



EXAMINING THE PROMOTION MIX STRATEGY IN THE TOURISM AREA LIFE CYCLE (TALC) STAGE OF TETEBATU TOURISM VILLAGE

By

Lalu Rizaldi Wisnu Wardhana

Tourism Planning Master's Study Program, Mataram University

E-mail: rizaldiwisnuwardhana@gmail.com

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ABSTRACT

This research discusses promotional mix strategies in Tetebatu Village, Sikur District, East Lombok Regency in phasing the position of village development through theory. *Tourism Area Life Cycle* (TALC). This research is based on the success of Tetebatu Village in representing Indonesia in the 2021 Best Tourism Villages event held by the United Nations World Tourism Organization (UNWTO), which ultimately gave rise to the perception among the community that this success was inseparable from the participation of the Tetebatu Village Government in it. Apart from this success, Tetebatu Village also has very high historical value in its tourism development because it is the pioneer of the first tourist village in NTB as evidenced by the existence of Wisma Soedjono which has existed since the Dutch East Indies colonial era. This type of research uses qualitative research methods. Data collection methods in this research used observation, interviews and documentation. Researchers record all data obtained in the field and then sort the data needed. Based on the findings and analysis carried out by researchers, it shows that the development of the Tetebatu Tourism Village is a tourist village that applies the concept of sustainable tourism by maximizing the role of existing community institutions such as the Tetebatu Tourism Village Management Agency, Pokdarwis, Tourism Actors and the Community who are directly involved in it. The results of further research are that the Tetebatu Tourism Village Government implements four of the five components of the promotional mix (*promotion mix*) which includes advertising (*advertising*), sales promotion (*sales promotion*), public relations (*public relations*), and direct marketing (*direct marketing*) as well as the results of the related analysis, namely that Tetebatu Village is in the development phase/stage (*development*) based on TALC theory (*Tourism Area Life Cycle*).

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Corresponding Author:

Lalu Rizaldi Wisnu Wardhana

Tourism Planning Master's Study Program, Mataram University

E-mail: rizaldiwisnuwardhana@gmail.com

1. INTRODUCTION

One of the crucial components in tourist destination marketing which often determines the success of a destination in attracting and retaining visitors is promotion. Based on initial observations, the Tetebatu Tourism Village, with all its natural beauty and uniqueness, requires effective promotion to increase visibility and attract the attention of potential tourists. Without effective promotion, the great potential of the Tetebatu Tourism Village may not be optimized, and this destination could be left behind amidst increasingly fierce competition in the tourism industry. In the context of the Tetebatu Tourism Village, implementing an optimal promotional mix strategy can help build a strong image, increase awareness and encourage visits.

Talking about destination development, one of the pioneers of the first tourist village in West Nusa Tenggara,

namely Tetebatu Tourism Village, has had significant tourism development over time. As a result of the hard work of the village government and the local community, Tetebatu Tourism Village has succeeded in becoming one of the best tourist villages in the world and representing Indonesia in the event. *Best Tourism Villages 2021* organized by the United Nations World Tourism Organization (UNWTO). The success of the Tetebatu Tourism Village in developing the tourism sector so that it can achieve brilliant achievements certainly cannot be separated from the role of various parties. Especially from the local government, namely the Tetebatu Tourism Village government as *stakeholder* what is here is how then through the form of tourism promotion that is implemented it can become the basic capital for developing the tourism sector of Tetebatu Tourism Village.

Even though it has a variety of potential, researchers found several obstacles when visiting this tourism spot. Based on the results of initial observations, researchers obtained information regarding obstacles in the Tetebatu Tourism Village, including the lack of visitors coming to Tetebatu Village due to the lack of information obtained by the community or tourists, which caused a decrease in the number of tourists coming to the Tetebatu Tourism Village. Lack of promotion via social media can cause a decrease in the number of tourist visits. Tetebatu Tourism Village does not have an effective promotional strategy on social media, so tourists are not aware of the existence and beauty of this tourist village. Additionally, there is a lack of education

and training in the tourism sector can influence people's ability to use social media for promotion. Less educated people may not have enough knowledge to develop effective marketing strategies.

Several studies have been carried out regarding promotional strategies with the promotional mix strategy theory as a form of tourism marketing which is used as a reference in strengthening the research model studied as in the related title. In research, Rumodar et al (2023) argue that this shows that the promotional mix has been implemented effectively and according to visitor expectations. Further research that supports this research is by Dewi and Herna (2024) who argue that the promotion mix strategy (*promotion mix*) has a significant influence on the development of tourist villages, seen from the increase in the number of tourist visits, especially as the Tourism Village Pokdarwis uses all aspects of the promotional mix theory. Meanwhile, research by Dahana et al (2023) argues that direct promotion and service to tourist visitors remains an important aspect to foster a sense of comfort, satisfaction and impression which is very effective for marketing promotions to other potential visitors through word of mouth. However, advertising still seems difficult to implement in this tourist village because the costs are relatively expensive. Based on background, *research gap*, and the above phenomena, it is necessary to carry out an analysis regarding the promotional mix strategy used in developing the Tetebatu Tourism Village.

2. RESEARCH METHODS

This type of research is field research (*field research*), considered as a broad approach in qualitative research or as a method for collecting qualitative data. The researcher chose this type of field research because he took a research topic that required the researcher to go directly into the field to make observations to complete the research data. Meanwhile, the research method used by researchers in this study is a qualitative descriptive approach. Meanwhile, according to Sugiyono, (2016:9) the qualitative descriptive method is a research method based on philosophy *postpositivism* used to research the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out using triangulation (combination), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization. Research is determining which informants in this research use techniques *purposive sampling*. The selection of informants in this research was based on people who were deemed capable of providing information that was as complete as possible and related to the field being researched, so that the data obtained could be recognized as correct. The informants were divided into 3 criteria, namely key informants, main informants and supporting informants. There were 3 key informants, including the Head of Tetebatu Village, Chair of the Tetebatu Tourism Village Management Board, and Chair of the Tetebatu Village Pokdarwis. The main informant in this research is the Media Team which is part of the Tetebatu Tourism Village Management Agency. Meanwhile, the supporting informants in this research were divided into 4, including community leaders, *guide*, *travel agent*, and tourists who travel. Data collection comes from literature or literature studies (*library research*) as well as data generated from the field (*field research*). The data collection techniques in this research are: divided into 3 stages, namely unstructured interviews, observation, and documentation. The data analysis technique used in this research is using qualitative data analysis techniques proposed by Miles and Huberman, (1992) which includes a series of three main activities, namely data reduction, *display* data and drawing conclusions.

3. RESULTS AND ANALYSIS

In an effort to support the growth of Tetebatu Tourism Village, the promotion mix strategy (*promotion mix*) plays an important role, not only to increase the number of visits, but also to maintain the competitiveness of the Tetebatu Tourism Village amidst increasingly fierce tourism competition. More than just a marketing tool, in this

research the promotional mix strategy is also closely related to the concept *Tourism Area Life Cycle* (TALC) developed by Butler (1980).



Figure 1. Analysis Explanation Diagram

Source: Researcher

Analysis of New Promotion Strategies in Tetebatu Tourism Village

According to Kotler (2001:98) there are five types of promotional activities, including; 1) Advertising (*Advertising*), which is a form of non-personal promotion using various media aimed at stimulating purchases. 2) Face to Face Sales (*Personal Selling*), namely a form of personal promotion with oral presentations in a conversation with prospective buyers aimed at stimulating purchases. 3) Publicity (*Publicity*), namely a form of non-personal promotion regarding certain services or business entities by reviewing information/news about products (generally scientific in nature). 4) Sales Promotion (*Sales Promotion*), which is a form of promotion carried out using marketing personnel who are experts in their fields. 5) Direct Marketing (*Direct Marketing*), which is a form of personal selling directly aimed at influencing consumer purchases.

Based on the research results obtained, the Tetebatu Village Government uses the components of the promotional mix (*promotion mix*) along with the media used. The following is a description of the promotional mix components implemented in the Tetebatu Tourism Village:

1. Advertising (*Advertising*)

Since the beginning, tourism promotion in Tetebatu Village has been carried out through non-digital channels, such as placing advertisements on billboards and newspapers. This method shows the village government's deep understanding of the importance of physical visibility to attract the attention of tourists, especially when making direct visits to the village. Program planning in placing billboards in strategic locations, such as Lombok International Airport, is a proactive action aimed at ensuring that information about the Tetebatu Tourism Village can be accessed by newly arrived tourists. Thus, this effort not only increases the opportunity for visits, but also contributes to building a positive image of the village as an attractive tourist destination. Along with the formation of the Tourism Village Promotion Agency (BP Dewi), there has been an increase in the frequency and intensity of advertising in conventional media. Furthermore, Tetebatu Tourism Village also utilizes television media, both national and local, as a strategic promotional channel. With broadcasts related to Tetebatu Tourism Village on local television channels such as Selaparang TV and inclusion in national television channels such as CNN, especially when participating in the world's best tourist village competition organized by UNWTO.

In the current digital era, the existence of social media has become a very relevant alternative in advertising strategies. As is the case with the Tetebatu Tourism Village which was documented by *influencer* internationally, such as Sam Kolder, who promotes Tetebatu Tourism Village through social media, shows that this village does not only rely on traditional methods, but also adapts to modern marketing trends that are more interactive and community-based. A combination of methods

conventional and digital in the promotional mix for Tetebatu Tourism Village not only has the potential to increase the number of visits, but can also have a positive impact on local economic development.

Overall, the evaluation of the promotional mix strategy of Tetebatu Tourism Village in the advertising component shows that this village has developed a comprehensive and varied approach. Although the method of

advertising components used by the Tetebatu Tourism Village shows great potential to attract tourist attention, there are several obstacles faced in its implementation. One of the main challenges is limited funds which often hinder the village's ability to carry out widespread and sustainable promotions. Another obstacle is the lack of it *monitoring* which is effective which causes the division that manages advertising promotions in Tetebatu Village to be not optimal.

2. Sales Promotion (*Sales Promotion*)

One form of sales promotion carried out is inviting travel agents (*travel agent*) to visit tourist attractions in the village. This activity not only aims to introduce existing tourism potential, but also to build better relationships with tourism industry players, which can contribute to increasing the number of tourist visits. Strategy in promoting Tetebatu Tourism Village through the participation of travel agents (*travel agent*) is a smart move to increase the attractiveness and visibility of a tourist destination. Apart from that, the use of the booking.com application by almost all business actors in the Tetebatu Tourism Village shows that this village has adopted digital technology as a tool to support sales promotions. This is in line with global trends where consumers prefer to conduct research and order online, thus requiring marketing strategies that are adaptive and responsive to changes in consumer behavior.

Sales promotions in the Tetebatu Tourism Village can also be seen as part of efforts to support community economic growth. Promotional activities involving local business actors, such as accommodation and tourist attraction providers, can strengthen the tourism ecosystem in villages and provide wider economic benefits for the community. Furthermore, effective sales promotions in the Tetebatu Tourism Village can contribute to cultural and environmental preservation. With the increasing number of tourists, there is an incentive for people to maintain and preserve existing traditions and natural resources. Overall, the analysis of the sales promotion strategy of Tetebatu Tourism Village shows that this village has implemented a comprehensive and integrated approach. By inviting *travel agent* and utilizing digital technology, Tetebatu Tourism Village seeks to increase its attractiveness as a tourist destination, as well as supporting local economic growth.

3. Public Relations (*Public Relations*)

Tetebatu Tourism Village has implemented a public relations strategy that not only focuses on external communication through the media, but also through education and training programs for tourism businesses. This step aims to improve service quality and provide a more memorable tourism experience for tourists. Several types of training that have been implemented include Indonesian language training for travel agents, hygiene training and *room service*, as well as hospitality training for tourism actors. Cleanliness training and *room service* intended for owners and managers *homestay* as well as bungalows so that cleanliness and service standards are more optimal, thus increasing tourists' comfort during their stay. On the other hand, hospitality training is provided to improve communication skills, service ethics and understanding of tourist needs in order to create a more memorable visiting experience. In practice, community relations in the Tetebatu Tourism Village are also realized through educating tourists about the concept of *Sapta Pesona*, which includes elements of security, order, cleanliness, coolness, beauty, friendliness and memories. This education is provided by guiding tourists in protecting the environment when they tour villages and rice fields. This is part of an effort to increase tourist awareness about the importance of preserving the environment and ecosystem of tourist villages. Apart from maintaining environmental cleanliness, Tetebatu Tourism Village also implements a strategy of involving tourists in local community activities.

Tourists' participation in these activities not only enriches their tourism experience, but also strengthens social relations between tourists and local communities. Apart from that, the hospitality provided by the village community, such as greeting tourists with a smile as they tour the village, is also one of the factors that increases Tetebatu's tourist attraction. Improving the quality of service contributes to *word of mouth marketing* or word of mouth promotion, where tourists who are satisfied with the services provided tend to give positive testimonials to other people.

Overall, the strategy *public relations* implemented by the Tetebatu Tourism Village shows that promotion can not only be carried out through conventional media, but also through an educational and interactive approach that involves tourists and the local community. This approach not only influences the increase in the number of tourist visits, but also contributes to creating sustainable tourism by considering social, economic and environmental aspects. The most crucial aspect of this strategy is the empowerment of local communities. Every tourist visit not only generates direct income, but also creates an inclusive economic ecosystem. The community is not just an object, but an active subject in tourism development. They are empowered to develop skills, build networks and create sustainable tourism product innovations. It is hoped that the training program implemented can be used as interesting promotional content to be displayed on social media and the official tourist village website. The approach in the community relations component carried out by Tetebatu Tourism Village through HR training is also in line with the concept of sustainable tourism (*sustainable tourism*). It can be concluded that this tourist village has implemented a promotional approach that does not only rely on conventional media, but also through developing human resource capacity in the tourism industry.

4. Direct Marketing (*Direct Marketing*)

In the context of developing the Tetebatu Tourism Village, direct marketing can be considered as an important strategy in introducing village potential and increasing tourist attractiveness through direct distribution channels and marketing communications. One of the clearest examples of the application of direct marketing in the Tetebatu Tourism Village is the holding of annual events designed to attract the attention of tourists and empower the local community. These events, such as Culinary Festivals and *Cooking Class*, not only functions as a promotional tool, but also as a forum for improving people's skills and creativity in presenting quality tourism products.

In the Culinary Festival, for example, participants can not only promote regional specialties, but also learn new ways of processing food ingredients, such as using bamboo as the main ingredient in making dishes. This not only provides new innovations in culinary presentation, but also opens up opportunities for tourism actors to improve the quality of services and tourist attractions in the Tetebatu Tourism Village. Apart from that, other annual events such as *Family Run* And *e-sports* also contributed to introducing the Tetebatu Tourism Village to a wider audience. The Family Run, which is aimed at the people of East Lombok Regency, provides an opportunity for families to participate in activities that are not only entertaining but also have a positive impact on promoting health and fitness. *E-sports*, which targets more of the younger generation, provides *platform* for young people who have an interest in the field of digital games to compete and show their talents. These two events reflect how Tetebatu Tourism Village is developing direct marketing by targeting a wider market segment, not only limited to tourists but also involving local communities of various ages and interests. The presence of judges from various agencies provides added value to this event. The presence of these officials not only strengthens the credibility of the event, but also provides an opportunity to evaluate and improve the quality of activities from year to year. With support from government agencies and other organizations, these events have become an effective means of introducing the Tetebatu Tourism Village more widely. The direct marketing implemented in the Tetebatu Tourism Village is also equipped with a more inclusive and education-based communication approach. The Music and Film Festival, for example, is a platform for Lombok content creators to hone their skills in creating positive content, as well as providing education to the public about the importance of creating educational content and building a positive image.

Overall, the direct marketing strategy implemented by Tetebatu Tourism Village is through *event-event* which is held creates a closer relationship between destinations and guests, be they tourists, local communities, or other related parties. Direct marketing is not only limited to promotional aspects, but also includes community empowerment, improving service quality, and creating innovation in the presentation of tourism products. Thus, *event-event* which is held at the Tetebatu Tourism Village not only functions as a promotional tool, but also as a means to improve the quality of tourist experience, introduce the village's potential, and encourage the economic development of local communities.

Analysis of Challenges in Implementing Promotion Mix Strategies in Tetebatu Tourism Village

Based on the research results, several development strategies are proposed to overcome challenges and take advantage of existing opportunities, including: Improving and improving basic infrastructure through collaboration with the government and the private sector, providing tourism training and education for local communities to improve their skills and knowledge, developing tourist packages that highlight the cultural and natural riches of the Tetebatu Tourism Village, and increasing promotion through digital media to reach a wider tourism market. But behind all that, of course the strategy did not run smoothly due to challenges in implementing the strategy, as follows:

A. Limited Promotion Budget

Although Tetebatu Tourism Village has carried out many promotions through annual events such as the Culinary Festival and *Cooking Class*, *Family Run*, *e-sport*, as well as Music and Film Festivals, budget constraints are often a problem in procuring more sophisticated equipment for the production of more competitive promotional content. In addition, financial support for digital marketing, such as paid advertising on social media and other digital platforms, is still not optimal so that promotional reach is not fully maximized. This hinders the ability to reach digital tools *marketing* which require high costs such as paid advertising on social media (*Facebook Ads*, *Instagram Ads*) or *Search Engine Optimization* (SEO) and improve the quality of promotional materials, such as professional videos, printed brochures or high-quality graphic designs. In this context, the statement from BP administrator Dewi Tetebatu reflects the reality faced by many tourist villages in Indonesia, where limited resources often hinder the development and marketing of tourist destinations.

In many cases, village governments have an important role in providing the support and resources needed for tourism development. However, when this support is poorly organized, tourism village administrators will experience difficulties in formulating effective marketing strategies. This creates a gap between the potential of the Tetebatu Tourism Village and the ability to promote it effectively. Therefore, it is important for village governments to realize the important role that promotion plays in tourism development. Support in the form of training, mentoring and

sufficient budget allocation for promotion can help increase the capacity of tourism village administrators. Apart from that, collaboration with related parties, such as educational institutions, non-governmental organizations and the private sector, can create positive synergies in efforts to promote the Tetebatu Tourism Village. Through this collaboration, tourist villages can access the resources and knowledge needed to formulate more effective marketing strategies.

B. Lack of Competent Human Resources

One of the issues that occurs in the management of tourist villages is the low quality of local human resources in managing tourist villages. In Tetebatu Village, there are several tourism actors who still do not understand the products offered, such as accommodation. Some of the accommodation in Tetebatu Village is referred to as *homestay* which actually, if viewed from its type, falls into the category *bungalow*, and vice versa. Because of these problems, visitors who plan to look for type of accommodation *homestay* In fact, I already booked bungalow type accommodation based only on the name of the accommodation.

Apart from these problems, it leads to problems regarding the promotion of the Tetebatu Tourism Village, such as the lack of training regarding marketing strategies *digital*, limited knowledge

in using *platform* like social media, *email marketing*, and data analysis *digital*, and the difficulty of finding experts in the field of marketing, especially those who understand the needs of village-based tourism promotion. Based on researchers' observations, these limited human resources are not only related to the number of individuals involved in promotion, but also to aspects of expertise and skills possessed by local communities. Young people who are talented in the fields of videography and photography have begun to actively support village promotion since Tetebatu Tourism Village represented Indonesia in the Best Tourism Village in the World event. However, even though they have skills in content production *visual*, limited facilities and equipment are the main obstacles to producing high-quality content. Therefore, the village management even has to lend equipment to support the development of their talents.

Apart from challenges in human resources, aspects of coordination and continuity of promotional strategies are also obstacles. Tetebatu Tourism Village has various promotional programs involving various parties, including local government, local organizations and community communities. However, without a dedicated team that consistently handles marketing and promotions, initiatives that have been running well will become less than optimal in the long term. In facing this challenge, a more structured and sustainable strategy is needed, such as the formation of a special marketing team whose task is to manage promotions consistently. Apart from that, strengthening human resource capacity through more targeted digital marketing, photography and videography training can help increase people's competence in utilizing promotional media effectively.

C. Lack of Organized Coordination Within the Village Apparatus

In the context of tourism development in the Tetebatu Tourism Village, the existence of the Tourism Village Management Agency (BP Dewi Tetebatu) and the village government should be the spearhead in efforts to optimize the potential and attractiveness of the region through digital media, but the reality shows a very worrying portrait where the existing organizational structure appears very weak and not well organized. Unprofessionalism within the organizational apparatus is clearly visible through their lack of attention to *platform digital* such as the official website and social media accounts which should be the main information window and promotional media to introduce the beauty, uniqueness and potential of village tourism destinations to the wider community. Instead of focusing on their main task of developing and promoting tourism villages, the organization members are more concerned with personal interests and running their own side businesses, thus neglecting their main responsibility in promoting and developing village tourism potential. Analysis shows that organization members prioritize personal interests and run their own side businesses, which results in neglect of their main responsibility in promoting and developing village tourism potential. This condition creates a conflict of interest that is detrimental to overall tourism development. Not focusing on the main tasks and responsibilities of the organization not only hinders the process of publishing information and promotions, but also reduces the credibility and professionalism of institutions that should be at the forefront of tourism development at the village level. The impact of this lack of coordination and good organization is very significant. First, the process of publishing information regarding existing tourism potential is hampered, so that the wider community does not receive adequate information about the beauty and uniqueness of the Tetebatu Tourism Village. Second, the credibility of BP Dewi Tetebatu as a tourism management institution is questionable, which in turn could reduce tourists' interest in visiting this village. Third, unprofessionalism in tourism management can result in lost opportunities to establish partnerships with other parties, such as investors, educational institutions and non-governmental organizations, which could contribute to more sustainable tourism development.

Overall, this analysis shows that the lack of organized coordination within the village apparatus in the Tetebatu Tourism Village is a serious challenge that must be overcome to optimize tourism potential. Collaborative efforts are needed between the village government, BP Dewi Tetebatu, and the community to create a more professional and coordinated organizational structure.

Analysis of the Impact of Promotional Mix Strategy on Tourism Growth in Tetebatu Tourism Village

Tetebatu Tourism Village has experienced a large increase in the number of tourist visitors, which has directly influenced accommodation occupancy rates which have increased rapidly. This phenomenon shows that the promotional mix strategy implemented in this village has succeeded in attracting the attention of tourists, both local and international. Based on the data obtained, most visitors who come to Tetebatu come from abroad, including countries such as Germany, France and Romania. This increase in the number of tourist visits can be attributed to several main factors. One significant factor is the natural beauty and unique local culture of Tetebatu which offers an unspoiled natural landscape and authentic culture. Apart from that, tourism trends that prioritize experience and sustainability which are increasingly in demand by foreign tourists also contribute to the increasing popularity of this village. These advantages make Tetebatu a destination capable of competing at the international level. This shows that a promotional mix strategy that prioritizes local uniqueness and authentic experiences can have a positive impact on tourism growth. However, the increase in the number of tourists also requires improvements in service quality, infrastructure management, and more effective marketing strategies to maintain the village's competitiveness and sustainability as a leading destination.

The development of this community-based accommodation business has had various positive impacts on the local economy. First, by increasing *homestay* and bungalows managed by the community, there is an increase in income which can increase the economic welfare of local residents. Communities who were previously not involved in the tourism industry now have the opportunity to earn additional income through the provision of accommodation services, food and various community-based tourism activities. Second, the increase in the number of tourists also contributes to the creation of new jobs. Management *homestay* and bungalows require workers, both in terms of maintaining facilities, providing services for tourists, and in other supporting sectors such as culinary and transportation.

Apart from that, the presence of community-based accommodation also provides a more authentic experience for tourists. Tourists staying at *homestay* You can experience firsthand the life of the village community, interact with local residents, and enjoy the typical culinary delights provided by the host. The promotional mix strategy in the Tetebatu Tourism Village has created a fundamental change in the village development paradigm, changing the understanding of tourism from just an economic activity to a comprehensive empowerment tool. This approach no longer sees tourism only as a way to earn income, but also as a strategic means to encourage the social, economic and cultural sustainability of local communities. Overall, this analysis shows that the promotional mix strategy implemented in the Tetebatu Tourism Village has had a positive impact on tourism growth.

Analysis of the Position of the Tetebatu Tourism Village in the Stages of Destination Development

Referring to the tourism life cycle theory or *Tourism Area Life Cycle* (TALC) proposed by Butler (1980) in the context of analyzing the development of the Tetebatu Tourism Village, this research uses six tourism components which are key parameters in determining the stage of destination development. These six components were chosen because of their ability to provide a comprehensive picture of the actual conditions and development stages of the Tetebatu Tourism Village in the tourist destination life cycle, as well as providing an analytical framework for identifying areas that require further development.

1. Tourism development in the Tetebatu Tourism Village has its own uniqueness by utilizing natural water resources from springs and beautiful natural destinations as the main attraction which has been managed and developed optimally.
2. Tetebatu Tourism Village provides various attractions and other supporting facilities. The accommodation available is quite diverse, ranging from hotels, *homestay*, bungalows, to areas *camping ground* which allows travelers to stay according to their preferences and budget.
3. This destination is also positioned as *venue* Versatile that can accommodate a variety of *event* such as a traditional meal, photo session *pre-wedding*, adventure activities, to business meetings or meetings.
4. Tetebatu Tourism Village facilities are adequate to support tourists' comfort during their visit. The availability of accommodation facilities ranging from simple accommodation to five-star hotels, equipped with travel agencies, restaurants, commercial areas and shopping facilities, shows the destination's readiness to serve visitors' needs. Other supporting facilities are also well available.
5. Accessibility to Tetebatu Tourism Village is considered strategic with a location that can be reached both from the main road and from the entrance gate to Lombok Island.
6. Management of the Tetebatu Tourism Village is the result of synergistic collaboration between various stakeholders, including the Village Government, Tourism Village Management Agency, Tourism Awareness Group (Pokdarwis), tourism actors, youth and the local community.
7. Tourism promotion is carried out by the Tourism Village Management Agency (BP Dewi Tetebatu) which

was formed directly by the Village Government and also has a media team to carry out promotions through digital media in order to increase integrated tourism in this area. BP Dewi is optimistic that it can continue to attract tourist interest and of course hopes that the stability of the situation will allow tourism to make a positive contribution to the regional economy.

8. The number of tourist visits to the Tetebatu Tourism Village has increased both domestically and internationally. Based on the results of researchers' observations, in the period January to September 2024, around 19,206 foreign guests were recorded staying at *homestay* existing, with this figure estimated to be close to 20,000 by mid-October 2024. This shows that Tetebatu Village is not only a popular tourist destination, but is also able to attract the attention of tourists with the various facilities provided, such as comfortable accommodation and quality service equivalent to a five-star hotel.



Figure 2. TALC Analysis Curve for Tetebatu Tourism Village

Source: Researcher

The results of the analysis above show that Tetebatu Tourism Village is at the development tourism life cycle stage (*development*). This is in accordance with the characteristics of the development stage, where in the Tetebatu Tourism Village there are attractions that have been attractively designed. Apart from that, the facilities available are very adequate both in the tourist area and around the area. Furthermore, management is carried out by the Tetebatu Tourism Village Management Agency (BP Dewi Tetebatu) which continues to innovate in developing natural and artificial attractions. The number of visits has increased significantly from year to year. Meanwhile, promotions are still carried out by means of incentives through the media *offline* And *online* although it is considered not optimal both in terms of strategy and *monitoring* towards village officials. However, the accessibility of the asphalt road is starting to experience damage (at several points in the Tetebatu Tourism Village area).

In this phase, the development of tourist destinations is carried out on a massive scale with the involvement of actors from the community and government. This development is limited to human resource training and financial assistance for the provision and improvement of existing tourist facilities and infrastructure. Therefore, further action is needed regarding tourism development in Tetebatu Village carried out by the village government, regional government and the community itself in an effort to improve the quality of tourism and the number of tourists visiting Tetebatu Tourism Village.

4. CONCLUSION

The promotional mix strategy has a very important role in efforts to develop the Tetebatu Tourism Village as a sustainable and competitive tourist destination. An in-depth analysis of the promotional mix elements, which include advertising, sales promotion, public relations, direct marketing and personal selling, shows that an integrated and sustainable approach is the main factor in increasing the attractiveness and number of tourist visits to the Tetebatu Tourism Village. Collaboration between the village government, business actors and other related parties is a key element in creating efficient synergy to promote the tourism potential of Tetebatu Village. The village government functions as a facilitator and regulator that supports the development of infrastructure and policies that support tourism. On the other hand, local business actors and other related parties play a role in providing quality tourism products and services, as well as being actively involved in promotional activities.

The results of the promotional mix strategy analysis have an important role in destination development efforts and are an integrated and sustainable approach. The economic impact resulting from this strategy is quite significant, encouraging sustainable growth in various sectors. The most crucial aspect is empowering local communities to



develop skills, build networks, and create sustainable tourism product innovations. Through meetings and direct communication, visitors and local communities engage in intercultural dialogue, sharing experiences and perspectives. The promotional mix strategy in Tetebatu Tourism Village has fundamentally changed the village development paradigm, positioning tourism as a strategic instrument of community-centered sustainable development. The findings obtained from this research not only enrich academic understanding of promotion mix theory (*promotion mix*), but also strengthens the relevance of this theory in a more specific context, namely the development of community-based tourism destinations such as Tetebatu Village and also provides theoretical contributions to several reference studies that have been elaborated. This research is also useful in bridging the gap in previous research by exploring more effective and adaptive strategies to implement. Presentation in the context of managerial impact aimed at key stakeholders and the village government which is useful for optimizing the promotional strategy for the Tetebatu Tourism Village and increasing the positive image of the Tetebatu Tourism Village as one of the leading tourist destinations. The limited scope and context of research is a deficiency in this research. Based on this, it is hoped that there will be further research that adopts the same theories and concepts, but in comparative studies in several other tourist villages using a multidisciplinary approach that includes analysis of the economic, social and environmental impacts of promotional strategies, it also needs to be considered so that the resulting policies are more holistic and sustainable.

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