

Implementation of Marketing Mix as an Effort to Create Sustainable Tourism Management at Mount Fatuleu Tourist Attraction, Nunsauen Village, Kupang Regency

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ABSTRACT

The tourism sector in Indonesia offers significant potential for regional economic development, but many destinations face challenges in sustainable management and effective marketing. This study focuses on the Mount Fatuleu tourist attraction in Nunsauen Village, Kupang Regency, which has experienced a decline in visitors and environmental degradation after the COVID-19 pandemic and Tropical Cyclone Seroja in 2021. The study examines the implementation of the marketing mix as an effort to create sustainable tourism at Mount Fatuleu using the 7P approach. This descriptive research uses qualitative methods, collecting data through observation, in-depth interviews, documentation, and library research. Data analysis follows Miles and Huberman's techniques: Data Reduction, Data Display, and Conclusion Drawing/Verification, supported by data triangulation for validity. The 7P marketing mix—product, price, place, promotion, human resources, physical evidence, and processes—has not been fully implemented simultaneously by Mount Fatuleu's management. This incomplete implementation has led to degradation of both its tourism potential and its tourist attractions. Consequently, the concept of sustainable tourism has not been actualized at Mount Fatuleu, limiting its ability to recover and develop sustainably.

Keywords: Mount Fatuleu, Marketing Mix, Sustainable Tourism.

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INTRODUCTION

The tourism sector, if developed properly, can contribute to the development of a country by opening new business opportunities, creating jobs, and supporting regional development (Muljadi and Warman, 2020). Tourist destination managers need to have a strategy in managing and developing tourist attractions to attract as many tourists as possible (Irawan, 2023). By having attractive tourist attractions, adequate accessibility and facilities, as well as the services of a professional tourist attraction management institution, tourists will feel comfortable and at home to linger at these tourist attractions (Alfritiani et al., 2021). The high level of tourist satisfaction when visiting a tourist attraction can impact the increasing number of tourists and ultimately increase regional income (Pitana and Dirata, 2009).

In the modern business world, marketing is key to maintaining and growing a business. The primary goal of marketing is to satisfy customers by adding value to products and services through pricing, advertising, distribution, infrastructure, personnel, and service procedures (Kotler and Keller, 2012). The goal of marketing is to attract new customers by promising superior value, setting attractive prices, distributing products easily, promoting effectively, and retaining existing customers while still adhering to the principle of customer satisfaction (Sundari and Hanafi, 2023). Doing marketing requires a good strategy to achieve maximum results. One of the effective marketing strategies carried out in the business world is with a mixed marketing approach.

Marketing mix is a collection of marketing variables used to achieve marketing goals in the targeted market (Sudaryono, 2024). Marketing mix is a strategy that combines marketing activities at one time to increase sales of products or services (Ginting, 2023). Booms and Bitner (Astuti and Amanda, 2020) formulate the concept of marketing mix into 7P, namely: (1) product, which is everything offered to the market to meet the needs or desires of consumers; (2) price, the amount of money that must be paid by consumers to get products or services; (3) place/distribution, including activities that ensure that products are available to consumers at the right place and time or how products or services are distributed to customers appropriately; (4) promotion, which is a communication activity carried out to inform, persuade, and remind consumers about a product or service; (5) people, human resources involved in the marketing process; (6) process, all procedures, mechanisms, and workflows used to convey products or services to consumers; and (7) physical evidence, which includes all tangible elements that help consumers evaluate the product or service before buying it. The concept of marketing mix then developed rapidly and was increasingly used by many business people worldwide because of its effective theory (Sundari and Hanafi, 2023). A deep understanding of the 7P marketing strategy is the main foundation for optimizing the performance of a product in a diverse and dynamic market. Each element of this marketing mix plays an important role in shaping consumer perception of a product (Ritonga, 2020).

Tourism marketing activities must be carefully managed by tourist attraction managers to increase the number of tourists who come, extend the duration of visits, and increase tourist spending to encourage economic turnover (Yoeti, 2016). In other words, tourism marketing aims to increase brand awareness, improve the image of the destination, and ultimately increase the success of the tourism business, regional income, and community welfare; therefore, tourism marketing activities must be carefully managed by the tourist attraction management (Utama, 2017). The application of the marketing mix concept can be elaborated in tourism marketing activities, where tourist attraction management can take advantage of this 7P concept to develop and commercialize tourist attractions to tourists. By optimizing every element of product, price, promotion, place, people, physical evidence, and processes in a tourist attraction, it can provide a satisfying experience and encourage repeat visits (Winowatan and Suarta, 2024). Through a good marketing mix, tourists can get information, choose the right destination, and get services that suit their needs (Isdarmanto, 2017). By providing an attractive tourism marketing mix, it can not only be used as an effort to satisfy tourists in carrying out tourism activities but also make tourists enjoy the value of the tourism activities carried out. The value of this tourist activity will later make tourists come back to the tourist attractions they have visited (Suryadana and Oktavia, 2015).

Several previous studies have explored the application of the marketing mix in tourism. Research by Sulistyono et al. (2022) on "Implementasi Marketing Mix Pada Objek Wisata Dira Park Ambulu Dalam Menciptakan Pengelolaan Berkelanjutan" demonstrated that a well-implemented marketing mix could support sustainable tourism management. Similarly, Winowatan and Suarta (2024), in their study on "Bauran Pemasaran Pada Desa Wisata Patengko di Mengkendek Tana Toraja," found that the 7P elements significantly influenced tourist attraction and satisfaction. Irawan (2023), in a literature study entitled "Strategi Manajemen Pemasaran Destinasi Pariwisata Berkelanjutan," also emphasized the importance

of integrating marketing strategies with sustainability principles. However, these studies predominantly focused on developed or well-managed tourist destinations.

A noticeable gap exists in the context of tourist attractions that have faced significant setbacks, such as those impacted by natural disasters and global pandemics. There is a lack of in-depth research examining the implementation of the marketing mix as a recovery and sustainability strategy for such "wounded" or neglected destinations, particularly in Eastern Indonesia. This study aims to fill that gap by taking the case of Mount Fatuleu, a tourist attraction in Kupang Regency that was once a favorite but has been largely abandoned since the COVID-19 pandemic and Tropical Cyclone Seroja in 2021. The novelty of this research lies in its specific focus on analyzing the post-disaster implementation of the 7P marketing mix and its direct linkage to efforts in reviving and creating sustainable tourism management in a vulnerable context.

The marketing and development of tourist attractions today are not only economically oriented but must be sustainable. Heillbronn (Vitrianto, 2024) formulates three components that must be fulfilled in sustainable tourism development, namely (1) environmentally sustainable, through the optimal use of environmental resources via resource restrictions, maintaining ecological processes, and preserving natural heritage and biodiversity in tourist destinations; (2) economically sustainable, by reducing poverty levels, encouraging economic growth, and job creation; and (3) socio-culturally sustainable, by maintaining the socio-cultural authenticity of the local community with mutually agreed rules and regulations, preserving local cultural and customary heritage values, and increasing intercultural tolerance. Tourism marketing that is coordinated with the right marketing mix must have synergy with sustainable tourism management, so that with the advancement of the development and management of a tourist attraction, it can have positive implications for economic development, social development, and environmental protection in the area where the tourist attraction is located (Sulistyo et al., 2022).

The tourist attraction of Mount Fatuleu is located in Nunseen Village, Central Fatuleu District, Kupang Regency, and is about 70 km from the center of Kupang City. Mount Fatuleu has an altitude of 1,111 meters above sea level and is composed of black boulders. After the outbreak of the COVID-19 pandemic in 2020 and the natural disaster Hurricane Seroja in 2021, management of Mount Fatuleu tourist attractions was left alone. The development of Mount Fatuleu tourist attractions previously carried out has not been continued and has been neglected. This has resulted in the tourist attraction being unmaintained, many facilities becoming damaged and abandoned, and the environment becoming less clean and overgrown with weeds.

These problems directly impact the sustainable management and development of tourist attractions that should be implemented at Mount Fatuleu. Economically, with indifference to the development of Mount Fatuleu, which was once a favorite tourist attraction in Kupang Regency, it is now becoming quiet with visitors and no longer attracting tourists, resulting in decreased economic turnover. Environmentally, the tourist attractions that were once beautiful are now abandoned and unmaintained, leading to degradation and damage if neglected further. Socio-culturally, community empowerment through education, communication, strengthening tolerance and respect, cultural exchange, cooperation, peace, stronger pride in local culture, and revitalization of traditions between the community and tourists have not been realized.

Considering Mount Fatuleu's great potential for development, it would be a pity if this potential remains untouched without better development and marketing (Indrasari, 2017; Radiman et al., 2018; Wicaksana W., 2021).

This study aims to examine the implementation of marketing mix as an effort to create sustainable tourism at the Mount Fatuleu tourist attraction by using the 7P approach as a conceptual foundation. By comprehensively understanding the aspects of product, price, promotion, place, people, physical evidence, and process at Mount Fatuleu, it is hoped that this can serve as input for the Kupang Regency Tourism and Creative Economy Office, the manager of Mount Fatuleu tourist attractions, to plan and formulate policies and strategies for better and more sustainable tourism development, management, and marketing. If the 7P marketing mix components are properly integrated and collaborated with the concept of sustainable tourism development, they will positively contribute to the economic, socio-cultural, and environmental fields. These benefits can be enjoyed collectively by tourists, the Kupang Regency government, and the people of Nunsaen Village.

METHOD

In this study, the author wants to examine the implementation of the marketing mix which includes aspects of product, price, promotion, place, people, physical evidence, and process as an effort to create sustainable tourism management in the tourist attraction of Mount Fatuleu, Nunsaen Village, Kupang Regency. The type of research used in this study is descriptive research with a qualitative approach. Descriptive research is a type of research that aims to describe or explain certain conditions, processes, procedures, or phenomena as they are (Sugiyono, 2017). To support this research, the author uses a qualitative research method, which is a research method based on the philosophy of postpositivism and used to research on the condition of natural objects, where researchers as a key instrument with data source sampling are carried out purposively and snowball (Sugiyono, 2017). The data collected in this study was in the form of oral and written information obtained using observation methods, in-depth interviews, documentation and literature data.

In carrying out this research, the author conducted an in-depth interview with the Head of Nunsaen Village, the guardian of the Mount Fatuleu tourist attraction, the community around the Mount Fatuleu tourist attraction and tourists who visited the Mount Fatuleu tourist attraction. The data collected in this study is then analyzed to get an accurate picture of the phenomenon being studied. The data analysis in this study uses data analysis techniques that refer to Miles and Huberman's theory which includes: Data Reduction, Data Display, and Conclusion Drawing/Verification and is supported by data validity tests through data triangulation methods (Sugiyono, 2015). After the data is analyzed, then the data is interpreted and presented in the research discussion, which is closed with the conclusion of the research results and suggestions for all parties related to this research activity.

RESULTS AND DISCUSSION

Product Aspects

According to Cooper et al (Suryadana and Octavia, 2015) there are four main elements in tourism products, namely (1) attraction, which is a tourist object or attraction located in a place or an area, (2) amenities, which are facilities that support tourism activities in tourist destination areas, (3) accessibility, which is the ease of movement for tourists, ranging from ease of access to tourist attractions to ease of finding these tourist attractions, and (4) ancillary service, which is a service that supports tourism activities. The aspects of tourism products on the attraction of Mount Fatuleu are as follows:

1. Tourist attractions on Mount Fatuleu have their own uniqueness, because this mountain is naturally composed of black boulders with a very steep slope and even almost vertical around 60 - 90 degrees. This attraction is perfect for tourists who want to climb the mountain and enjoy the adrenaline rush of mountain climbing. After arriving at the top of Mount Fatuleu, tourists will be spoiled with beautiful and exotic natural scenery. The hiking trail to the top of Mount Fatuleu is undoubtedly a real challenge. The stairs to the summit are only half the journey, while the rest must be traversed by climbing steep and sometimes almost vertical rock hills. From the top of the mountain, climbers will be presented with an amazing natural scenery. The panoramic and lush green forests, as well as the beautiful views of Timor Island stretching out in the distance, provide an unforgettable experience for every climber.
2. Amenities at the tourist attraction of Mount Fatuleu before the COVID 19 pandemic outbreak broke out in 2020 and the natural disaster of Hurricane Seroja in 2021 are still in good condition and maintained and are quite complete. There are lopo-lopo places to rest, toilets, garbage cans, parking lots that are quite large, parks, places to take pictures and stairs that make it easy for tourists to climb this mountain, even though they do not reach the top of Mount Fatuleu. Tourists can also enjoy food and snacks sold by residents at this tourist attraction, such as traditional foods, various snacks, and various cold and hot drinks that can be eaten by tourists visiting Mount Fatuleu. However, the outbreak of the COVID 19 pandemic in 2020 and the occurrence of the Seroja Storm natural disaster in 2021 resulted in the management of Mount Fatuleu's tourist attractions being no longer considered, left alone and no longer managed properly. This has resulted in many facilities that have begun to be damaged and not maintained, and left to be abandoned.
3. Accessibility to tourist attractions to the ease of finding tourist attractions on Mount Fatuleu is very good. Tourists can easily travel to Mount Fatuleu by using various modes of transportation, both public and private. With the construction of the central axis road in Kupang Regency, this tourist attraction is relatively easy to access. The well-maintained and well-maintained road condition makes it easier for tourists to visit and tour this tourist attraction.
4. Ancillary service, which is a service that supports tourism activities, currently there is no guide who can provide information related to the tourist attractions of Mount Fatuleu to tourists who travel on this mountain. Previously, there were three guards who worked on the Mount Fatuleu tourist attraction who could be guides for tourists. But for now, the

officers who guard the Mount Fatuleu tourist attraction are done voluntarily by the head of the Nunsanen Village-Owned Enterprise and the surrounding community.

Price Aspect

According to Booms and Bitner (Astuti and Amanda, 2020), price is the amount of money that consumers have to pay to get a product or service. The entrance ticket price at the Mount Fatuleu tourist attraction is quite cheap, namely for visitors or tourists who use four-wheeled vehicles are charged a rate of IDR 5,000 (Five Thousand Rupiah) and for visitors or tourists who use two-wheeled vehicles are charged a rate of IDR 2,000 (Two Thousand Rupiah). This cheap entrance fee is expected to be a driver for tourists to continue to visit the tourist attractions of Mount Fatuleu. This price structure not only considers the purchasing power of each tourist segment but also reflects the strategy of managing Mount Fatuleu's tourist attractions in reaching the wider community, as well as encouraging tourist visits from various circles, both local and international.

Aspect of Place or Location

According to Booms and Bitner (Astuti and Amanda, 2020), place (place/distribution), includes activities that ensure that products are available to consumers at the right place and time or how products or services are delivered to customers appropriately. The tourist attraction of Mount Fatuleu is in Nunsanen Village, Central Fatuleu District, Kupang Regency. This tourist attraction has a strategic location and is easy to reach. With the construction of the central axis road, the tourist attractions of Mount Fatuleu are relatively easy to access by using four-wheeled and two-wheeled vehicles. The well-maintained and well-maintained road condition makes it easier for tourists to visit and tour this tourist attraction.

Promotional Aspects

According to Booms and Bitner (Astuti and Amanda, 2020), promotion is a communication activity carried out to inform, persuade, and remind consumers about products or services. Currently, social media has an important role in promoting a product, service, or tourist destination because it is able to reach a wide audience quickly and efficiently. Through platforms such as Instagram, Facebook, TikTok, and others, information can be conveyed visually, interactively, and in real-time, so as to be able to attract tourists to the tourist attractions that are promoted. In the context of tourism, the use of social media also allows direct interaction between managers and potential tourists, strengthens a positive image, and builds visitor loyalty through creative and informative content. Since its inauguration in 2016, the promotion of Mount Fatuleu's tourist attractions has been quite intensively carried out both by the Kupang Regency Tourism and Creative Economy Office as well as influencers and tourists who visit this tourist attraction, through social media and word of mouth. However, after the outbreak of the COVID 19 pandemic in 2020 and the natural disaster of Hurricane Seroja in 2021, the promotion of Mount Fatuleu's tourist attractions is no longer carried out.

Human Resources Aspects

The quality of human resources for managing tourist attractions is one of the key factors in supporting the provision of good services and experiences to tourists. Since it was inaugurated as a tourist attraction in 2016, there have been three guards at this tourist attraction, who are always ready to provide information and services to tourists who visit the tourist attraction of Mount Fatuleu. After the COVID 19 outbreak in 2020 and the occurrence of storm Seroja in 2021, the tourist attraction of Mount Fatuleu was abandoned and no longer considered. For now, the guard officers and managers of Mount Fatuleu tourist attractions are done voluntarily by the head of the Nunsaen Village-Owned Enterprise and the surrounding community.

Physical Evidence Aspects

Physical environment refers to the conditions or situations where service activities take place, including the atmosphere created in them. The characteristics of the physical environment are the most easily observed, as they relate to the elements of visual and sensory stimuli for tourists. Actually, the facilities at this tourist attraction are quite complete where there are lopo-lopo places to rest, toilets, garbage cans, parking lots that are quite large, parks, places to take pictures and stairs that make it easier for tourists to climb this mountain. However, after the outbreak of the COVID 19 pandemic in 2020 and the occurrence of the Seroja Storm natural disaster in 2021, the management of Mount Fatuleu's tourist attractions was no longer considered, left alone and no longer managed properly. This results in the existing facilities being unmaintained and many damaged, and left abandoned and the environment of this tourist attraction also becomes less clean and overgrown with many weeds.

Process Aspects

The tourist attraction of Mount Fatuleu is in a strategic area which is the central axis of Kupang Regency. Tourists can easily get information about this tourist attraction from various sources such as travel applications, websites, social media and other media. Meanwhile, tickets can be booked directly by tourists when visiting at relatively affordable prices. Tourists can come to the location using four-wheeled or two-wheeled modes of transportation. The well-maintained and well-maintained road condition makes it easier for tourists to visit and tour this tourist attraction. Especially during the trip to Mount Fatuleu, tourists will be spoiled with beautiful natural scenery of the mountains.

Tourism marketing activities must be carefully managed by tourist attraction managers to increase the number of tourists who come, extend the duration of visits, and increase tourist spending to encourage economic turnaround. In other words, tourism marketing aims to increase brand awareness, improve the image of the destination, and ultimately increase the success of the tourism business, increase regional income and community welfare so that tourism marketing activities must be carefully managed by the tourist attraction management. The 7P marketing mix concept which includes products, prices, places or locations, promotions, human resources, physical evidence and simultaneous processes has not been fully implemented by the management of Mount Fatuleu tourist attractions. The implication of this finding is that tourism attraction managers need to pay attention to the 7P marketing mix

element, because the marketing mix if formulated and developed effectively can be the right tourist attraction marketing strategy to attract as many tourists as possible to travel on Mount Fatuleu. Mount Fatuleu as a tourism product must be packaged and commercialized properly through a marketing mix. Everything is important so that tourists can feel the value and experience in visiting this tourist attraction, and make them feel at home and linger in this tourist attraction.

The marketing and development of tourist attractions today is not only economically oriented, but must be sustainable. Heillbronn (Vitrianto, 2024). formulating three components that must be fulfilled in sustainable tourism development, namely (1) environmentally sustainable, (2) economically sustainable, and (3) socio-cultural sustainable. Creating sustainable tourism is the main task that must be carried out by the management of Mount Fatuleu tourist attractions. The development and marketing activities of Mount Fatuleu tourist attractions that are coordinated with the right marketing mix must have synergy with sustainable tourism management, so that with the further development and management of a tourist attraction, it can have positive implications for the development of sustainable tourism which includes aspects of economic development, aspects of social development and aspects of environmental protection in areas where Mount tourist attractions are Fatuleu is located. However, the development of Mount Fatuleu's tourist attraction to become a sustainable tourist attraction has not been realized. This is an implication of the lack of seriousness of the role of the Kupang Regency Tourism and Creative Economy Office as the managing party of this tourist attraction to develop and repair all the lag and damage that exists in this tourist attraction. In addition, the marketing activities of Mount Fatuleu as a potential tourism product have also not been carried out properly. All elements of the marketing mix, except for the price and location have not been able to be actualized correctly and well in this tourist attraction. This has resulted in Mount Fatuleu experiencing degradation both in terms of its tourism potential and the selling value that can be given to tourists. This lag and decline have resulted in the application of the concept of sustainable tourism that has not been actualized in the tourist attraction of Mount Fatuleu.

The theory of sustainable tourism development by Heillbronn (Vitrianto, 2024) which includes three components has not been fulfilled well in terms of (1) environmentally sustainable, where the environmental preservation of Mount Fatuleu is not carried out properly and left alone, the environment around Mount Fatuleu is no longer maintained and has begun to be overgrown with wild grass (2) economically sustainable, nor can it be implemented because of the number of tourist visits to this tourist attraction It began to decrease and there were almost no more tourists visiting this tourist attraction. The absence of tourism activities at this tourist attraction also means that economic activities at Mount Fatuleu tourist attractions are not running properly. There is no economic turnover between tourists as consumers and the management and residents of Nunsael Village as producers who offer Mount Fatuleu as a tourism product and its components to tourists. So that it cannot have implications in reducing poverty levels, encouraging economic growth, and creating jobs for the people of Nunsael Village and its surroundings and (3) being socio-culturally sustainable, it has also not been able to be realized because there are no tourism activities on Mount Fatuleu so that the authenticity of the socio-culture and customs of the local community, the preservation of local cultural and

customary heritage values has not been introduced to tourists so that the interaction between cultures has not been properly established.

CONCLUSION

This study reveals that Mount Fatuleu tourist attraction, rich in natural potential, has suffered significant declines in management and marketing effectiveness following the COVID-19 pandemic and Tropical Cyclone Seroja. The Kupang Regency Tourism and Creative Economy Office have not implemented the 7P marketing mix (Product, Price, Place, Promotion, People, Physical Evidence, and Process) comprehensively or sustainably, neglecting crucial elements like promotion, human resources, facility maintenance, and service processes. This has led to deteriorated tourist experiences, sharply reduced visitor numbers, and stalled sustainable tourism development, as environmental preservation, local economic benefits, and socio-cultural interactions have all diminished. A coordinated effort involving local government and community stakeholders is urgently needed to systematically reactivate the 7P elements alongside sustainable development principles, aiming to restore the destination's appeal, boost the local economy, and secure long-term viability. Future research should explore the integration of community-based tourism approaches and resilience strategies to better support post-disaster recovery and sustainable management in vulnerable tourist destinations like Mount Fatuleu.

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