



Analysis Of City Branding Strategies In Increasing Visitor Attraction (Case Study On Tourism History Of Marlborough Fort, Bungkarno House In Bengkulu Province)

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ABSTRACT

This research aims to analyze the city branding strategy used to increase visitor attraction in Bengkulu Province, with a focus on historical tourism objects such as Fort Marlborough, Bung Karno's House, and the British Cemetery. The research methodology employed was descriptive in nature, utilizing a qualitative approach. Data collection involved conducting interviews with relevant stakeholders and conducting direct observations on-site. Analysis was carried out on the city branding strategy applied to this historical tourism object and its impact on increasing the number of visitors. The research results show that the implementation of city branding in the historical destination of Bengkulu still needs more attention, especially in the aspects of image management, promotion and local community participation.

INTRODUCTION

The hotel industry is one of the sectors that has great potential in influencing the economy of a region. Therefore, this industry has become a vital necessity for people of various socio-economic levels. This applies from middle-class individuals to upper-class individuals (Aisa 2018:16). Various regions in Indonesia compete with each other in efforts to develop the local tourism industry. As a result, inter-regional competition encourages each regional entity to actively promote their tourism sector. Local tourism marketing strategies that continue to develop in various locations involve efforts to brand tourist destinations and implement marketing strategies (Astuti & Kusumawati, 2018)

Branding is a discipline that aims to develop a particular product. On the other hand, City Branding is a marketing strategy used by the city government to interact with the community, with the aim of increasing ties and creating a positive image of the city among tourists. According to Hazime (2011), the government needs to consider city branding strategies as a way to promote a location or country globally.

According to Astuti and Kusumawati (2018), the formation of a city brand is a process or effort that aims to facilitate city owners in introducing their city to certain market segments, such

as investors, tourists, talented workers, and event organizers, through various communication media, including positioning strategies, slogans, icons, and exhibitions. Diana (2017) added that Indonesia has a lot of tourism potential, such as beaches, parks, restaurants, historical sites, and cultural performances in cities.

Fort Marlborough and Rumah bungkarano in Bengkulu Province are attractive destinations for domestic and foreign tourists because they have the status of historical heritage. Fort Marlborough, founded in the 18th century by the British and later managed by the Dutch, is an important historical site located in Bengkulu Province. This fortress has a rich and unique historical value, being one of the largest fortresses in Southeast Asia with deep historical significance. In addition to having a heritage value that can be developed, the potential of the Fort Marlborough area, Rumah Karno can also be used as a tourist asset (Rahayu, 2019). In terms of tourism economic potential, Fort Marlborough has a high attraction because of its architectural uniqueness and especially its historical value which is full of the struggle of the people of Bengkulu. By promoting Fort Marlborough as a superior tourist attraction, the people of Bengkulu can lift the glory of the past and strengthen the image of Bengkulu as an attractive historical and cultural destination. Although Bengkulu Province has great tourism potential, increasing tourist attraction around Fort Marlborough requires a comprehensive approach. One strategy that can be used is the concept of city branding, which aims to promote the identity of the city or region by building a strong and attractive image for visitors (Muhardi, 2016: 157). Rumah Karno is a building that was built when Sukarno was exiled to Bengkulu by the colonialists. While detained in Fort Marlborough prison, this first Indonesian President remained close to the community, even married Mrs. Fatmawati, the daughter of Mr. Hasan Din, a Muhammadiyah Chairman in Bengkulu at that time. Mr. Sukarno's residence is in the Anggut Region, which is now a tourist destination frequented by foreign and local tourists.

The implementation of a city branding strategy can strengthen the image and attractiveness of Fort Marlborough as an attractive tourist destination. Increasing tourist arrivals will effectively have a direct positive impact on the tourism industry and at the same time increase awareness of the rich cultural heritage in the local community. City brands have a very significant role in attracting the attention of visitors to a location. Through city branding, promotion is carried out by highlighting a unique attraction and has its own value, so as to attract tourists to visit the place. Thus, efforts to build a positive image and promote special attractions, such as Fort Marlborough, can be the key to success in increasing tourism potential in Bengkulu (suwena & widyatmaja, 2017: 279).

This study aims to explain how city branding strategies can increase visitor engagement based on the phenomena previously described. The methods used in this study include SWOT analysis and city branding strategies, which are applied in the context of port development. The problem of tourism in Bengkulu Province is how to increase the attraction of visitors to Fort Marlborough, Karno's House. This is related to the government's efforts in promoting tourism through City Branding.

LITERATURE REVIEW

Marketing Mix

According to Pruskus (2015), as factors and strategies that allow consumers to meet needs and achieve company goals, McCharty in the early 1960s suggested that the marketing mix can be grouped into two large groups, known as the 4Ps: product, price, location, and promotion, as referred to by Pour, Nazari, and Emami (2013). Booms and Bitner (1980), as cited by Pour, Nazari, and Emami (2013) and Uzeme and Ohen (2015), complement this concept with three additional elements, namely participants, physical evidence (evidence), and process, which form the basis of the overall 4P concept, especially in the context of service quality management (services).

As a set of tactical tools applied by companies in managing products, prices, promotions, locations, and people (personnel), physical evidence, or visual evidence, as well as operational processes or methods. References cited to explain these concepts include several studies, such as those conducted by Kotler, Keller, Brady, Goodman, Hansen (2019), Uzeme and Ohen (2015), Nurseto (2018), Hurriyati (2010).

Increase Visitor Attraction

Kotler (2020), tourists' visiting interest in marketing for hospitality and tourism is considered equivalent to interest in making purchases. Thus, interest in visiting can be interpreted as an impulse that encourages visitors to choose and finally decide to visit a destination.

Tourism is an activity in which individuals consciously travel to certain places, both at home and abroad, with various motives, such as seeking satisfaction that they have never experienced before, as expressed by Yoety in Anindita (2015). Tourism has an attraction that can increase the interest and decision of tourists to visit a particular city or destination. Furthermore, tourism is considered to have great potential and a positive impact on the development of a city, as conveyed by Wibisono (2015). Tourists are people who carry out tourism activities or travel for a while to a location or area that is not familiar to them, as stated by Nyoman (2003: 14). Thus, an understanding of visiting interests, tourism, and tourists is crucial in designing marketing strategies and developing tourist destinations.

According to Kotler (2002: 245), there are two strategies that can be used to design a city to be attractive to tourists, business owners, or investors. One such strategy includes various examples of marketing strategies such as image marketing, attraction marketing, infrastructure marketing, and human resource marketing: Focus on the friendliness of the residents, competent job skills, entrepreneurship, and positive attitudes of the locals.

The process of purchasing or choosing a tourist destination, consumers or tourists consider various factors. Interest, as a strong impulse, plays an important role in influencing their decisions. Indicators of visiting interest, such as interest, preferences, and information search, were factors used in this study.

City Branding

According to (Diana, 2017) City Branding is part of what is able to build an urban economy. Based on the understanding of some of the experts above, By considering the information provided, it can be concluded that City Branding is a strategy that aims to build a positive image of a city using marketing techniques. The aim is to identify and place the city in a favourable position in the eyes of investors, locals, qualified human resources, as well as tourists. This branding effort is carried out through various means and communication media, both to internal parties (city residents) and external (tourists, investors, etc.), in the hope of increasing the attractiveness and competitiveness of the city at the regional, national, and international levels. According to Porpescu in Sari, et al (2019), the city brand hexagon provides innovative measurement instruments to help cities understand perceptions of their image. There are six aspects described in the city brand hexagon, namely:

1. Presence: Describes the status or reputation of a city in the world and how well known the city is by the global community. This aspect includes the extent to which the potential, character, and identity of the city are recognized.
2. Place: Relates to the physical aspects of the city, including how comfortable residents or visitors feel while in the city, the beauty of urban planning, cleanliness, buildings, and city parks.
3. Potential: Concerns the business climate and economic opportunities offered to visitors and entrepreneurs in the city.

4. People: Emphasizes friendliness and ease of cultural interaction among city dwellers, as well as openness to migrants or visitors.
5. Motivation (Pulse): Related to the ease of finding interesting things in the city, as well as how the city shows life and inclusivity through the feel of a vibrant city and its people.
6. Prerequisite: Relating to meeting basic needs in the city, such as accommodation, transportation access, including public transportation services, and other infrastructure that supports activities in the city.

SWOT Analysis

SWOT analysis is a method used to evaluate business strategies by identifying relevant factors. The company's mission, goals, strategy, and decision-making process are an integral part that is inseparable from the decision-making process. SWOT analysis is a paradigm that is often used in analyzing company situations. Sondang P. Sinaga divides SWOT analysis into several strategic factors, namely:

1. Strength Factor: Involves identifying specific competencies possessed by the company or business units within it. It includes comparative advantages that can provide a market advantage.
2. Weaknesses: Facing significant challenges in achieving satisfactory performance means facing limitations or deficiencies in resources, skills, and abilities.
3. Opportunity Factor: This is a challenging environmental condition for a company or business unit. Opportunity identification helps companies take advantage of positive conditions in the market or business environment.
4. Threat Factors: Are environmental factors that can be a risk or challenge for the company. Threats can become hazards if not addressed and can affect Business performance, both in a short period and in a longer period of time.

SWOT analysis provides a comprehensive view of a company's position in the market and its environment, aids strategic planning, and provides a basis for identifying the direction and actions needed to improve competitiveness.

METHODS

This type of research is qualitative. This study uses a descriptive method and often uses analysis. According to Sukardi (2009: 52), the descriptive method is an approach used to describe and understand objects as they are. The descriptive method of this research was used to learn more about how the city's marketing strategy can increase visits to Fort Marlborough, home of Bungkarso in Bengkulu Province.

Data collection methods during research can involve various sources to obtain relevant and useful information related to the material studied. Here are some data collection techniques applied in observational, qualitative, and documentary studies.

RESULTS

History, Overview And Place Of Research

The history of the development of the Bengkulu Provincial Tourism Office office reflects changes that occur along with changing eras and government policies. Initially, the office was part of the Ministry of Tourism before the era of regional autonomy began in 2000. At that time, there were two institutions responsible for the tourism sector in Bengkulu Province. One of them comes from the Ministry of Tourism, while the other is an autonomous service under the leadership of the Governor. However, the vertical axis of the Ministry of Tourism merged with the Regional Autonomy Office to form the Tourism Office in accordance with Law Number 32 of 1999 concerning Geomorphology. The first implementation of this law occurred in November

2008 with the issuance of Presidential Decree Number 41 of 2007 concerning Regional Apparatus Organization (OPD). The organizational structure then changed to the Department of Culture and Tourism, which included two new Regional Technical Implementation Units (UPTD): Bengkulu Cultural Park, Bengkulu State Museum, and UPT. Utilization of Tourism Objects and Government Assets (POWP). The duties and functions of this organization have been evaluated by the Governor in Regulation Number 19 of 2008. In addition, this responsibility is also stated in Provincial Law Number 07 of 2008 concerning the Ministry of Manpower, Health Office, and Regional-Owned Enterprises of Bengkulu Province. Finally, the duties and functions of the Bengkulu Provincial Culture and Tourism Office were changed to the Bengkulu Provincial Tourism Office as an independent Regional Organization (OPD) based on Government Decree Number 45 of 2016 on December 21, 2016.

Potential Leading Tourism Attractions Of Bengkulu Province

1. Fort Malborough

The British government in Bengkulu granted a religious charter to the fort, which was open to the public and could be used. The fort was built between 1709 and 1719 after the East India Company established Fort York with the help of Governor Joseph Callet. The fort stretches eastward with a length of about 44.1 kilometers, making it the largest in the Western Hemisphere and the second largest after Fort George near Madras, India. The architectural design follows the style of the 18th century with irregular shapes. The construction uses bricks of various sizes connected by cement, with a width of about 120.5 meters and a length of about 180 meters. Building materials include sand and stone, with bends cut by outer channels filled with main branches connecting the trunks. The construction also has many connecting rods and beams. The overall design of the fort reflects the architectural characteristics of the past and depicts the British presence in Bengkulu over a long period of time.

2. Karno Isolation House

This house was built by the Dutch colonial government in Bengkulu and was once the residence of Karno, the first president of the Republic of Indonesia. Home supplies, books, furniture, and other items used at that time are still available and in good condition in the house. Apart from being a wedding location, this house was also used as the bridal chamber of Karno and Ibu Fatmawati, who later became the first mother of the Republic of Indonesia. Located in the center of Bengkulu, precisely on Jalan Sukarno-Hatta, Pasar Anggut Atas, this house acts as a significant cultural landmark.

Portrait Of Tourism Industry And Development Of Bengkulu Tourism Destinations

According to the observations of researchers when visiting tourist attractions in Bengkulu City, it can be seen that the infrastructure and facilities available are not adequate and not in accordance with the needs of visitors. For example, the condition of the floor is very damaged, the toilet is not working, lack of protection, many plants are dead, and many organisms. The governor has committed to improving facilities at tourist attractions through the 2020 priority program.

Not only that, support from various parties such as ASITA, PHRI, and BPS also has an important role in advancing the tourism sector in Bengkulu. They have committed to working with local governments in developing the tourism industry. To support tourism marketing efforts carried out by the Bengkulu Provincial Tourism Office, the formation of a brand image (branding) for Bengkulu is very important. This branding aims to create a positive perception of Bengkulu as a destination that has a variety of unique tourist attractions, thus distinguishing it from other regions. By having a strong brand image, Bengkulu tourism promotion can be done more effectively, including in the preparation of tour packages.

Tourism Marketing Communication

The Bengkulu Provincial Tourism Office has actively held a series of marketing campaigns to increase the number of tourists visiting, in accordance with its responsibilities. Some of the activities carried out include making promotional materials, participation in events outside the province, attendance in exhibitions both at home and abroad, market analysis for mapping strategies, and establishing cooperation with other related institutions. All of this aims to introduce the tourism potential of Bengkulu and attract tourists to visit tourist destinations in the province.

Humas (Public Relations)

An important part of the structure of the Bengkulu Tourism Office is the part that handles human resources. Through an effective approach, the Bengkulu Provincial Tourism Office has succeeded in building a positive reputation among the community. The responsibility of Public Relations is ultimately to establish regulations for all activities, both internal and external, carried out by the Bengkulu Provincial Tourism Office. The event is scheduled to take place on January 9, 2024, with participation from Mr. Karmawanto, Head of the Bengkulu Provincial Tourism Office, Bengkulu Provincial Government Community Empowerment Analyst Experts, and Minister of Tourism.

DISCUSSION

Tourism Marketing Communication Analysis Of Bengkulu Provincial Tourism Office

Paratourism is a trip made with the aim of enjoying free time. Tourists are the main component of tourism, the attraction or attraction is the second component, and facilities and infrastructure are the third component. According to Wardiyanta (2006: 49–55) and Wahab (2003: 13), these four elements interact with each other and have a significant impact on the growth of the tourism industry. Local governments must also support the development of the local tourism sector and provide tourism facilities and infrastructure. The first factor to consider is the audience. To increase attractiveness for visitors, the Bengkulu Tourism Office has launched several development and promotion projects.

Based on observations and interviews of researchers, data shows that Bengkulu does not yet have a clear city identity or strong brand image. Although many people know that the Rafflesia Arnoldi flower, the largest flower in the world, is considered an icon of Bengkulu, it has not been considered as the branding of the city of Bengkulu, especially in the context of tourism. By considering the theory put forward, the researcher determined the Bengkulu Provincial Tourism Office as a communicator or source of messages; The message conveyed was related to tourism marketing of Bengkulu province.

These communicators use mass media and new media as promotional tools in the tourism marketing process. The intended audience consists of tourists, both domestic and foreign. The purpose of this communication is to inform guests and potential guests about the tourism potential of Bengkulu, with the aim of increasing the number of visitors in the area. Marketing as a social process aims to direct consumers to companies or organizations in order to achieve profitable results or value.

Not Conducting Communication Research On Consumer Needs

Needs such as clothing and food develop naturally. While desires are based on each individual's personality and culture, entrepreneurs and business people need to understand the desires of their customers in order to be accepted in the market. In Bengkulu, the business government has not conducted communication research to understand the needs of tourists. As a result, promotional activities are not in accordance with customer needs and desires.

Conduct travel marketing activities

Marketing programs generally involve various types of strategies, including products that meet consumer needs, appropriate pricing, strategic location, and last but not least how businesses are able to attract customers through various attractive promotional activities. The Tourism Office of Bengkulu Province uses a mixed strategy of marketing and mixed communication to promote tourism destinations. The purpose of all these marketing elements is to design an effective marketing strategy in attracting tourists to visit Bengkulu.

Tour Package Offers For Tourists

In the field of marketing, there is an imbalance between the needs and benefits of both parties trying to meet these needs. In addition, it is important to clearly define the contractual relationship in question. Companies can use a variety of approaches to maintain sustainable consumer relationships. Strategies such as becoming a member and giving discounts to customers are examples. This existence has significance for the company's performance because it allows them to maintain relationships with customers and provide superior value to customers. Tourists who want to visit Bengkulu can book tour packages that vary from three days, four days, or one week made by the Tourism Office and travel agents. This collaboration aims to provide a comfortable experience for tourists visiting Bengkulu. Tourism promotion aims to provide information. All marketing efforts must work in conjunction with each other to be effective. If it only uses promotion or sales, it will not be effective.

Performing Public Relations Functions

The Bengkulu Provincial Tourism Office has a public relations function. In order for the Bengkulu Provincial Tourism Office to have a good image in the eyes of the public, Public Relations acts as a communication channel between the Bengkulu Provincial Tourism Office and the community. In addition, the workforce must fully document all activities carried out by the Tourism Office, both internal and external. One method of maintaining relationships with the community is to form recreational groups. This group aims to raise awareness of the tourism potential in Bengkulu.

In the end, this group can act as a tour guide in various tourist attractions in the regency / city of Bengkulu and can also help maintain the preservation of existing tourist attractions. The provincial and local governments of Bengkulu will provide support and assistance in the formation and development of this tourism awareness group.

Conduct Direct Sales Promotions

Promotions carried out by the Bengkulu Provincial Tourism Office through various activities such as participating in tourism events, attending exhibitions, participating in large events, the Bengkulu Provincial Tourism Office is also involved in direct communication with communities outside the city and country. Participation in the parade by displaying the relevant state flag.

A staff member from the Tourism Office will actively promote the event to the public during the event. The aim is to introduce various vacation packages and increase tourism potential in Bengkulu, including outdoor, cultural, and religious tourism. Cooperation with the tourism sector such as hotels, travel agents, and related sectors is an important part in increasing the promotion of vacation packages.

Creating Advertising Through Various Media

Through social media, the Bengkulu Provincial Tourism Office conducts promotions including traditional, digital, outdoor, and electronic channels. Advertisements are broadcast through traditional media such as newspapers and television, as well as electronic media in the Bengkulu area such as radio and television stations.

In addition, digital media such as social media platforms and websites are also used to advertise these tourism destinations. Because it is in accordance with use in today's digital era, new media is considered effective. In today's times, the internet is accessible everywhere and communication technology has evolved to become more sophisticated and sophisticated.

Establishing Relations With The Media (Press)

External relations between the Bengkulu Tourism Office and the community in the field of destination development are responsible for this relationship, Activities involving the media are not included in public relations activities. The press is usually invited to cover events by the Tourism Agency. After the reporting, the media crew was invited by the Tourism Office to sit together and discuss.

On this occasion, the phenomenon of tourism in Bengkulu is currently a topic of conversation between the media and the Tourism Office. Various things were discussed, ranging from the condition of facilities and services to security in recreation areas, even input and ideas to improve the quality of resorts in Bengkulu. This method is used to increase information transparency between the Bengkulu Provincial Tourism Office and the media and the general public.

Create An Event Series

The results of the research, above have proven a very important marketing strategy to introduce Bengkulu to the global public. The goal is that all circles of society, both local and international tourists, can participate in the event, both as spectators and participants. In his speech on January 9, 2024, Mr. Samsul Bahri Siregar, M.Si, Head of the Event and Tourism Team, emphasized that promotional activities are a very important aspect, because through photography, workshops, and competitions, the community and students can be directly involved. The main event in the provincial calendar each year is the Tabot Festival, which takes place from the 1st to the 10th of Muharram. Never miss the biggest event on this agenda.

Market Analysis Of Increased Tourist Visits

To attract more tourists, the provincial government, local government, and the entire Bengkulu community must work together. To implement various tourism marketing strategies, it takes hard efforts from various parties. Undoubtedly, a long process and many challenges will be faced to get the desired results.

According to research conducted by the Bengkulu Tourism Office in collaboration with Bengkulu University in their market analysis book, there is an increase in the number of tourists both from within the country and abroad every year. Resort Bengkulu uses certain management strategies to promote its resorts and increase the number of visitors.

SWOT Analysis In Tourism Marketing Communication Of The Bengkulu Provincial Tourism Office

1. Strengths

A series of promotional activities above, the strength factor is one of the things that can add value to the company or agency. Several points have been discussed in the context of park management communication carried out by the Bengkulu Provincial Park Office. First, there is an IT unit specifically assigned to manage your company's website. This unit is responsible for all aspects of the content, appearance, design, and operation of the Bengkulu provincial government website. Second, the Tourism Office of Bengkulu Province uses various mass media in the management of its national park. Third, the agency routinely organizes a series of tourism events every year. Not just one or two events, but more than three events are held regularly a year.

2. Weaknesses (weaknesses)

During the implementation of park promotion activities by the Bengkulu Provincial Park Office, researchers have identified several problems through surveys and focus group discussions. One of the main weaknesses is the lack of innovation in promotional activities, where the Tourism Office tends to follow the pattern of annual programs that have been carried out in previous years. In fact, with the development of increasingly advanced times, there are many opportunities to utilize more effective communication strategies, such as concert events, workshops, culinary festivals, and the like. In addition, the Tourism Office of Bengkulu Province also considers the importance of interaction through communication media with visitors. As a communication channel between the government and the community, there is a guide for visitors to provide suggestions, inputs, and criticisms on the management of the park levy. By utilizing these media, we aim to improve Bengkulu's tourism information program by collecting input and ideas from the general public, especially foreign tourists who can become ambassadors for the island in the surrounding environment.

3. Opportunities

Bengkulu has a wealth of tourism supported by many historical heritages, including lakes, beaches, natural islands, bukit barisan, and many historical sites of independence of the Republic of Indonesia. The arrival of the Rafflesia Arnoldi butterfly, which is the largest butterfly species in the world, became a major factor in the appointment of Bengkulu as an icon that attracted visitors from various parts of the world to witness its mating ritual. In addition, the tourism sector can be improved through religious tourism by visiting sites such as Rumah Ibu Fatmawati, Rumah Exile Karno, and Fort Marlborough which have Indonesian patriotic values. These two sectors, namely natural tourism and historical tourism, provide great potential for the development of Bengkulu tourism if elaborated and promoted consistently and effectively. Using social media platforms like Instagram, LINE, Facebook, Twitter, and others is not only beneficial for websites, but also serves as an effective promotional tool. For the Tourism Agency, this decision is considered a success in their efforts to develop Bengkulu's tourism sector. By utilizing the diversity of tourist attractions owned by this province and adopting the latest technology in promotion, the Tourism Office has a great opportunity to show Bengkulu's superior tourism potential to the world.

4. Threats

The first thing to understand about tourism promotion activities carried out by the Bengkulu Provincial Tourism Office is the adoption of various programs by other district tourism offices aimed at increasing their tourism potential. The risk of underdevelopment of other regions that are active in their tourism promotion will increase if the Bengkulu Provincial Tourism Office does not continue to increase its tourism marketing activities. Second, there is a connection with the development of tourism infrastructure in Bengkulu. The development of facilities and infrastructure in Bengkulu tourism destinations is underway quickly, expected to overcome the imbalance between the availability of facilities for visitors and the promotions offered by these attractions. These include road repairs, inadequate road maintenance, inadequate signs at tourist sites, overused public toilet facilities, and lack of other educational facilities, all of which can threaten the quality of life and ability of the people of Bengkulu Province to carry out their duties.

The Tourism Office is developing its tourism sector by taking into account internal weakness factors. One of the main problems faced is the lack of HR qualifications that match the demands of their work, as well as the lack of adequate training related to implementing business strategies. This results in low promotional activities and lack of communication research before carrying out tourism marketing activities. To avoid this threat, it is important to minimize internal

weaknesses and improve the qualifications of human resources in the field of tourism marketing.

CONCLUSION

The results of the communication promotion efforts of the Bengkulu Provincial Tourism Office in increasing the number of visitors can be presented as follows, based on research and data analysis that has been carried out previously:

1. In order to carry out marketing and communication strategies involving various park promotion activities, the Bengkulu Provincial Tourism Office adopts various marketing strategies. To maximize its potential, the agency conducts a number of marketing activities, including advertising campaigns. This includes advertisements in mass media such as billboards, magazines, newspapers, Bengkulu University, as well as local television and radio stations. Advertisements are also spread in non-local media, such as billboards in rural areas. In the realm of digital media, the Bengkulu Tourism Office uses newly launched websites, social media platforms such as Twitter and Facebook, and information platforms such as the Marketing Field. In addition, strengthening social groups also increases interaction with the community. Collaboration also occurred with local media in Bengkulu. Participating Parties The Tourism Office is active in promoting the excellence of provinces in Indonesia and interacting directly with visitors while distributing brochures in events outside the region. Important events organized by the Bengkulu Provincial Tourism Office are an attraction for domestic and international tourists to visit Bengkulu as event organizers and participants in various activities. Some examples of such annual events include the Tabot Festival, the Rafflesia Earth Festival, and the Sumatra West Coast Festival. Next year, 2020, a similar festival is planned, namely Visit Wonderful Bengkulu 2020. All these activities aim to increase the popularity and attractiveness of Bengkulu as an attractive tourism destination.
2. The presence of an IT unit that manages the website as a means of promotion and a source of information for visitors is an important factor that can be used as a foothold by the Bengkulu Provincial Tourism Office. In addition, outreach efforts covering all types of media—whether traditional, electronic, overseas, or social—provide opportunities to reach a broad audience. Annual festivals and events also serve as a means of fundraising, attracting visitors and participants from all over the country. Various recreational potentials, social media networks, holiday communities, partnerships with the media, tourist routes, and the Governor's program (Visit Wonderful Bengkulu 2020) can all play a role in the successful implementation of the program. However, there are some factors that may be obstacles, such as lack of innovation in training programs from the previous year. The effectiveness of marketing campaigns may also be affected by the lack of efficiency in the use of market data and event schedules. Problems that often occur are the lack of updates in terms of Human Resources (HR) in the Tourism Office, lack of training on marketing strategies, so that understanding of market needs and innovation capabilities in marketing and branding is less than optimal. In addition, infrastructure development by other agencies in the Bengkulu Local Government area, as well as competition from more advanced and well-known tourism marketing programs, are external threats that need attention. All these factors, if not handled properly, can threaten the success of Bengkulu's tourism marketing program.
3. In this research process, researchers face several obstacles related to the limitations of resource persons who are able to provide information relevant to the field of research. The majority of employees at the Bengkulu Provincial Tourism Office do not have a background in tourism or marketing, so researchers can only obtain information from a limited number of informants. In addition, researchers also face challenges related to their capacity to carry out eleven marketing activities using the concept of marketing mix, so that they can only focus on

five aspects that are actually implemented by the Bengkulu Tourism Office. Researchers hope that this situation can be improved and expanded further in the future.

SUGGESTION

The results of the study produced several recommendations that are expected to help further research on the Bengkulu Tourism Office. Among them:

1. The Bengkulu Provincial Tourism Office has the capacity to design promotional strategies based on the research data they have.
2. To evaluate the success of the promotion, the researcher advised the Bengkulu Provincial Tourism Office to compile a master plan and event schedule.
3. Increased understanding of research data is needed to develop the business and operations of the Bengkulu Provincial Tourism Office.
4. The research team concluded that the Bengkulu Tourism Office successfully carried out a number of marketing activities and marketing communications in accordance with their study design. This is done to increase the success of the Bengkulu tourism campaign by integrating various campaign elements with partners such as Malbrouh Fort, Tugu Tomas Part, and using English and Dutch.
5. Due to the limitations of this study, further researchers must examine more deeply the concepts, theories, and data from the resource persons.

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