

Evaluation of the Effectiveness of Tourism Promotion by the Sidoarjo Regency Government in Developing Tlocor Tourism

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Abstract

This study provides an evaluation of tourist promotion strategies employed by the Sidoarjo Regency Government in Indonesia, with a specific focus on the Tlocor Tourism Area. To gain insights into the effectiveness of these strategies, qualitative research methods, such as in-depth interviews and document analysis, were used. The research aims to identify the existing challenges in promoting the Tlocor Tourism Area and offer actionable recommendations for enhancing tourism promotion and sustainable development in the region. The study scrutinizes various aspects, including infrastructure, amenities, stakeholder participation, and adherence to tourism standards. It also examines promotional tactics used by the government, such as branding, advertising, and collaborations with content creators. The study also highlights the importance of having a comprehensive branding plan and increasing promotional efforts to attract tourists. It proposes practical recommendations, such as holding competitions to appreciate content creators, increasing participation in tourism exhibitions, and developing innovative promotional strategies. This research is aimed at contributing to the tourism sector, policymakers, and local government bodies. It provides insights into how to effectively manage and develop tourist areas like Tlocor, contributing to the discourse on sustainable tourism development. The ultimate goal of this study is to foster constructive discussions and actions that will enhance the potential for sustainable tourism development in the Tlocor Tourism Area, benefiting the region and its people.

Keywords:

BAS strategy, tourism promotion, tourism objective, evaluation, government innovation

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Introduction

Tourism holds a pivotal role for the millennial generation, serving as a crucial escape from the rigors of daily life and stress. It is a multifaceted and intricate phenomenon that demands scientific scrutiny, defined as the act of traveling for pleasure. And the journey cannot be deemed tourism if its purpose is not rooted in the pursuit of enjoyment (Pitana, I. G., dan Gayatri, 2019). Beyond providing pleasure, the tourism sector significantly bolsters economies, particularly in regions like Indonesia and rural locales. In Indonesia, it makes a substantial contribution to the national GDP, accounting for over two percent. In 2021 alone, the travel and tourism industry injected a formidable 414 trillion rupiah into the Indonesian economy (Wolf, 2022). Tourism isn't solely about leisure, it's a powerful catalyst for job creation, both directly within the travel sector and indirectly in related industries like food services, construction, and retail.

Furthermore, it can catalyze the development of infrastructure, including roads, public transportation, healthcare facilities, and recreational amenities, extending benefits to both the local population and tourists. The Tlocor Tourism Area serves as a prime exemplar of a tourist attraction capable of catalyzing the progress of a region. Located in Kedungpandan Village, Jabon District, Sidoarjo Regency, East Java, it stands as a testament to the harmonious synergy between the Sidoarjo Regency Government and the Department of Youth, Sports, and Tourism, encompassing 1,725 hectares, and home to 1,532 families (B. P. S. Sidoarjo, 2022) , it embodies a diverse and integrated community, as depicted in Figure 1:

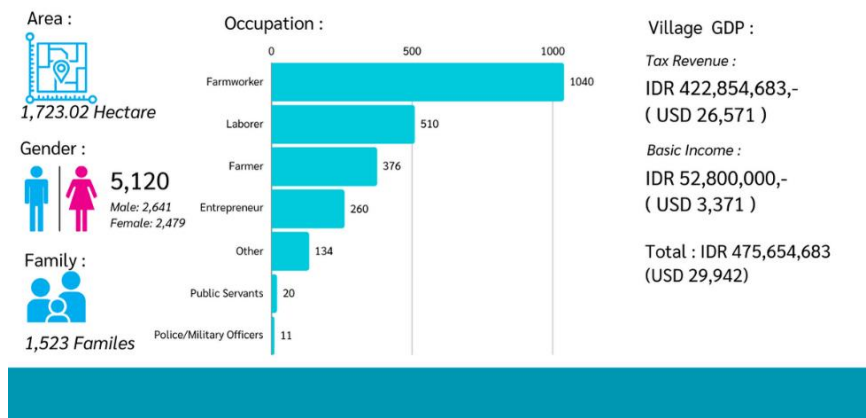


Figure 1. Economic and Demographic Data of Kedungpandan Village

Source: Department of Statistics, Sidoarjo Regency, 2022

Situated at the confluence of the Porong River estuary and the Madura Strait, the village of Kedungpandan has prospered thanks to its advantageous location that has facilitated the growth of its agricultural, fisheries, and tourism industries. Tlocor tourism is a rapidly growing attraction that has gained popularity since 2019. It is situated near the Java Sea, and is known for its natural formation of a reclamation island that was created due to sedimentation caused by the diversion of the Porong River. The area is well-established and offers a range of activities that cater to tourists of all ages. Through effective management by the local community, this unique feature has been transformed into a must-see attraction. To reach Tlocor tourism, visitors typically rely on land transportation, with cars and tourist buses being the most popular modes of travel. Those seeking convenience can opt for public transportation, with the nearest train station being Sidoarjo City Station, which is located 30km away. For out-of-town guests arriving by air, it is necessary to transfer to public transportation at Sidoarjo city center, as illustrated in Figure 2. It is also worth noting that Tlocor is situated 33 km from Sidoarjo City, 52 km from the provincial capital, and 820 km from popular tourist destinations, including the capital of Indonesia (Colab Google, 2023).

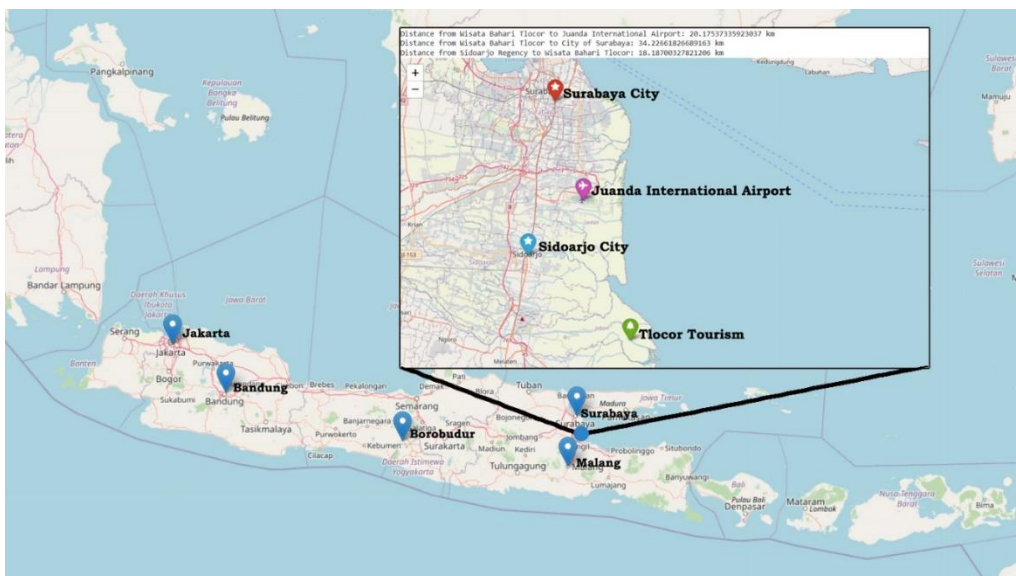


Figure 2. Distance between the tourist location and the provincial capital in Java Island, the center of Sidoarjo district, and Juanda International Airport

Source: Google Colab, Regenerated by Author, 2023

The strategic geographic location of Kedungpandan Village has paved the way for the flourishing of agricultural, fisheries, and tourism sectors. Nestled at the convergence of the Porong River estuary and the Madura Strait, with direct access to the Java Sea, this locale has

been strategically harnessed for the development of Tlocor Tourism. This captivating tourist destination features a reclaimed island at its heart, a natural formation resulting from sedimentation caused by diverting the Sidoarjo mudflow into the Porong River. The astute management of the local community has metamorphosed this unique geographical feature into the renowned tourist attraction that is Tlocor Tourism. However, despite these promising prospects, the Tlocor Tourism Area's journey to its full potential is marked by challenges. It is evident that there are gaps in the tourism promotion strategies employed by the Sidoarjo Regency Department of Youth, Sports, and Tourism. The data on tourist visits to Tlocor in 2021 reveals fluctuations, with numbers consistently falling short of the Department's target of 10,000 monthly visitors, as illustrated in Figure 3.

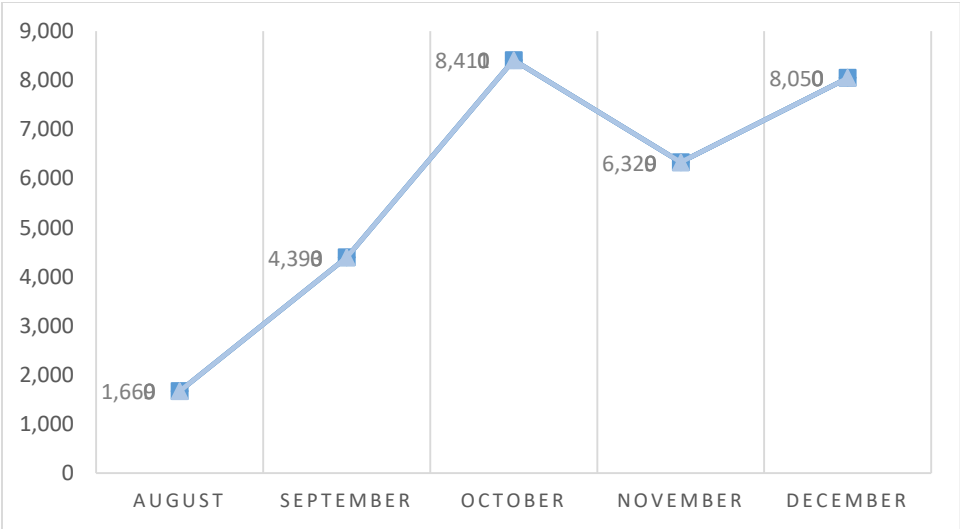


Figure 3 . Tlocor Tourism Visits by Month, 2021

Source: Bumdes Keduangpadan Village, 2021

From Figure 3, it can be observed that tourist visits to the Tlocor Tourism Area fluctuate, and the number of visitors never exceeds 10,000 in a given month. Considering its geographical location, Sidoarjo Regency is a strategic area connecting Surabaya and Malang in East Java, Indonesia. Furthermore, the allocated budget for tourism expenditures in Sidoarjo Regency is quite substantial, as indicated in the Sidoarjo Youth, Sports, and Tourism Service Work Plan Program document, with a value of IDR 3,037,448,000 Rupiah or approximately USD 201,965 (D. Sidoarjo, 2021). Details of the budget allocation can be seen in Table 1 below:

Table 1. Budget Allocation For Tourism Promotion and Development of Sidoarjo Regency, 2021

Details	Budget	
	IDR	USD
Tourism Marketing and Overseas Attractions, Destinations and Regions Strategic Regency/City Tourism	Rp. 1,518,874,000	\$ 100,997
Activity Facilitation Tourism Marketing Both Inside and Out Tourism Country Regency/City	Rp. 1,164,14,000	\$ 77,387
Promotion Strengthening Through Print Media, Electronics, and Media Others Both In and Outside Country	Rp. 227,826,000	\$ 15,145
Provision of Data and Information Dissemination Tourist Regency/City, both Domestic and foreign	Rp. 6,900,000	\$ 459
Monitoring and Evaluation Development Tourism Marketing	Rp. 120,000,000	\$ 7,977
Total Budget	Rp. 3,037,440,000	\$ 201,965

Source: Rencana Strategis Dinas Pemuda Olahraga Dan Pariwisata Sidoarjo 2021-2026

Figure 1 and Table 1 reveal that tourism promotion in Sidoarjo needs more effective strategies. Despite ambitious targets set by the Sidoarjo Regency Government, actual implementation of tourism promotion falls short of the planned budget. This presents an opportunity for policymakers to review their strategies and find innovative approaches to attract more visitors to the region. By identifying discrepancies between the allocated budget and the actual implementation expenditure of tourism promotion, we can work towards building a sustainable and prosperous tourism industry in Sidoarjo. The Sidoarjo Tourism Office has made efforts to evaluate the effectiveness of tourism promotion carried out by the Sidoarjo Regency Government for Tlocor Tourism. However, these efforts are still built around conventional methods, such as making brochures and displaying them at exhibitions, which is contrary to technological advancements.

Digital media and social media have become effective marketing tools, and strategies that have minimal budgets and big impacts have not been planned by the Sidoarjo tourism office. In light of the current situation, there is a pressing need for valuable insights to serve as a benchmark for policymakers in their mission to foster and enrich the Tlocor Tourism Area. The existing scenario underscores a significant disparity between the allocated funds from the

Tourism Office and the actual visitor numbers at this location. With the right strategy and resources, Sidoarjo has the potential to become a globally sought-after tourist destination that attracts visitors from around the world. By proactively addressing the gaps and inefficiencies inherent in the present system, we can strive to achieve the targets set by the Sidoarjo Regency Government, and ultimately usher in a more dynamic and prosperous era for the local tourism industry. Our research questions are as follows: (1) *'How effective are the efforts of the Sidoarjo Regency Tourism Service to promote Tlocor tourism, with the allocation of funds in Table 1?* and (2) *"Does it impact the rate of Tlocor tourists?"* These two questions guide our exploration of these critical matters.

Literature Review

Previous Research

Several studies have been carried out regarding the development and potential of various tourist destinations in various regions in Indonesia. One study assessed the tourism potential in Sumenep Regency by evaluating the role of the Regency Tourism Development Master Plan in harnessing the marine tourism potential of Madura, a prominent island in East Java. The RIPPARKAB Sumenep initiative was designed to enhance tourism quality and quantity in the region, focusing on environmental and socio-cultural sustainability, and delve into various aspects, including tourism marketing strategies, the significance of regional image-building, and the need for strategic collaboration. The authors of that study emphasized the importance of digital outreach, and suggested improvements based on their findings. Despite the initiatives and potential of the region, challenges such as limited funding and the need for more effective partnerships persist, hindering the full realization of Madura's coastal tourism potential (Effendi & Perwira, 2023).

Another study also examined the parameters of sustainable tourism at Tanjung Papuma Beach, Jember, East Java, Indonesia. That study emphasized the need to improve facilities and infrastructure to enhance the tourist experience. Research suggests that marine and educational tourism be developed at Tanjung Papuma Beach to increase environmental protection and tourist participation. However, the report also noted management problems on the island, and suggested that destination development, institutional development, marketing tactics and industrial expansion should be prioritized (Adiati & Basalamah, 2014).

One study explored the potential of Lusi Island (Tlocor Tourism) in Sidoarjo Regency as a tourism destination. That research emphasized the natural beauty of the island and the possibilities of sustainable tourism. Similar research was also carried out to examine the growth of beach tourism in Watu Karung and Sendang Villages in Pacitan Regency, East Java, Indonesia.

That study classified different coastal tourism areas, and offered development methods for these areas. Improving tourist facilities, increasing accessibility, and providing basic tourism facilities are considered important initiatives to increase the attractiveness and sustainability of Pacitan Regency tourism locations (Chamdalalah et al., 2017).

In general, the above studies provide significant insight into the barriers and possibilities associated with tourism development in various locations in Indonesia. They emphasize the importance of infrastructure, facilities and stakeholder participation in providing sustainable and attractive tourism destinations. The results increase knowledge about tourism management and provide useful suggestions for policy makers and tourism practitioners.

Tourism Development

Tourism development is a positive and long-term process that involves aligning the available tourism supply with the demand to achieve desired outcomes. The focus is not just on creating tourist destinations, but on creating an environment that fosters the growth of tourism. This requires careful planning and management to ensure the sustainability and mutual benefit of the tourism industry for both visitors and host communities. A tourism area is a specially-equipped area that facilitates tourism activities. Developing tourism potential involves efforts to increase the resources of a tourist destination area. This is achieved by enhancing both the physical and non-physical elements of the tourism system in ways that encourage growth and contributes to the local economy and community (Twining-Ward et al., 2018).

Tourism development involves leveraging a location's resources to create a thriving environment for tourism while ensuring that the industry benefits all stakeholders and is sustainable in the long run (Wearing & Schweinsberg, 2019). This is an ongoing process that requires strong collaboration and support from various parties, including government and non-governmental organizations, host communities, and tourism businesses. Such a cooperative approach helps to maximize tourism benefits and minimize negative impacts. Effective tourism development, therefore, requires thoughtful planning, management, and collaboration for successful and sustainable outcomes.

Regional Regulation of Sidoarjo Regency, Number 6 of 2014, Regarding the Master Plan for Regional Tourism Development for 2014-2025

The Regional Regulation of Sidoarjo Regency outlines a comprehensive tourism marketing development strategy that aims to promote tourism in the region. The strategy comprises several essential components, including the development of high-quality tourism

services, setting specific tourist targets, and creating a positive image for the region (P. Sidoarjo, 2014). One of the key focuses of the strategy is to position the region as a destination for quality tourism by ensuring that the services and experiences offered meet the expectations of this market segment. The strategy also emphasizes the importance of understanding the characteristics, needs, and preferences of key and potential tourism markets to provide enhanced experiences for tourists and higher satisfaction levels. To create a positive image for the region, the strategy emphasizes the region's creativity and environmentally friendly aspects. Effective tourism marketing plans and integrated marketing with coordination with other sectors, notably trade and investment, are also essential elements.

The strategy aims to broaden the market reach by establishing integrated marketing partnerships with other regions, such as the East Java Province and the national level. This extended reach allows for a wider and more diverse audience. Collaboration with creative communities in arts, culture, history, science, and technology is also encouraged in order to implement effective marketing programs. To ensure the successful execution of these strategies, the development of mechanisms for planning, implementation, monitoring, and evaluation of regional tourism marketing programs is fundamental. In conclusion, the tourism marketing development strategy outlined in the Regional Regulation provides a multifaceted approach to promoting tourism in the Sidoarjo Regency. It places emphasis on quality, target setting, image creation, integrated marketing, market understanding, collaboration with creative communities, and the establishment of effective planning mechanisms, all of which are pivotal for the region's tourism promotion and development.

Promotion

Promotion, in essence, is a form of marketing communication that disseminates information widely. As suggested by (Saputra & Rodhiyah, 2016) promotion is a one-way information or persuasion directing an individual or an organization towards an action that creates an exchange in marketing. Promotion serves as a communication tool to introduce a company's product to the public, attract buyer interest, and increase sales, the marketing mix is formed by four basic variables: product, price, place, and promotion. The product is something offered to the market to attract attention and fulfill consumer desires and needs. Price determination considers the type of competition in the target market and the total cost of the mix (Philip & K.L., 2001). The place serves as a distribution channel to reach the target consumer, encompassing location, transportation, and more. Lastly, promotion involves activities that convey the benefits of the product and persuade customers to buy it. This process invites the

government, the private sector, and the community to communicate and collaborate effectively for maximum results.

Promotions are usually carried out persistently through various media outlets that are considered effective in reaching and engaging the target market. In the realm of tourism, promotion is vital in drawing tourists and boosting visitor numbers. It encompasses a broad spectrum of activities such as advertising, public relations, direct marketing, sales promotion, and personal selling. With the emergence of digital technology, promotional strategies in the tourism sector have transformed. Aspects like digital and mobile marketing, infrastructure, branding, quality, accessibility, and information about a specific destination, which are highly sought after by tourists, are deemed crucial promotional tools in the tourism industry.

Evaluation in Tourism Development Policy

Evaluation in the context of tourism development policy can be defined as the appraisal, rating, and assessment of policy outcome. It pertains to the production of information about the value or benefits of policy outcomes. In the realm of tourism development, evaluation plays a crucial role in assessing the effectiveness and efficiency of policies implemented to promote and sustain tourism. It provides valid and reliable information about policy performance, including the extent to which needs, values, and opportunities have been achieved through public action (Dunn, 2017, p 331).

Evaluation contributes to clarifying and criticizing the values underlying goal selection and target setting in tourism development. Furthermore, it aids in the implementation of other methods for policy analysis, such as problem formulation and recommendation. In order to evaluate the success of tourism development policies, it is necessary to establish several indicators or criteria. These criteria should include effectiveness, efficiency, fairness, accuracy, coverage, sufficiency, and responsiveness (Dunn, 2017, p. 333). These criteria can be applied to various aspects of tourism development such as infrastructure development, promotion strategies, stakeholder engagement, and sustainability initiatives.

Effectiveness can be measured by the extent to which the goals of the tourism development policy have been achieved. Efficiency pertains to how well resources have been used in implementing the policy. Fairness involves assessing whether the benefits and costs of the policy are distributed equitably among all stakeholders. Accuracy refers to how well the policy outcomes match the expectations set out in the policy objectives. Coverage assesses whether all relevant aspects of tourism development have been addressed by the policy. Sufficiency evaluates whether the policy outcomes are adequate to meet the needs identified in the policy objectives. Responsiveness measures how well the policy adapts to changes in the

tourism environment (Subarsono, 2005), evaluation is a critical component of tourism development policy. It provides a framework for assessing policy performance and contributes to improving future policies by giving valuable insights into what works and what doesn't in promoting sustainable tourism development.

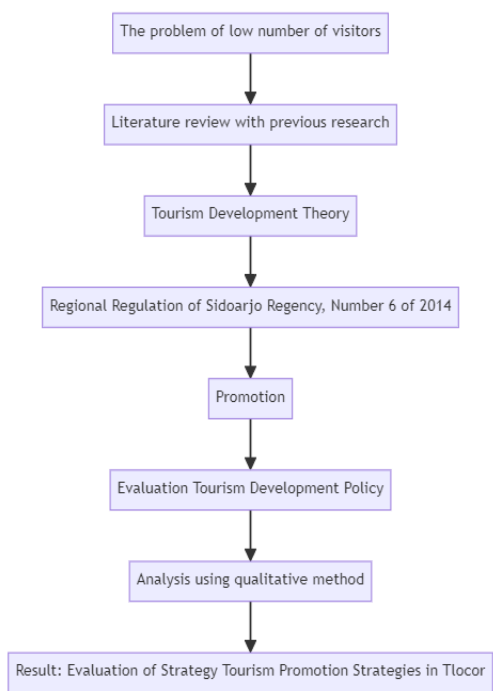


Figure 1. Conceptual Framework

Source: Author, 2023

Tourism is an industry of paramount importance that plays a vital role in the growth and development of economies. To ensure its sustainable growth, it is crucial to have a comprehensive strategy that covers all the essential components. These components include Tourism Development, Tourism Marketing Development Strategy, Promotion in the Tourism Sector, and Evaluation in Tourism Development Policy. Among these components, the Tourism Marketing Development Strategy is the cornerstone that aims to project a positive regional image, enhance service quality, and promote collaboration across various sectors. To achieve these goals, various media channels, including digital platforms, are leveraged to attract tourists and increase visitation rates. The Evaluation in Tourism Development Policy plays a significant role in assessing the effectiveness and efficiency of the policies that promote and sustain tourism. Tlocor, a unique and picturesque destination, has adopted a comprehensive strategy to

promote tourism. The strategy includes social media engagement, partnerships with travel agents, and the active involvement of content creators who produce and share digital content. The Tourism Awareness Groups (Pokdarwis) also plays a significant role in marketing and verifying tour guides, fostering collaboration with Tlocor tourism managers. In addition, the Sidoarjo Regency Government's participation in international fairs enhances Tlocor's visibility and exposure.

The tourism promotion strategies in Tlocor are evaluated based on their effectiveness in attracting visitors and improving public perception. To ensure sustainable development, the impact of these strategies on long-term outcomes such as job creation and local economic growth is also measured. By identifying strengths, weaknesses, and challenges, the Tlocor Tourism Area's promotion can be improved and serve as an example of sustainable tourism growth for the local community. A comprehensive strategy, which includes aligning tourism supply and demand, using diverse media channels, and evaluating policies' effectiveness, is crucial for achieving sustainable tourism growth. The framework presented above is a valuable tool for assessing the success of tourism development in the Tlocor region and guiding future decision-making.

Methods

The qualitative descriptive research method employed in this study has been chosen to provide comprehensive results. It focuses on in-depth observation and analysis of processed data obtained through interviews with data sources. The researcher interviewed with employees of the Sidoarjo Youth, Sports and Tourism Department, which is a research site for policymakers and supervisors of tourism policy and spatial planning in the Tlocor tourist area. By doing so, the author aimed to gain a thorough understanding of the experiences, perspectives, and actions of the people involved in creating and promoting the Tlocor Tourism Area. The data collected through these interviews will be transcribed and evaluated thematically, allowing the author to uncover patterns, themes, and insights relevant to the research objectives (Atkinson & Delamont, 2010).

The qualitative descriptive research approach used in this study requires the collection and interpretation of qualitative data in written form, such as interviews, observations, and document analysis. The researcher aims to describe and understand the experiences, perspectives, and actions of the people involved in the creation and promotion of the Tlocor Tourism Area. The data that was collected and was transcribed and evaluated thematically. This enabled the researchers to uncover patterns, themes, and insights that were relevant to the research objectives. A sample of employees from the Sidoarjo Youth, Sports, and Tourism Service

acted as "Mr. X" and "Mrs. Y", helping the researcher achieve these objectives. The researcher conducted interviews with Mr. X and Mrs. Y as representative of the Sidoarjo Youth, Sports and Tourism Department to obtain data for the study. This department is a research site for policy makers, tourism policy implementers, and supervisors of tourism policy and spatial planning in the Tlocor tourist area. These research locations provide valuable insights for policymakers, tourist policy implementers, and tourism policy and spatial planning supervisors in the Tlocor tourist area in Sidoarjo. The table below shows the sources for in-depth data collection.

Table 2. Resource Persons Interviewed

Name	Designation
Mrs. Y	Head of Tourism Division, Department of Youth, Sports and Tourism Service Sidoarjo Regency
Mr. X	Marketing Tourism Officer, Office of Youth, Sports, and Tourism Sidoarjo Regency

Source: Author, 2023

During the research, the author had the opportunity to conduct interviews with two influential figures in the tourism industry, Mrs. Y and Mr. X. These interviews took place at the Sidoarjo Regency Tourism Affairs Office on February 21 and March 12, 2023, from 8:00 a.m. to 11:00 a.m. The Sidoarjo Regency Tourism Affairs Office comprises three departments: Tourism, Sports, and Youth. The researcher decided to select samples from the Tourism Department. This department consists of eight employees, including:

1. Head of the Tourism Department
2. Two members from the Tourism Marketing Department
3. A treasurer
4. Head of the Budgeting Sub-Department
5. An administrative staff member
6. A general administration officer

The researcher chose to interview Mrs. Y, the Head of the Tourism Marketing Department, and Mr. X, a staff member from the tourism marketing department. The primary reason for selecting these two individuals as samples was their ability to provide credible verification and feasibility testing of tourist attractions. Their positions and experience in the tourism industry make them valuable sources of information for assessing the strategies and policies employed in the development and marketing of the Tlocor Tourism Area. Their insights can help evaluate the effectiveness, efficiency, and overall performance of various tactics used in attracting visitors and achieving desired results. This selection aligns with the qualitative nature of the research, which aimed to gain a deeper understanding of the complexities of tourism

development. The purpose of this research is to provide a comprehensive and detailed assessment of the strategies and policies employed in the development and marketing of the Tlocor Tourism Area. The research aims to enhance the effectiveness, efficiency, and overall performance of various tactics used in attracting visitors and achieving desired results. Qualitative techniques were used in this research to gain a deeper understanding of the complexities of tourism development, providing valuable insights and recommendations for future policy and practices in the region.

Results and Discussion

Strategies Used by the Sidoarjo Regency Government for Promoting Tlocor Tourism

The Sidoarjo Regency Government's tourist marketing strategies for attracting visitors to Tlocor are still pretty straightforward. Traditional mass media, such as leaflets and roadside advertisements, are used in the contemporary promotion process. With the arrival of the digital era, the Sidoarjo Regency Government's tourist marketing methods have been somewhat modified, embracing the BAS approach (Branding, Advertising, Selling) (Indonesia, 2016), as detailed below:

Branding entails building the identity of the Tlocor Tourism Area by attempting to distinguish it from other tourist destinations outside of the Sidoarjo Regency. Creating a brand image and identity may help Tlocor Tourism Area become more memorable and favored by the general audience.

Advertising involves direct advertising and offering of Tlocor Tourism Area as a tourism product. The Tlocor Tourism Area was advertised effectively through a range of channels, including targeted advertising on tourist buses in Asian countries and national TV commercials.

Selling involves selling tourism products through marketing activities. This marketing aims to sell the Tlocor Tourism Area by providing a simplified description of the product with the established brand by the Sidoarjo Regency Government. The selling process is the culmination of branding and advertising efforts, often done through tourism exhibitions.

The above explanation is based on the statement given by the Head of the Tourism Division at the Sidoarjo Regency Department of Youth, Sports, and Tourism:

"We use the Branding, Advertising, and Selling (BAS) strategy to promote tourism, not only for Tlocor but also for other tourist attractions. (Interview, Mrs. Y Sidoarjo, Indonesia, March 12, 2023, 08:40)"

These findings are rooted in the regional regulation of tourism policy, specifically the Regional Regulation of Sidoarjo Regency, Number 6 of 2014. This regulation outlines a comprehensive tourism marketing development strategy designed to promote tourism in the region. The strategy encompasses several critical components, such as the development of high-quality tourism services, setting specific tourist targets, and fostering a positive image for the region. The strategy aims to position the region as a destination for quality tourism by ensuring that the services and experiences offered meet the expectations of this market segment. It underscores the importance of understanding the characteristics, needs, and preferences of key and potential tourism markets to provide enhanced experiences for tourists and higher satisfaction levels. The strategy also encourages collaboration with creative communities in arts, culture, history, science, and technology to implement effective marketing programs. Effective planning mechanisms and integrated marketing with coordination with other sectors, particularly trade and investment, are also pivotal elements of the strategy.

Accuracy of Tourism Promotion Strategies in Tlocor

The tourism promotion strategies currently implemented by the Sidoarjo Regency Government are progressing slowly but are still not considered accurate, accuracy is one of the evaluation indicators closely related to substantive rationality. It focuses on the value or significance of program goals based on strong underlying assumptions. The effectiveness of ongoing tourism promotion strategies for the Tlocor Tourism Area is hampered by a lack of innovation and the use of repetitive methods. It is worth noting that the Tlocor Tourism Area is a relatively new tourist attraction in Sidoarjo Regency. Despite the implementation of the BAS method, the Sidoarjo Regency Government has primarily focused on selling tourism products through exhibitions and auctions. This is substantiated by a statement from a Tourism Officer who is a staff member of the Tourism Marketing Division at the Sidoarjo Department of Youth, Sports, and Tourism, made on February 21, 2023.

"It is true that the promotion of Tlocor is improving, with banners and promotions. However, the identity of Tlocor is still not well-established, and there is no distinct name or brand to attract tourists. Tlocor is only known for its fishing and Pulau Lusi, but there are many other attractions in the area."
(Interview, Mr. X, Sidoarjo, Indonesia, February 21, 2023, 14:12)

The lack of branding for the Tlocor Tourism Area and the focus solely on selling tourism products without redesigning attractions have contributed to limited recognition and awareness among tourists. The Sidoarjo Regency Government allocates a sizable budget of Rp.

1,518,874,000 (approximately USD 100,997) for tourism exhibitions. However, the impact of these exhibitions should go beyond merely showcasing products; efforts should be made to invite influencers or social media activists to promote this tourist attraction. This approach makes sense considering that, according to Table 1, the budget for other promotional activities, apart from participating in tourism exhibitions, is Rp. 227,826,000 (approximately USD 15,145). With such a budget, there should be a significant increase in the number of visits, and the role of social media activists is vital in changing the image of the Tlocor Tourism Area. This point was also mentioned by Mr. X.

"The biggest allocation in tourism promotion and marketing is spent on exhibitions. However, it is not just about organizing exhibitions, but rather the impact they create. We need to allocate more budget for rebranding Tlocor."
(Interview, Mr. X, Sidoarjo, Indonesia, February 21, 2023, 14:12)

Therefore, the accuracy of the tourism promotion strategies implemented by the Sidoarjo Regency Government falls short of expectations, both from tourists and the Tlocor Tourism Area itself. Through the allocation of funds and the strategies implemented by the Sidoarjo District Tourism Office in collaboration with the Tlocor Village Tourism Awareness Group, there have been noticeable developments. This support and collaboration have led to the transformation of the tourism sector, which was previously not registered in the Ministry of Tourism's database, to now being listed with an 'Advanced' status, (Ministry of Tourism & Economic Creative, 2022)

Despite the inclusion of Tlocor Marine Tourism in the tourism village network of the Ministry of Tourism, the anticipated surge in visitor numbers did not materialize. In 2022, Tlocor Tourism experienced a markedly lower influx of tourists than expected, a situation largely attributable to the persistent Covid-19 epidemic in Indonesia. This downturn in tourism was further compounded by management challenges faced by Bumdes Mitra Abadi, the entity tasked with gathering and relaying tourism data to the regional government. Notably, the data management efforts by the Kedungpandan Village Own Enterprises were fraught with difficulties, particularly evident in the inconsistent reporting of tourist visits throughout 2021, with pronounced irregularities observed during the third and fourth quarters.

This period of reporting inconsistencies coincided with a critical phase of economic and tourism distress in Sidoarjo, significantly intensified by a surge in Covid-19 cases. The resultant discrepancies between the reported data and the actual situation on the ground present a considerable risk of misinforming central government decision-making processes, which are heavily dependent on these statistics for strategic planning in the tourism sector. The most

acute impact of the pandemic was felt between August and November 2021 in the Tlocor area, leading to a substantial collapse in the health sector and a corresponding decline in tourism activities. Claims of monthly visitor counts exceeding 1000 during this tumultuous period are not only unrealistic but also fail to consider the logistical difficulties and the prevailing health crisis. This discrepancy highlights the need for a more grounded and realistic approach in reporting and interpreting tourism data, essential for the sustainable development of the tourism sector and for making informed policy decisions at the governmental level, local community, potentially leading to unsustainable practices. As a person with a vested interest in the tourism industry, the author emphasizes the importance of accurate data reporting to the central government

A Comprehensive Evaluation of Tlocor Tourism Policy in Sidoarjo Regency

The tourism policy of Sidoarjo Regency, although ambitious in its goals, could be improved to better align with its objectives. One of the key areas of concern is Tlocor tourism, where despite a large budget allocation of \$201,965, there has not been a significant increase in the number of visitors. To improve the effectiveness and efficiency of policy implementation, it may be useful to evaluate its performance using evaluation criteria (Dunn, 2017). Additionally, the allocation of \$101,258 for tourism exhibitions, although a traditional method, has not been successful in attracting more visitors to the region. By re-evaluating the budget allocation and exploring alternative strategies, such as digital marketing or community engagement, Sidoarjo Regency can better align its tourism policy with its goals, as outlined in the Sidoarjo Regency Regional Regulation Number 6 of 2014 concerning the Master Plan for Regional Tourism Development 2014-2025 Chapter IV article 10.

“Article 10 Chapter IV: the application of responsible marketing concepts and directed by the community in every marketing program carried out by the Government and tourism businesses. development of marketing through communities in creative district tourism marketing. development of integrated tourism marketing domestically and abroad”.

This traditional method only provides meaningless results, thus raising critical questions about the ‘effectiveness’ and ‘efficiency’ of the policy, in line with Dunn (2017) criteria. A more complicated problem is the poor implementation of Branding, Advertising, and Sales (BAS) strategies outlined in Sidoarjo Regency Regional Regulation Number 6 Year 2014 concerning the Master Plan for Regional Tourism Development 2014-202 “Article VII, Chapter III”.

“Chapter III Article 7 paragraph: c. realizing a district tourism destination that is able to meet recreational needs and develop community potential... e. developing integrated and responsible tourism marketing in an effort to make creative community potential as a regional tourism identity”.

Despite having potential, the current strategy is ineffective due to several reasons. One, there is no proper cluster branding in place. Two, the advertisements are boring and do not have an interesting narrative. And three, the sales methods employed are outdated, relying heavily on exhibitions. As a result, the \$15,145 allocated for “Promotion Strengthening” has been used inefficiently. The strategy fails to meet Dunn’s criteria for ‘effectiveness’, ‘efficiency’, and ‘accuracy’. Additionally, the government’s implementation of the Brand Image, Advertising, and Sales (BAS) strategies has added another complexity. Although it has potential, the BAS strategy is not implemented well, resulting in ineffective and inefficient use of allocated funds, especially \$15,145 for ‘Promotion Strengthening’.

Brand imaging has not developed properly, advertising lacks an interesting narrative, and sales still rely on old-fashioned methods such as exhibitions. The current strategy for Tlocor tourism is ineffective and fails to attract enough visitors, despite being allocated funds. This goes against the purpose of the budget and policy objectives. Although Tlocor tourism has been registered as an advanced tourism category, it still struggles to attract a significant number of visitors. This contrasts with what is contained in Sidoarjo Regency Regional Regulation Number 6 Year 2014 concerning the Master Plan for Regional Tourism Development 2014-202 Chapter V Article 12.

“Chapter V Article 12: Tourism Development Strategy includes: a. destination tourism development strategy; b. tourism industry development strategy; c. tourism marketing development strategy; and d. institutional tourism development strategy”.

While Tlocor has achieved the 'Advanced' status as per Article XII, Chapter V, it is clear that more efforts are needed to promote tourism. It is essential to strengthen the collaboration between the Sidoarjo Tourism Office and Bumdes Mitra Abadi to promote tourism in Tlocor. These efforts should focus not only on registering tourist spots with the Ministry of Tourism but also on innovative strategies like holding festivals that showcase the unique culture of Kedungpandan Village. Despite significant investments and strategic planning, Tlocor’s tourism industry has not grown as expected. This presents a vital opportunity to revisit the policies and make necessary adjustments to address the inefficiencies. The government should take a more

nuanced approach to promote tourism in Tlocor and allocate funds towards creative, digital, and community-focused promotional activities. By taking these steps, the government can effectively align its policies with Dunn's evaluation criteria and transform Tlocor into a thriving tourist destination.

Supporting Factors and Barriers to Tourism Development and Promotion in Tlocor

Supporting Factors

Tlocor boasts a unique geological story that emerged from the Lapindo mud deposits. With the support of the Sidoarjo Regency Government and Regional Regulations, tourism development has a solid foundation. The combination of modern digital strategies and traditional marketing methods allows for a wide reach. Additionally, the involvement of local community groups such as Pokdarwis enhances the tourist experience through personal interactions and storytelling. Borobudur, a UNESCO World Heritage site, is internationally recognized for its rich history and cultural significance, making it an educational and spiritual destination. The joint efforts of governments and international bodies to preserve and promote Borobudur ensure its preservation and global appeal. In addition, the organization of cultural and religious events throughout the year attracts a wide variety of visitors.

Furthermore, the evolution and attractiveness of the Tlocor tourist area is strongly influenced by human and socio-cultural factors, which are an integral part of its development and promotion strategy. These factors not only contribute to the uniqueness of the area but are also highly accepted by local communities and tourists, thereby encouraging a sustainable tourism model. An important human element in the development of Tlocor is the active participation of local communities. Tourism Awareness Groups (Pokdarwis), formed by local residents, play an important role in this context. Their involvement goes beyond facilitating tourism; they imbue the visitor experience with authentic cultural narratives and indigenous knowledge. This local involvement enriches the tourist experience and ensures that the benefits of tourism directly support community development.

The unique story of Tlocor, including the emergence of Lusi Island from the Lapindo mud deposits, is not just a story of geological change but also of resilience and adaptation. The way these stories are communicated to visitors, through guided tours, exhibitions, and educational programs, adds a human touch to the Tlocor experience. This storytelling approach has two goals: educating tourists about the ecological and geological importance of the site and preserving local history and heritage for future generations. The humanitarian dimension is also reflected in the role of the Sidoarjo Regency Government. The

implementation of Sidoarjo Regency Regional Regulation Number 6 of 2014 shows a human-centric approach to tourism development. By providing a legal and regulatory framework, the government ensures that tourism development is in line with community welfare and environmental sustainability. This policy approach underscores the importance of human and social factors in shaping tourism strategies. Collaboration is at the heart of Tlocor's promotion. Tourism Awareness Groups (Pokdarwis) play an important role, acting as a bridge between tourists and Tlocor, guiding them, telling stories, and enhancing their overall experience. Their verification and registration by the Ministry of Tourism adds a layer of credibility and trust.

Even so, the Sidoarjo Regency Government regularly participates in international exhibitions, such as the Majapahit International Travel Fair, which is held every year in April in Surabaya, to promote and sell the Tlocor Tourism Area. Apart from that, they also regularly take part in the Meeting Intensive Convention and Exhibition (MICE) platform to show directly the potential of the Tlocor Tourism Area. They took part in events such as the International Conference on Tourism, Transport, and Logistics (ICTTL) on 12-13 August 2023 in the Czech Republic, Indonesia Smart Travel Technology on 23-24 August 2023 in Banten Province, and the Indonesian Tourism, Investment and Network Conference on 6-7 September 2023 in Bali.

The strategy carried out by the management of Borobudur Temple in Magelang Regency, Central Java Province, Indonesia, can be implemented in stages, namely by focusing on the beauty and attraction behind the creation of tourism. These activities have increased visibility and exposure for the tourism sector, for example, attracting potential tourism industry investors such as hotels, travel agents, and other tourism infrastructure providers to evaluate investment prospects in the area. The number of visitors is likely to increase in the future as Tlocor's Tourism potential becomes more recognized.

Barriers

One notable barrier in the promotion of Tlocor tourism is the misalignment between the substantial budget allocation and the actual outcomes. The budget allocation for tourism promotion, as highlighted in Figure 1 and Table 1, is sizable, amounting to Rp. 3,037,440,000 (approximately \$201,965 USD). However, despite this financial commitment, the region has not witnessed a significant increase in the number of visitors. This disparity raises pertinent questions about the efficacy and efficiency of the current promotional strategies. It underscores the need for a more critical evaluation of how these funds are allocated and utilized. The budget breakdown reveals that a considerable portion is directed towards traditional methods such as tourism exhibitions, leaving relatively limited resources for innovative digital marketing, influencer collaborations, and community engagement.

While Tlocor's 'Advanced' tourism status, recognized by the Ministry of Tourism, is a positive step, it hasn't yet resulted in a significant increase in visitors to the area. Although significant investments have been made, the destination has not yet reached its full potential in terms of recognition and tourist numbers. This discrepancy highlights the need for a nuanced and multi-faceted promotional approach, as traditional methods and the 'Advanced' status alone may not be enough in the competitive tourism industry.

The process of reporting data on tourist visits presents a significant challenge, particularly among the managers of Kedungpandan Village Own Enterprises. Researchers have highlighted instances of irrational reporting of tourist visits in 2021, especially during the 3rd and 4th quarters. This period coincided with a crisis in the Sidoarjo economy and the tourism industry due to a surge in Covid-19 cases. The discrepancy between the reported data and the actual situation on the ground could lead to inaccurate information being relayed to the central government, which relies on these reports for decision-making in the tourism sector. The Indonesian Covid-19 epidemic, which has been brought under control according to the latest data, had a significant impact on the tourism industry. Between August and November 2021, the Tlocor area experienced a surge in Covid-19 cases, leading to a collapse of the health sector and a decline in the tourism industry. It is highly irrational to expect monthly figures of over 1,000 visitors during this period, given the difficulty of access and the prevailing health crisis.

To improve tourism growth, the government should align its policies with modern tourists' preferences, focus on community-centered and digitally-oriented promotional activities, and have a transparent reporting system. There is a need for better communication between central and regional governments, and collaboration in creating events and publicizing them through major media can effectively promote Tlocor tourism. Accurate data reporting is crucial, and manipulating data during the crisis period is concerning and needs to be addressed urgently.

Conclusions and Recommendations

Conclusions

Tucked away in Sidoarjo lies the Tlocor tourist area, a hidden gem that offers a unique experience to visitors. One of its main attractions is Lusi Island, which showcases nature's remarkable resilience and rejuvenation. Despite the Sidoarjo Regency Government's efforts to promote Tlocor, there are still significant challenges and disparities that need to be addressed for the area to reach its full potential. One of the primary obstacles that Tlocor faces is the discrepancy between the substantial budget allocation and the actual outcomes in terms of increased visitor numbers. Despite the significant financial commitment, the region has not

experienced a significant growth in tourism. This indicates a need for a critical evaluation of how funds are allocated and utilized.

The development and promotion of the Tlocor tourist area in Sidoarjo face significant challenges, including the dominance of traditional promotional methods, limited resources for innovative digital marketing and community engagement, discrepancies in tourist visit reporting, unrealistic visitor expectations, and the impact of the Covid-19 pandemic. Despite its unique offerings and 'Advanced' tourism status, Tlocor has not gained the recognition and visitor numbers it deserves. To address these challenges, a more nuanced and multi-faceted approach to promotion is necessary. Accurate data reporting is crucial for informed decision-making and sustainable tourism development. The focus should be on innovative digital marketing strategies and community engagement programs that can showcase the region's unique offerings. Moreover, there should be a concerted effort to leverage Tlocor's 'Advanced' tourism status to attract more visitors and elevate its profile among potential tourists. By adopting a more comprehensive approach to promotion, Tlocor can achieve its full potential and become a major tourist destination in the region.

Recommendations

To make Tlocor a thriving tourist destination, the following recommendations should be considered. First, there should be a reallocation of the tourism promotion budget to focus on digital marketing, influencer collaborations, and community engagement initiatives. These modern approaches can effectively enable Tlocor to reach a broader audience. Secondly, it is important to enhance Tlocor's digital presence by creating and maintaining a robust online presence, actively engaging on social media platforms, establishing a dedicated website, and launching online advertising campaigns. Thirdly, there should be more collaboration with content creators and influencers to showcase Tlocor's unique features and experiences in order to attract and engage potential visitors. Fourthly, there is a need to emphasize efforts to protect and preserve the natural beauty of the area to attract visitors who appreciate eco-conscious travelers who seek destinations aligned with their values. This environmental focus can set Tlocor apart in a competitive tourism landscape and appeal to a growing segment of conscious travelers. The University of Muhammadiyah Sidoarjo (UMSIDA) plays a significant role in expanding and promoting Tlocor as a tourist destination. Through its annual Community Service (KKN) program, UMSIDA sends its students to create social projects in Tlocor, providing the village with much-needed assistance. Therefore, it is recommended to continue the KKN program and expand it to include more students and initiatives.

UMSIDA's involvement can be leveraged to attract more researchers, students, and tourists to the area. The research and findings from these projects can be shared in academic circles, raising awareness about Tlocor and its potential as a tourist destination. However, achieving the main goal of transforming Tlocor into a thriving tourist destination will require time and interconnected collaboration among various stakeholders. This includes local and regional government bodies, the local community, businesses, and other academic institutions. By working together, these entities can ensure the sustainable and successful development of Tlocor as a tourist destination by implementing various initiatives such as eco-friendly tourism, cultural tourism, adventure tourism, and medical tourism. All these initiatives can contribute to the development of a diverse and sustainable tourism industry in Tlocor, creating more job opportunities and boosting the local economy. Fostering community involvement is crucial for the sustainable growth of Tlocor as a tourist destination. To create a sustainable and community-centric tourism ecosystem, active participation of local businesses and residents in tourism initiatives is essential. It is important to ensure that the local community feels a sense of ownership and benefits from tourism-related activities. This will make them ambassadors who can genuinely promote Tlocor to visitors. Accurate data collection and reporting on tourist visits is crucial, and regular audits and cross-verification of data can help ensure its reliability. Providing the central government with accurate information for decision-making in the tourism sector is imperative.

Improving coordination between central and regional government bodies is also necessary. This will facilitate joint promotional activities and events that showcase Tlocor to a broader audience. Working together can make budgeting more efficient and effective, ensuring resources are maximized for promotion. Continuous evaluation and feedback mechanisms should be established to gauge the impact of promotional strategies and gather insights from tourists. Highlighting Tlocor's commitment to sustainability and conservation is vital. By emphasizing efforts to protect and preserve the natural beauty of the area, Tlocor can attract visitors who appreciate ecological significance and eco-conscious travelers who seek destinations aligned with their values. This environmental focus can set Tlocor apart in a competitive tourism landscape and appeal to a growing segment of eco-conscious travelers. To overcome the challenges and realize its full potential as a major tourist destination, all stakeholders must work together towards this common goal for the betterment of the industry and the country as a whole.

This study looked at how mobile banking users behaved in terms of cybersecurity and usage. The study comes to the conclusion that users' protective behavior when using mobile banking services depends on how seriously they take the cybersecurity threat and compliance

assessments, and that users' decisions to use mobile banking services are influenced by how seriously they take cybersecurity concerns. Knowing how much of an impact this has on how people use mobile banking applications can help banks increase their understanding of cybersecurity in those areas. On the other hand, by creating regulations, strategies, and providing accurate information regarding cybersecurity in mobile banking services, policymakers, law enforcement officials, and service providers can generate confidence. Perceptions of data confidentiality can influence how data protection laws are developed for mobile banking, and guarantee that customers are aware of data security.

Commercial banks and other cyberspace security organizations should focus on developing skills and knowledge on cybersecurity awareness for mobile banking consumers through social engineering. The findings from this study suggest that banks to construct a secure mobile banking platform, which will aid in the development of confidence among bank clients who might benefit from electronic banking services. Banks should continue to provide cybersecurity awareness for their consumers, especially now that cyberspace scams are on the rise. The findings from this study suggest that the unproven hypotheses be investigated further. It is proposed that more research be done to find out why perceived susceptibility and perceived integrity had no effect on the intention to utilize mobile banking services.

It is also suggested that banks prioritize customer care by using social engineering to increase self-efficacy in mobile banking services. The willingness to employ mobile banking technology is influenced by the perceived ability to take recommended security precautions. The study also suggests that policymakers, law enforcement, regulators, and banks increase their cybersecurity awareness as a factor in retaining mobile banking consumers. Meanwhile, mobile service providers should reduce the perceived seriousness of a data breach involving consumers' personal information. Users will be less likely to share personal information if they believe their data is being misused by mobile service providers

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