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The Promotion Strategy in Batu Jato Ecotourism in Sekadau Regency

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Abstrak

Batu Jato is a tourist attraction site that frequently visited by local tourists on Sundays or public holidays. Batu Jato ecotourism has natural beauty views, clear river water, and vast expanse of rocks along the river. The descriptive, quantitative, and qualitative method was employed to obtain the primary and secondary data used in the study. Thirty participants were working as the village office staff, tourism department, tourism object management parties, tourists, and community around the Batu Jato ecotourism. The data collection is done by interview and questionnaire. The data analysis was conducted by SWOT analysis and Quantitative Strategic Planning Matrix (QSPM) analysis. There were three strategies arranged from SWOT analysis: 1) implementing a collaboration between the tourism object management parties, village office staff, and tourism department through an exhibition, souvenirs, banners, brochures, and pamphlets describing the Batu Jato attraction sites; (2) implementing a verbal communication as a method to deliver information about the Batu Jato attraction site such as through tourism extension and direct communication; and (3) improving the Batu Jato Ecotourism promotion through social media platforms such as website, Facebook, Instagram, WhatsApp and Youtube using attractive content in the form of pictures and writings.

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INTRODUCTION

The human need for recreation arises from the monotonous activities or routines carried out in their daily life. A repetitive cycle of activities at one particular point would cause boredom, so people will look for pleasure activities to recharge themselves. These were the background for the existence of the tourism sector which was very promising, providing a high economic growth, and able to support the growth in other sectors.

Ecotourism is one of the current travel trends today. This type of tourism is combining between the tourism activities and the nature preserving activities. Ecotourism could be defined as a travel activity in a natural area to learn about the culture and history of the environment and preserve the surrounding area and able to provide economic opportunities to the surrounding community (Astriani, 2008). Three main things referred to the ecotourism: ecology, economic contribution, and community physiologically acceptance. The direct benefit provided by the ecotourism was the access to see, know, and enjoy the nature, intellectual, and social-cultural a group of experiences (Satria 2009). Ecotourism is a tourism activity which moves simultaneously with the nature preserving activity. Ecotourism is an ideal method done to overcome the tourism activities that usually didn't attentive to the social and environmental health aspect (Fennell, 2008).

Sekadau Regency was provided three main transportation lanes, they were Nanga Taman, Nanga Mahap, and a lane near Ketapang Regency. Sekadau Regency was also offering a beautiful and attractive tourism sites. A lack of promotional activities majorly affected the popularity of these tourism sites. Sekadau Regency was having a very beautiful nature view represented by various ecotourism sites, one of them was Batu Jato ecotourism in Pantok Village, Nanga Taman District.

Batu Jato ecotourism was a popular destination which frequently visited by the tourist in Sunday or national holiday season. Batu Jato ecotourism has natural beauty views, clear river water, and vast expanse of rocks along the river.



Figure 1. Batu Jato Ecotourism's View
(Source: Researcher Documentation, 2019)

Batu Jato tourism has a high potential to improve the community economy situation. Batu Jato tourism was also located in a very strategic location. Batu Jato tourism was offering a very beautiful view, nutrition-rich soil, and warm atmosphere. This tourism site also surrounded by beautiful and green Kekayo forest. The management parties and community was routinely conducted social services by informing the importance of a clean environment to the community who lived around this tourism site. This was very effective in maintaining the natural environment around Batu Jato to be not polluted by trash and illegal logging.

The Batu Jato ecotourism was a favorite tourist destination in Sekadau Regency. The lack of promotion activity majorly affected the popularity of this tourism site. The current promotional activities were only done by using brochures banner, and social media. Effective strategies were urgently needed in increasing the tourist visitation.

Table 1. Tourist Visitation Data and Percentage in 2018

Month	2018	
	The Number of Tourist	Percentage (%)
January	3,520	20.1%
February	914	5.2%
March	248	1.4%
April	484	2.7%
May	406	2.3%
June	6,412	36.7%
July	350	2.0%
August	1,854	10.6%
September	172	0.9%
October	212	1.2%
November	434	2.4%
December	2,438	13.9%
Total	17,444	100%

Source : Batu Jato Ecotourism Management, (2018)

According to Table 1, the number of tourists fluctuated. In June, the number of tourists who visited the Batu Jato ecotourism was significantly increased compared with the other months, but in July it was decreasing significantly, then a little bit increase from August to October. On the September to December, the number of tourist were increasing again. This could be happened due to the existence of some tourism sites which provided better facilities. Promotion strategies were required to increase tourist visits in Batu Jato ecotourism. Therefore, this study aimed to know the best strategy to promote the Batu Jato ecotourism.

RESEARCH METHODS

This study conducted in Pantok Village, Nanga Taman District, Sekadau Regency from January to October 2019. The data collection only conducted for one month, from June to July 2019. The location was chosen by purposive sampling technique. Batu Jato was chosen as the study location because it is a famous tourism object in Sekadau Regency and met all criteria for ecotourism objects.

The descriptive, quantitative, and qualitative method was employed to obtain the primary and secondary data in this study (Sugiyono, 2015). The primary data (participant's characteristic) obtained by conducting an interview, using the questionnaire, and observation sheet. The secondary data such as village data, tourism management parties, number of visitors, study area, number of population, and population density were obtained from the National Institute of Statistics. The study population was the village office staff, tourism department, tourism object management parties, and the visitors/tourists. The village office staff, tourism department, tourism object management parties was functioned as the weight determiner, while visitors functioned as the rating determiner.

The participant was chosen by purposive sampling technique, a sampling technique done by choosing members of the population who met the certain criteria set by the researcher (Sugiyono, 2015) and accidental sampling, a sampling technique conducted by choosing members of population accidentally, any member who met the researcher in any condition and assumed to be fit with the study criteria (Sugiyono, 2015). There were 30 participants joined this study (Sugiyono, 2012). The key informant and supporting informant on this study were:

Table 2. Participant’s Charateristic

No	Participant	Number (person)	Note
1	Village Head, Village Secretary	2	Determined the weight
2	Tourism Department	1	Determined the weight
3	Ecotourism Management Parties	10	Determined the weight
4	Religious Leader, Community Leader	2	Determined the weight
5	Visitors/Tourists	15	Determined the rating

The strengths, weaknesses, opportunities, and threats variables identified by the internal and external environment using the promotion theory. The SWOT and QSPM analysis were employed in analyzing the data.

SWOT Analysis

The SWOT analysis consisted of the IFE matrix, EFE matrix, SWOT matrix, and QSPM matrix as the priority strategy implemented in this study. The SWOT analysis was comparing the external opportunity factor (O) and the external threat factor with the internal strength factor (S) and the weakness internal factor (W).

1. Strength: assessing the ecotourism strength to maintain the existence of this tourist attraction site.
2. Weakness: assessing the ecotourism weakness to improve the attraction of the tourism site.
3. Opportunity: analyzing and assessing the potential opportunities that capable of developing the tourism site.
4. Threats: analyzing the external environment that threatened the existence of this tourist attraction site. The threats addressed must be controlled to improve the ecotourism activities.

Table 3. SWOT Matrix

	IFE	STRENGTHS (S) 5-10 internal strength factors	WEAKNESSES (W) 5-10 internal weakness factors
EFE OPPORTUNITIES (O) 5-10 internal opportunity factors		SO STRATEGY Strategy created by using strength to utilize the opportunites.	WO STRATEGY Strategy created to minimalize weakness and utilize the opportunities.
THREATS (T)		ST STRATEGY	WT STRATEGY

5-10	internal threat factors	Strategy created by using strength to control the threat.	Strategy created to minimalize weakness and avoid the threats.
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Source : Rangkuti, (2009)

- a. SO Strategy
This strategy was made according to the ecotourism activities, using strength to utilize the opportunities.
- b. ST Strategy
Strategy created by using strength to control the threat.
- c. WO Strategy
Strategy created to minimalize weakness and utilize the opportunities in Batu Jato ecotourism.
- d. WT Strategy
This strategy was made according to defensive activities and created to minimalize Batu Jato ecotourism's weakness and avoid the threats from outside Batu Jato ecotourism.

QSPM Analysis

QSPM analysis was used to arrange the alternative strategy priority list. The step taken to analyze the problem based on the QSPM analysis was:

1. Strategies (from the SWOT analysis) identification.
2. Strategy priority selection.

Based on the strategies selected, the best strategy would be chosen to be implemented.

RESULT AND DISCUSSION

Promotion Mix

The promotion mix conducted in Batu Jato ecotourism were the sales promotion, public relation, and direct marketing. These promotional mix methods have been not optimally implemented.

Sales Promotion

The sales promotion in Batu Jato ecotourism aimed to maintain the amount number of tourist visit. The activities done were promoting local souvenirs, delivering friendly services, providing free grilling space, and giving lower ticket prices. The Entugun Waterfall was a competitor for the Batu Jato ecotourism. The Entugun Waterfall's ticket price for the two-wheeled vehicle was IDR 10,000 and for the four-wheeled vehicle was IDR 20.000/car.

Public Relation

The public relation activities were consisted of bounding in honor the Batu Jato ecotourism, preserving the environment around the Batu Jato ecotourism, building friendly and optimal services to the tourist. Through these activities a good public relation could be built between the communities, tourist site management parties, village office staff, and tourists.

Direct Marketing

The tourist site management parties only conducted a few direct marketing activities due to the network and promotional tools limitation. The Batu Jato ecotourism promotion was only done through some articles or videos on online platforms such as Youtube, personal blogs, and personal Facebook pages. The

local stakeholder support is required in conducting these direct marketing activities.

Internal Environmental Analysis

The IFE matrix analysis was shown the identification of the internal factors (strength and weakness) that affected the Batu Jato ecotourism promotional activities in Sekadau Regency. The village office staff, tourism department, tourism object management parties was functioned as the weight determiner, while visitors functioned as the rating determiner. The internal environmental analysis consisted of some strength and weakness indicator. These factor summarized in an IFE matrix:

Table 4. *Internal Factor Evaluation* (IFE) Matrix Analysis

No.	Strength Factors	Important Score	Weight	Rating	Score
IND 1	Batu Jato ecotourism was an attractive tourism object in Sekadau Regency	3.53	0.148	3.47	0,514
IND 2	The Batu Jato ecotourism information was spread through word to mouth	2.93	0.129	3.13	0.404
IND 3	A tourism promotional aid in the form of short video was given by Sekadau Regency Tourism Department	3.27	0.122	2.53	0.309
IND 4	Some promotional websites were arranged in attractive design and easily got accessed by the visitors	3.33	0.121	2.47	0.399
Total		13.06			1.526
No.	Weakness Factor	Important Value	Weight	Rating	Score
IND 1	Advertisements, brochures, and banners did not provide complete information about the Batu Jato ecotourism	1.80	0.078	1.93	0.151
IND 2	There were no adequate promotion tools	1.73	0.130	1.87	0.243
IND 3	There were no promotion activity done through online platforms such as <i>Facebook</i> , <i>Instagram</i> , <i>WhatsApp</i> , and <i>Youtube</i>	1.73	0.141	1.67	0.235
IND 4	There were no promotional activity done in the form of pictures or copywriting done in the social media	2.00	0.131	1.73	0.227
TOTAL		7.26	1.000		0.856
Internal Factor Total		20.32			

Source : *Primary Data, (2019)*

According to Table 4, the internal factors majorly affected the promotional activity. Batu Jato ecotourism is an attractive tourism site in Sekadau Regency with a beautiful natural view with a total of score of 0.514. Adequate access was also increasing tourist interest in visiting this tourism site. The highest weakness factor was the “there were no adequate promotion tools” indicator with the total score of 0.234 and “There were no promotion activity done through online platforms such as Facebook, Instagram, WhatsApp, and Youtube” indicator with the total score of 0.235. The lack of promotional tools also affected the tourism site promotional activity. Inadequate internet access and publishing industry were also contributed to the lack of promotional activity through the online platform (Facebook, Instagram, WhatsApp, and youtube). These were important indicators to improve the promotional activity of the Batu Jato ecotourism.

The strength total score was higher than the weakness total score. The difference between these total scores was $1.526 - 0.856 = 0.67$. Therefore the value of the X-axis on the SWOT diagram was 0.67.

External Environment Analysis

The external environment analysis consisted of the opportunities and threats factors. These factor summarized in an EFE matrix:

Table 5. External Factor Evaluation (EFE) Matrix Analysis

No.	Opportunities Factor	Important Value	Weight	Rating	Score
IND 1	The local stakeholders were providing sponsorships program to improve the tourism activity in Batu Jato ecotourism.	3.27	0.185	3.33	0.616
IND 2	The Batu Jato ecotourism management parties were slowly build the tourism facilities in the form of souvenir and exhibition.	3.47	0.183	3.00	0.549
IND 3	The Sekadau Regency Tourism Department was implemented a tourism promotion media to improve the tourist visit on some tourism sites, one of the is Batu Jato ecotourism.	3.13	0.174	3.07	0.534
IND 4	Some television reports and articles in the social media was informed the community about the Batu Jato ecotourism.	3.33	0.178	2.87	0.511
TOTAL		13.2			2.210
	Threat Factors	Important Values	Weight	Rating	Score
IND 1	Other tourism sites were able conducting more attractive promotional activities	1.53	0.089	1.60	0.142

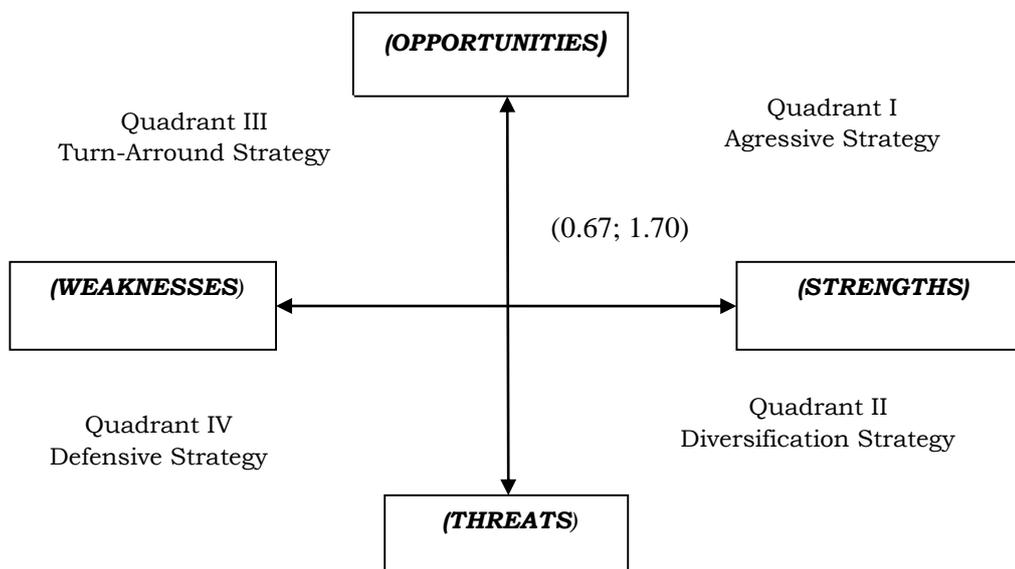
	(exhibition or through online platform)				
IND 2	Community low participation in promoting Batu Jato ecotourism which was a part of village-owned business entity.	2.07	0.117	2.07	0.242
IND 3	Other tourism sites were able providing more facilities in their tourism site.	1.20	0.074	1.67	0.123
TOTAL		4.80	1.000		0.508
The Total of External Factors		18.00			

Source : Primary Data Sources, (2019)

According to Table 5, each opportunity factor was having a high score with the value ranged from the 0.511 to 0.616. The opportunities factor “The local stakeholders were providing sponsorships program to improve the tourism activity in Batu Jato ecotourism” was obtained the highest score with a total of 0.616. These sponsorships were providing a high opportunity to the community in developing the Batu Jato ecotourism and increasing the village income.

The score of threat external factors were ranging from 0.123 to 0.242. The highest score was obtained by the low community participation with a total value of 0.242. This factor was decreasing the dynamic activity of the ecotourism site. A tourism extension was required to improve community awareness about the importance of the ecotourism site.

The opportunity’s score was higher than the threat’s score. This result indicated that the promotional activities were quite good and high potential to be developed. The y-axis score obtained was $Y=2.210-0,508= 1.70$.



Source: Primary Data Sources, (2019)

Figure 2. SWOT Quadrant Matrix (Promotion Strategy Position)

According to the calculation of the internal and external factors on the IFE and EFE matrix in Figure 1, the value of the X-axis was 0.67 and the value of the Y-axis was 1.70. Figure 2 showed that the Batu Jato Ecotourism strategy was located on the Quadrant 1. This was indicated that the Batu Jato Ecotourism

highly potential to be developed through utilizing the opportunities by using its strengths. The strategy could be implemented by supporting the aggressive policies.

SWOT Analysis

The alternative strategy was formulated by using the SWOT matrix. The matrix was involving four strategies, they are: S-O strategy, W-O strategy, S-T strategy, and W-T strategy. The SWOT matrix is shown in Table 6:

Table 6. SWOT Matrix

Internal Factors	Strengths	Weakness
External Factor	1. Batu Jato ecotourism was an attractive tourism object in Sekadau Regency	1. Advertisements, brochures, and banners did not provide complete information about the Batu Jato ecotourism
	2. The Batu Jato ecotourism information was spread through word to mouth	2. There were no adequate promotion tools
	3. A tourism promotional aid in the form of short video was given by Sekadau Regency Tourism Department	3. There were no promotion activity done through online platforms such as <i>Facebook</i> , <i>Instagram</i> , <i>WhatsApp</i> , and <i>Youtube</i>
	4. Some promotional websites were arranged in attractive design and easily got accessed by the visitors	4. There were no promotional activity done in the form of pictures or copywriting done in the social media
Opportunities	S-O Strategy	W-O Strategy
1. The local stakeholders were providing	1. Conduct a collaboration with Sekadau Tourism	1. Conduct a collaboration with the television company, optimizing

<p>sponsorships program to improve the tourism activity in Batu Jato ecotourism.</p> <p>2. The Batu Jato ecotourism management parties were slowly build the tourism facilities in the form of souvenir and exhibition.</p> <p>3. The Sekadau Regency Tourism Department was implemented a tourism promotion media to improve the tourist visit on some tourism sites, one of them is Batu Jato ecotourism.</p> <p>4. Some television reports and articles in the social media was informed the community about the Batu Jato ecotourism.</p>	<p>Department in the form of procurement of the promotion tool such as exhibition, souvenir, banner, brochure and pamphlet (S1,S3, O1,O2,O3,O4)</p> <p>2. Implement a verbal communication such as tourism extention and direct communication service as the alternative promotion tool and source of the tourism information (S2, O2,O3)</p> <p>3. Improve the promotion activity by using social media platform such as <i>website, Facebook, Instagram, WhatsApp</i> and <i>Youtube</i> in the form of pictures and writings to promote Batu Jato ecotourism (S2,S3,S4, O2,O3,O4)</p>	<p>the promotion through social media platform (Facebook, Instagram, WhatsApp and Youtube) and printing media (advertisement, (brochure, and banner) (W1,W2,W3,W4 O1,O4)</p> <p>2. Conduct a collaboration with the local stakeholder (W1,W2, O1,O4)</p>
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Threats	S-T Strategy	W-T Strategy
1. Other tourism sites were able	1. Improving the attractive sites, improving the	1. Improving the promotion system, increasing the

conducting more attractive promotional activities (exhibition or through online platform)	digital network, and increasing the facilities (S1,S3,S4 T1,T2,T3)	promotion tool, and optimize the promotion on the newspaper/magazine and online platform (W1,W2,W3,W4 T1,T2)
2. Community low participation in promoting Batu Jato ecotourism which was a part of village-owned business entity.	2. Improving the community awareness about the importance of ecotourism promotion (S2,S3 T2)	
3. Other tourism sites were able providing more facilities in their tourism site.		

Source : Primary Data Sources, (2019)

QSPM (Quantitative Strategy Planning Matrix) Analysis

According to the factors identified in the internal and external environment, the Quantitative Strategic Planning Matrix (QSPM) analysis was conducted. This analysis was done to choose the most effective and efficient strategy. Based on the SWOT analysis, the SO-strategy would be implemented. Table 7 is shown the result of the QSPM analysis.

Table 7. QSPM Matrix

Strategies Implementation	SO Strategy	TAS Value	Priority
Strategy 1	Conduct a collaboration with Sekadau Tourism Department in the form of the procurement of the promotion tool such as exhibition, souvenir, banner, brochure and pamphlet.	6.646	I
Strategy II	Improve the promotion activity by using social media platform such as <i>website, Facebook, Instagram, WhatsApp</i> and <i>Youtube</i> in the form of	5.622	III

	pictures and writings to promote Batu Jato ecotourism.		
Strategy III	Implement a verbal communication such as tourism extention and direct communication service as the alternative promotion tool and source of the tourism information.	6.606	II

Source : Primary Data Sources, (2019)

According to Table 7, the collaboration between the tourism site management parties and the Sekadau Tourism Department ranked on the first place with the total score of Total Attractiveness Score (TAS) of 6.646. Utilizing social media platforms such as website, Facebook, Instagram, WhatsApp, and Youtube was ranked in second place with a total of TAS of 6.606. The strategy ranked in the third place was the implementation of the verbal communication with the total of TAS score of 5.622. The detail explanation for those strategies is as follow:

1. Conduct a collaboration with Sekadau Tourism Department in the form of the procurement of the promotion tool such as exhibition, souvenir, banner, brochure and pamphlet.

This strategy is done by promoting the strength of Batu Jato ecotourism such as the beauty of the tourism site, human resources, ecotourism infrastructures, service, natural, and the community condition. This promotion was able to increase the number of tourists in Batu Jato ecotourism through exhibition, souvenir, banner, brochure, and pamphlet. This strategy was providing the community a space to actively participate in the Batu Jato promotional activity. Results showed that the strategy did not well implemented and the coordination between the management parties, village staff, and tourism department was also poor. The tourism promotion through exhibition, souvenir, brochure, banner, and pamphlet did not implement well. The lack of professional staff and the printing industry around the Sekadau Regency also affected the low quality of Batu Jato ecotourism promotional activity. This tourism promotion strategy could be done by utilizing the strength and building collaboration with the tourism awareness group (Fahlevi, 2018).

2. Improve the promotion activity by using social media platform such as website, Facebook, Instagram, WhatsApp and Youtube in the form of pictures and writings to promote Batu Jato ecotourism.

The promotion tool majorly contributes to the promotion of a product or service. This strategy was implemented by utilizing social media platform such as website, Facebook, Instagram, WhatsApp, and youtube to attract the tourist visiting Batu Jato ecotourism. The tourism site management parties could work together with some parties to promote the Batu Jato ecotourism in the form of writings, pictures, and videos. Results showed that the promotional activities done by the tourism site management parties usually do not involve social media platforms such as websites, Facebook, Instagram, WhatsApp, and youtube. Instagram also could be used as the social media platform in promoting a tourism site (Atiko et al, 2016).

3. Implement a verbal communication such as tourism extention and direct communication service as the alternative promotion tool and source of the tourism information.

The word by mouth marketing (verbal communication) is an interpersonal conversation from person to person or from the community to community designed by an offline method and has multi-effect, non-hierarchy, horizontal, and mutual (Hasan, 2015). Batu Jato ecotourism has many attractive sites that high potential to be developed as the main tourism destination in Sekadau Regency. A good collaboration between the tourism site management parties and the visitor was required to implement this strategy. Results showed that this type of tourism promotion already done, but couldn't able to promote the Batu Jato ecotourism optimally. Word to mouth strategy could be applied to promote a tourism site (Yanti, 2018). Verbal communication was not effective in delivering messages or information (Suliyanto et al, 2018).

CONCLUSION

Based on the aim and result of the study we concluded that the strategies offered by the SWOT analysis were: 1) conduct a collaboration with Sekadau Tourism Department in the form of the procurement of the promotion tool such as exhibition, souvenir, banner, brochure and pamphlet, 2) improve the promotion activity by using social media platform such as *website*, *Facebook*, *Instagram*, *WhatsApp* and *Youtube* in the form of pictures and writings to promote Batu Jato ecotourism, and 3) implement a verbal communication such as tourism extention and direct communication service as the alternative promotion tool and source of the tourism information. While the QSPM analysis showed that the priority strategy chosen was the collaboration with Sekadau Tourism Department in the form of the procurement of the promotion tool such as exhibition, souvenir, banner, brochure, and pamphlet.

RECOMMENDATION

According to the result, we recommended some suggestions to improve the Batu Jato promotional activity. The ecotourism management parties need to use some novel promotional tools such as exhibition, souvenir, banner, brochure, and pamphlet. A social media platform such as *Facebook*, *Instagram*, *WhatsApp*, and *Youtube* also could be contributed to major roles in promoting Batu Jato ecotourism. The improvement in the services also need to be elaborated through study tour activities, improving digital network, increasing the number of the printing industry, employing more human resources, and repairing the infrastructures. We suggest a collaboration between the tourism department and village staff with the professional promotional staff to increase the number of tourist who visits this tourism site. We suggest the Tourism Department, local stakeholders, and the village staff to provide adequate infrastructures for the promotional activities and actively participated in the promotional strategy planning and its management.

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