal to integrate marketing communication activities to run well and can be implemented effectively. To support integrated marketing communication activities, the design of a model of implementing an integrated marketing communication strategy from the results of this research analysis is a model that describes the way and stages of implementation of the concept of marketing communication, how the recipient of the message, in this case, stakeholders, community, and prospective tourist describes in a process of communication flow in increasing trust in the community. tourists in building the image of the destination. The emphasis of the integrated marketing communication strategy model is the interactive communication model. Marketing communication no longer differs in the purpose and function of each part that carries out different marketing, but rather is a unity of effort that is integrated into conducting promotional and publication activities.

Based on the concept of the interrelationship of Integration Problematic Theory to the IMC model as illustrated in Figure 1 that Integration Problematic Theory has two types of orientation to events and problems in organizations: probabilistic orientation and evaluative orientation, and involves an assessment of how likely something will be. The Managing Unit has a strong goal of harmonization through the integration of promotional and publication activities with the implementation of integrated marketing communication models, planning and the purpose of program activities in promoting and publication will run and reduce the occurrence of problems in carrying out functions and tasks.

The integrated marketing communication model is the implementation of various fundamental ideas in the marketing concept, combining the wants and needs of stakeholders, communities, and tourists, the support of all stakeholders

of Kota Tua area of Jakarta, and the agreed objectives in the work unit of the Information Service Unit (evaluative orientation). The orientation of the Management Unit is to combine the marketing communication mix program to promote the uniqueness of tourist products, community activities, and activities organized by the Management Unit as the attraction of city attractions with the attractions and creativity of Kota Tua community of Jakarta (probability orientation).

In this study, researchers created an IMC model based on the analysis, that IMC is made based on a process of stages including identifying targets, analyzing goals, strategizing, and conducting evaluations as a process in support of marketing communication activity programs. This model suppressed the integrated marketing communication model, namely that integrated marketing communication is the concept of planning the delivery of communication persuasion through messages - messages of marketing communication mix conducted in an integrated manner.

CONCLUSION

IMC model in strategy to build the image of Kota Tua tourist destinations carried out by the Manager is to make arrangements and improvements to Kota Tua. Area of Jakarta to overcome problems that support effective marketing communication activities through electronic media and social media. The implementation of marketing communication strategies is integrated with planning that describes the way and stages of implementation of the concept of marketing communication, and how the recipient of the message in this case stakeholders, community, and prospective tourists in a communication flow process. The emphasis of the IMC model is to strive for no difference in each activity that has a variety of different functions, but rather is a unity of effort that is integrated into conducting marketing communication activities.

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