

## Implementation of Experiential Marketing in Tourism Development in East Java

Lilik Indrawati<sup>1</sup>, Y. Budi Hermanto<sup>2</sup>, Thyophoida WS Panjaitan<sup>3</sup>

<sup>1,2,3</sup>Darma Cendika Catholic University, Indonesia

[lilik.indrawati@ukdc.ac.id](mailto:lilik.indrawati@ukdc.ac.id), [yustinus.budi@ukdc.ac.id](mailto:yustinus.budi@ukdc.ac.id), [thyophoida.panjaitan@ukdc.ac.id](mailto:thyophoida.panjaitan@ukdc.ac.id)

### Abstract

East Java has many tourist attractions, including in Magetan, Probolinggo, Batu, Surabaya, and Lamongan. The development of tourist areas in an area can increase regional income. Therefore, a strategy is needed in developing tourism objects through good handling and management from various parties. The purpose of this study was to determine the strategy in developing tourism potential. This study is a qualitative research in which data collection through interviews to 50 informan. The data analysis technique refers to the interactive analysis model developed by Matthew B. Miles and A. Michael Huberman. Based on the results of the study, it can be said that to improve and develop the existence of tourist attractions in Magetan, Batu Probolinggo, Surabaya, and Lamongan, it is necessary to have good and harmonious support and cooperation between the government, entrepreneurs or managers, and the community in an effort to provide attractive and attractive tourist objects support by public services offered such as: cleanliness, security, comfort, availability of facilities and infrastructure, supporting facilities and infrastructure as well as services provided to visitors, because tourists come to a tourist location to be able to have a pleasant experience.

### Keywords

tourism; experiential marketing;  
strategic experiential marketing



### I. Introduction

Tourism is one sector that can improve the regional economy and become a source of foreign exchange for Indonesia. Based on Law Number 10 of 2009, Article 1 states that tourism is various forms of tourism activities that are supported by facilities and services provided by the local community, fellow tourists, the government, and business actors.

East Java is one of the provinces in Indonesia that provides various types of tourist attractions, such as natural attractions ranging from mountains, beaches, caves to waterfalls. Almost every district or city in East Java has unique tourist attractions, such as Mount Bromo in Probolinggo, Maharani Lamongan Cave, Jatim Park in Batu, etc. The government carries out various strategic activities to maximize the development of the East Java tourism sector. One form of support provided by the government is to hold various tourist events to attract domestic and foreign tourists. East Java meets three prerequisite criteria to become a major destination: global tourist attractions, complete supporting facilities such as restaurants, hotels, and easy accessibility. The existence of a tourist attraction and its attraction is very important because the main factor that encourages tourists to visit a tourist attraction in an area is its potential and attraction.

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth.

The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

As competition in the world of tourism is getting tighter, tourism objects must continue to provide the latest rides so that the level of visits will not decrease. As it is known that visitors are a determining factor for the success of a business where this also applies to tourism businesses, the manager must be able to provide a sense of satisfaction to the visitors, it is necessary to determine the right marketing strategy and continue to maintain and improve the quality of the available rides and always provide the latest rides and services in order to compete with the object.

Tourism development as a development sector will be relevant if the development of the tourism sector is in accordance with the tourism potential of an area. According to Pendit (2012), there are several types of tourism: cultural tourism, health tourism, sports tourism, commercial tourism, industrial tourism, museum tourism, nature tourism, social tourism, and agricultural tourism.

In addition, the success or failure of a tourist attraction in an area does not only depend on one party, but there must also be cooperation from many parties, namely the government, the private sector, and the surrounding community. In addition, the success of developing tourism potential will be achieved if there is a sense of satisfaction from tourists when visiting tourist sites. Therefore, what must be considered is how a tourist attraction can feel the experience when tourists visit the object. This tour will affect the emotions of tourists which is usually called experiential marketing, where it is expected that when visiting a tourist attraction, tourists will get a new pleasant experience and encourage tourists to make repeat visits.

Based on this phenomenon, there is one thing that can be done in an effort to attract tourists to make return visits by carrying out experiential marketing-based marketing strategies, where experiential marketing is a marketing concept that emphasizes consumer experience (Andriani and Fatimah, 2018). Experiential marketing will provide more value for products or services, because it emphasizes providing a touching experience for customers when consuming the products or services offered. In addition, experiential marketing strategies will be able to increase visits that have decreased, can persuade consumers to be interested in visiting again and can lead to customer loyalty (Yuliawan, 2016). Experiential marketing strategies will be able to increase tourist revisit intentions, because this strategy is a very effective marketing approach used in an effort to foster a sense of satisfaction when visiting tourist objects and will foster a loyal attitude (Andriani and Fatimah, 2018).

## **II. Review of Literature**

### **2.1 Tourist**

Tourism is a visit from one place to another, which is only temporary and can be done individually or in groups to obtain balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions (Wijayanto, 2013). The Law of the Republic of Indonesia Number 10 of 2009 states that a tourist attraction is anything that has uniqueness, beauty, and value through the diversity of natural, cultural and artificial wealth which is the destination of tourist visits

## 2.2 Experiential Marketing

The existence of tourism in addition to having an impact on economic factors but also provides other benefits, namely the availability of many alternative choices of tourist destinations for the community. The experience felt by consumers when visiting and enjoying the atmosphere at tourist attractions can affect the desire to make return visits (Baker and Ramaprasad, 2019). Juan and Chen's research (in Baker and Ramaprasad, 2019) states that there are 3 things that influence tourist decisions, namely: price and duration; experience while in a tourist spot, and the quality of service has a big impact.

According to Schmitt (in Panjaitan and Citra, 2017), experience is a personal event in response to some stimuli (for example, as provided by pre- and post-purchase marketing efforts), which means that experience is a personal event due to certain stimuli. Wolfe (in Widowati and Fitria, 2017) states that experiential marketing is a non-traditional blend of modern integrated marketing practices in an effort to improve consumers' personal and emotional relationships with a brand. According to Schmitt (in Panjaitan and Citra, 2017), experiential marketing is a way to create customer experiences through the five senses: creating affective experiences (feel), creating creative thinking experiences (think), creating customer experiences that relate to the physical body, with behavior and lifestyles, as well as experiences that are the result of interactions with other people (acting), and creating experiences that are connected to social conditions, lifestyles and cultures that can reflect the brand which is the development of sensations, feelings, cognitions, and actions (related). Experiential marketing is based on the experience felt by customers in order to increase sales and awareness of brand image in order not only to provide information and opportunities for customers to gain experience from the benefits of products or services, but also to evoke emotions and feelings that will have an impact on marketing (Widowati, 2008 and Fitria, 2017).

## 2.3 Characteristics of Experiential Marketing

According to Schmitt (1999), Experiential Marketing has four main characteristics, including: 1. Emphasizes consumer experience, where experience occurs with encounters, undergoing or passing certain situations that provide sensory, emotional, cognitive, behavioral, and relational values, which replace functional values. The experience will be able to connect the business entity and its products with the consumer's lifestyle, which in turn will encourage personal and business purchases. 2. Examine the consumer's situation. Based on his experience, consumers not only want the product to be seen from the overall situation when consuming the product but also based on the experience felt when consuming the product or service. 3. Introducing rational and emotional aspects as triggers for consumption. In experiential marketing, consumers are seen from a rational point of view and an emotional point of view. Therefore, consumers are seen as rational decision makers and must also understand that consumers want to be entertained, stimulated, and emotionally influenced and creatively challenged. 4. Methods and devices are electrical. Methods and devices for measuring a person's experience are more electrical in nature. They rely more on the object to be measured or refer to each situation rather than using the same standard.

## 2.4 Strategic Experiential Marketing

There are five experiential marketing strategies, including 1. Sense (senses) is related to verbal and visual styles and symbols so that they will create a complete impression. Experience will be created through experience in the five senses, such as through the eyes, ears, skin, tongue, and nose, which will touch the emotions of consumers (Schmitt in

Hamzah, 2007: 23). The marketing sense created by the business will be able to provide positive or negative consumer interest to re-use these tourist attractions. 2. Feel is related to the mood and mental emotions of consumers, which aims to influence the experience felt through a soft mood and strong emotions leading to pleasure and pride (Schmitt in Hamzah, 2007: 23). According to Kartajaya (2006:164) feeling is the presence of little attention given to consumers with the aim of being able to touch consumer emotions in an extraordinary way. In addition, satisfactory service is needed, including the friendliness and courtesy of employees, timely service, and a sympathetic attitude that makes customers make repeat purchases. 3. Thinking is a way for companies to bring commodities into experiences by continuously customizing them (Kartajaya, 2006:164). The purpose of thinking is to influence customers to engage in creative thinking, and create awareness through the thought processes of the company, its products and services. Therefore, companies are required to be responsive to consumer needs and complaints. 4. Action is related to the natural behavior and lifestyle of a person. It is related to getting other people to do things and expressing their lifestyle. The purpose of action is to influence behavior, lifestyle, and interaction with consumers (Schmitt in Hamzah, 2007: 23). Meanwhile, according to Kartajaya (2006:164), an action is a way of forming customer perceptions of the products and services concerned. Act marketing is designed to create consumer experiences that relate to physical bodies, lifestyles, and interactions with other people. In the end, these actions are expected to have an impact on customer loyalty. At that time, these actions can affect behavior and lifestyle, which will have a positive impact on loyalty because they feel that the product or service follows their lifestyle. Conversely, if consumers feel the product or service is not in accordance with their lifestyle, it will be detrimental to customer loyalty. 5. Relate, which combines aspects of sense, feel, think and act, which aims to connect individuals with what is outside themselves. Implement relationships between other people and other social groups to feel proud and accepted in their community. Companies can establish relationships with customers through direct contact or physical contact.

### **III. Research Method**

The research method uses a qualitative approach. A method that makes it easy for researchers to record, monitor and follow the process of an event or activity in the object of research within a certain period of time in order to find out how important experiential marketing is in developing tourism objects which will then be interpreted in answering research problems.

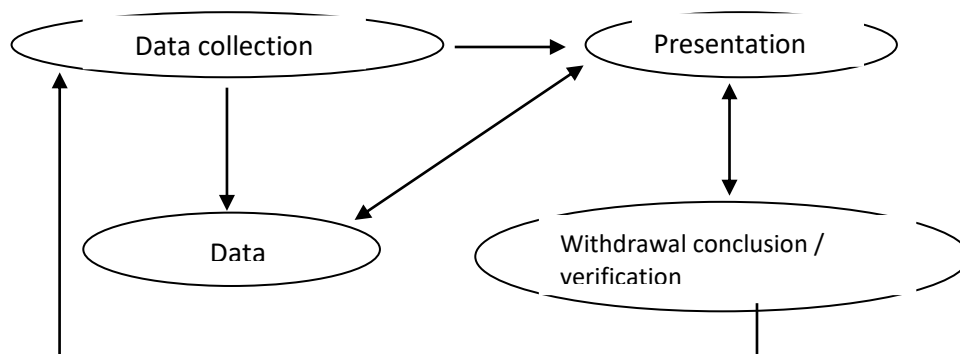
The research was conducted in 5 (five) tourist areas in East Java, namely: Sarangan, Mount Bromo, East Java Park, House of Sampoerna museum, and Lamongan marine tourism. The aspects of this research are focused on tourism object development strategies. This study took as many as 10 informants from each tourist attraction so that the number of informants was 50 people. This research is collecting data that will be used through structured interviews.

#### **3.1 Interview**

Interview activities were carried out by recording all the answers submitted individually to the informants at each location, using a list of supporting questions. Researchers in conducting interviews with each visitor using the same questions, and will then be summarized for each answer and will draw conclusions from the results of these answers. This reserach uses interview protocol. This study was conducted to determine the

application of experiential marketing at each tourist attraction, where data collection was carried out using an interview. The interview was designed with 21 closed statement items from experiential marketing with 5 dimensions, namely: sense, feel, think, act, and relate, where six statement items are for sense, four statement items are for feel, three statement items are for think, five statement items are for act, and 3 statement items to relate. The interview was addressed to visitors to the tourism object where the interview was submitted directly to respondents in November 2019 - January 2020. The measurement scale used was the Likert scale where the scale contained five levels of choice answers, namely: 1 = Disagree, 2 = Disagree, 3 = Moderately Agree, 4 = Agree, and 5 = Strongly Agree.

The data analysis technique in this study was by examining all data, both those obtained from interviews as well as field observations. The data analysis technique in this study refers to the interactive analysis model according to Miles and Huberman (Soegiyono, 2016), with the following analysis model:



Source : Soegiyono; *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, 2016

**Figure 1.** Interactive Model of Qualitative Data Analysis (Miles dan Huberman)

### 3.2 Data Collection

This is the stage of collecting data obtained from the results of interviews obtained. In conducting interviews, it is supported with closed and open statement items as well as in-depth interviews related to the focus of the problem. The research instruments in the interview discussed experiential marketing, namely: sense, feel, think, act, and relation. The purpose of conducting interviews is to get an idea of the experience felt when visiting a tourist attraction and what experience is expected when visiting a tourist location.

### 3.3 Data Reduction

The reduction process is defined as the process of selecting, focusing on simplification, abstracting and transforming the data obtained at the time of data collection to the research location. At this stage, test the validity and reliability of each statement item from experiential marketing. Next, the mean of each statement item is calculated for each variable to find out which item has the highest and lowest mean, as well as sorting and simplifying the data obtained from interviews obtained during data collection.

### 3.4 Data Presentation

The next step is to present data which is interpreted as a set of information that has been arranged which will later draw conclusions and take action. Seeing from the results of the presentation of these data, researchers will be able to understand the existing conditions and expectations that consumers/visitors want and can be used for tourism managers in an

effort to provide the best and provide a pleasant experience for visitors and which will be used in tourism activities determining marketing strategies that are adapted to conditions at tourist sites.

### **3.5 Draw Conclusions**

The next interactive analysis activity is drawing conclusions and verifying. From the beginning of data collection, researchers began to look at the conditions around tourist sites, available facilities, and various available rides. Meanwhile, the verification section reviews the results of interviews in the field. Verification in this study is carried out continuously throughout the research process so that propositions that support the theory or refinement of existing theories will be formed.

## **IV. Results and Discussion**

### **4.1 Results**

#### **a. Overview of Research Sites**

Magetan which has approximately 30 tourist attractions, these tourist attractions are natural attractions that offer beautiful views and cool air. One of these tourist attractions is Sarangan Lake. Batu has a variety of cool tourist spots, ranging from cultural sites, historical sites, and new photo spots to waterfalls that spoil the eye. Probolinggo provides a variety of alternative tourist attractions ranging from beaches to mountains, all of which look equally charming. Where Probolinggo is famous for its natural attractions, one of which is Mount Bromo. Surabaya which is also known as the City of Heroes also has a lot of tourism potential, while various tourist attractions in Surabaya are nature tourism, historical tourism, and culinary tourism. Lamongan has several categories of tourist objects, namely natural tourism, artificial tourism, museum tourism, cultural tourism (religious), and various traditional cultures.

#### **b. Interview Result**

Based on the results of interviews with visitors to tourism objects, the following results were obtained: based on the first question about what prompted them to return to tourism objects, it can be said that as many as 62.5% of responses stated things that encouraged them to visit tourism objects because of the fresh air fresh and a very pleasant atmosphere, and there is a response that states because these attractions provide a variety of rides.

The results of the interview to the second question about what they feel when visiting a tourist attraction, where 65% of the responses stated because the tourism object is fun, very interesting and the air is cool and will get a new culture or experience and they will recommend it to friends or family. The results of the interview to the third question about what to expect when visiting tourist attractions, where visitors expect to feel a comfortable atmosphere, will get a new, fun experience, complete facilities are available and a clean environment and will get education.

While the results of interviews with the fourth question can be seen what visitors want so that it will encourage interest in visiting a tourist attraction is to always innovate new rides, shady places so that visitors do not overheat, other supporting facilities are available such as places to eat, toilets and places to stay adequate parking, adequate entry prices and available lodging accommodation facilities around tourist attractions.

Based on the results of respondents' responses to the interview are as follows:

### 1. Sense

Based on the results of the answers to the statement items for sense, the average results are obtained as follows:

**Table 1.** Results of Respondents' Responses about Sense

No	Item Statement	Mean The
1.	the atmosphere of the scenery around tourist attractions is very attractive attractive	4,325
2.	Has design/arrangement and is very beautiful and clean	4,000
3.	Sounds in this tourist spot can support the existence of this tourist spot.	4,025
4.	This tourist spot provides fresh air and a pleasant aroma	3,975
5.	This tourist spot provides a pleasant atmosphere and gives peace	4,150
6.	At this tourist spot, can interact directly, where can touch/feel	4.025

Based on Table 1, it can be explained that based on respondents' responses, most of the respondents visited because of attractive tourist attractions with the largest mean value of 4,325. Therefore, managers need to pay attention to the conditions around tourist objects such as arrangement, cleanliness, and last but not least to create a pleasant atmosphere and can provide peace for visiting tourists. In addition, what is no less important is to pay attention to the conditions that exist in the tourist attraction environment, such as an attractive layout or layout design, cleanliness, creating a pleasant atmosphere, and providing peace for visitors who visit.

### 2. Feel

Based on the results of the answers to the statement items for feel, the average results are obtained as follows:

**Table 2.** Results of Respondents' Responses about Feel

No	Item Statement	Mean
1	The atmosphere of the tourist spot gives a calm and uplifting	feeling 4,325
2	Every corner/spot that is displayed / present at this Wsata place gives satisfaction	4,050
3	I feel a sense of satisfaction while in this tourist spot	4,150
4	I am very satisfied with the services provided by the management and employees of tourist attractions	3,725

Based on Table 2, it can be explained that based on the results of respondents' responses, most of the respondents visiting when visiting tourist attractions will give a feeling of calm and enthusiasm with the largest mean value of 4,325, therefore managers need to create a pleasant atmosphere and pamper visitors more so that visitors will feel a calm atmosphere and uplifting when visiting. One of them is a secure parking area, a game location that can ensure the safety of visitors and the availability of available spots. Interesting so that visitors can do photo activities.

### 3. Think

Based on the results of the answers to the statement items for think, the average results are as follows:

**Table 3.**Results of Respondents' Responses about Think

No	Item Statement	Mean
1	Tourist attractions inspire / new ideas	3,750
2	Each of the shows/objects at this tourist spot encourages a sense of curiosity	3,925
3	This tourist spot is constantly updating and adding to existing rides	3,500

Based on Table 3, most of the respondents visited because it could arouse curiosity about tourist sites with the largest value, which was 3,925. It is hoped that when visiting a tourist place, visitors will get something new and encourage the desire to know more and be able to come up with new ideas. Such as the angkot museum tourist attraction in Batu where visitors are presented with a visual history of the development of the world of angkot in a fun format. Because visitors can see firsthand the ancient means of transportation, there is an explanation and visualization provided on the monitor screen. In addition, there are spots that can be directly used by visitors, such as airplane spots where visitors can feel the simulator so that it is as if they are driving an airplane. Based on respondents' answers, tourist attractions do not always make changes and additions to existing rides at these attractions, so that they can motivate visitors to make repeat visits.

#### 4. Act

Based on the results of the answers to the statement items for act, the average results are as follows:

**Table 4.** Results of Respondents' Responses about Act

No	Item Statement	Mean
1	I like and enjoy visiting this tourist spot	4,250
2	Being in the location of this tourist spot allows me to interact directly	4,100
3	With this tourist spot, it makes me have a routine of recreation every time weekend	3,550
4	Visiting this tourist spot is part of the lifestyle	3,350
5	I will promote this tourist spot to others	4,025

Table 4 describes the results of responses from respondents; most of the respondents visited because when they were at tourist sites they could interact directly with the largest mean value of 4,250. Therefore, it is necessary to design a tourist location to make it easier for visitors to interact with those at the tourist attraction and other visitors. Based on the results of the interview, it can be said that it has become part of a lifestyle to relieve fatigue after work, wanting a pleasant and calm atmosphere.

#### 5. Relate

Based on the results of the answers to the statement items to relate, the average results obtained are as follows:

**Table 5.** Respondents Response Results About relate

No	Item Statement	Mean
1	Visiting this tourist spot makes my socio-cultural value	3,850
2	This tourist spot provides a good and attractive image as a tourist destination	4,225



3	Visiting this tourist spot is something fun	4,275
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Based on table 5, it can be explained that based on the results of respondents' responses, most of the respondents visited because these tourist attractions have a good and attractive image to be used as tourist destinations with the largest mean value of 4.225. Therefore, managers need to continue to improve the quality of existing services, facilities and infrastructure while maintaining maintenance so that existing facilities and infrastructure are always in good condition to ensure the safety of visitors.

## 4.2 Discussion

There are 4 (four) elements to make a destination a tourist destination, namely: if it has the attraction to be a tourist attraction, such as having beautiful views such as the Mount Bromo tourist attraction, having easy access to transportation routes to reach tourist attractions, and the availability of facilities to support consumer needs when visiting tourist objects such as the availability of culinary places, toilets, and other facilities, and no less important is the empowerment of the community around the tourist attraction.

Araminta (in Wulandari, 2015) states that development is a process or method taken to make something more advanced, good, perfect, and valuable for many parties. In addition, tourism development can be said as an effort to complement or improve all existing facilities and services to meet the needs and desires of tourists. In addition, tourism planning must be based on existing conditions and carrying capacity to create mutually beneficial long-term interactions to achieve tourism development goals. Improving the welfare of the community around tourist attractions, which is expected to be sustainable through the carrying capacity of the environment in the future. (Fandeli, 2001). In addition, what is also very important is the existence of policies on tourism. Therefore, an important decision that must be taken by tourism policy makers in planning is how the government should be involved in tourism development in all aspects involving public and private involvement (Kamble and Frederic, 2014).

According to Oeyono (2013: 3) "sense experience is an effort to create experiences related to the five senses through sight, taste, sound, touch, and smell". So it can be said that sense can increase interest in making return visits because consumers when they are at tourism objects get something different and touch their five senses, the more focused the tourism object manager is on the sense aspect, the interest in making repeat visits by consumers will be higher (Andriani and Fatimah, 2018). Where based on the results of respondents' answers, it is said that consumers make visits to tourist objects because of the attractive scenery, beautiful atmosphere and give a feeling of peace when at tourist sites.

Feel will be able to increase tourist return visits if the services provided are very good, such as friendly and responsive employees to what consumers need so that consumers feel satisfied and happy when they are at the tourist attraction. Based on the results of the questionnaire, it can be said that consumers visit tourism objects because they are able to provide a calm and encouraging feeling. Where the feel strategy emphasizes more on how to affect the emotions of the visitors (Andriani and Fatimah, 2018). The success achieved cannot be separated from the support of the community around the tourism object, because the surrounding community is one of the parties who provide services to the community. According UU no. 10 of 2009 concerning tourism, it is stated that there are 3 tourism stakeholders, namely: the government, business actors, and the community where these three things are one unit that cannot stand alone but must work together in a solid and compact manner.

Think will be able to increase return visits of visitors to tourism objects when visitors think positively about the products and services they feel. Here, the management must provide a good image, especially on the quality of the available rides, existing supporting facilities so that the desire of visitors to make repeat visits will increase. This can be done by providing a vehicle that can encourage visitors' curiosity, for example the Maharani Cave object in Lamongan will encourage visitors' curiosity about the stalactites formed by water droplets.

Act can increase tourist visits if it can affect the behavior and lifestyle of visitors. Behavior and lifestyle are influenced if the tourism object provides interesting rides and periodically always provides new rides to encourage visitors' curiosity about what new rides will be provided again as well as support for supporting facilities such as places to eat, shopping souvenirs and what is no less important is to always maintain the existing rides so that they remain interesting. Another thing that can be done is to provide rides that are always up to date, for example providing three-dimensional rides so that visitors feel they are in a large location. In addition, relate is also one of the important things in increasing repeat visits if you can maintain/maintain good relations with visitors and include visitors into the company culture.

It is no less important in increasing tourist visits if there is infrastructure and transportation development so that it will make it easier for consumers to visit tourist sites and while at tourist sites, for example in Mount Bromo tourism, jeep and horse transportation are available for tourists who want to climb to Mount Bromo. In addition, the attractiveness of a tourist attraction if it is supported by the availability of facilities and infrastructure for tourists such as lodging (hotels, villas, etc.), places to eat and drink, and souvenir centers.

## V. Conclusion

Based on the results of the study, it can be concluded: Tourist destinations in Sarangan, Probolinggo, Batu, Surabaya, and Lamongan have a lot of tourism potential that is very attractive to domestic and foreign tourists. East Java has various tourist destinations, namely natural tourism, artificial tourism, water tourism, historical tourism, cultural tourism, and religious tourism.

In increasing tourism development in East Java, especially in Magetan, Batu Probolinggo, Surabaya, and Lamongan, it is necessary to have full support from all parties, namely the government, businessmen, and the community, and there must be solid cooperation in providing attractive tourist objects and improving public services that are affordable given. In terms of cleanliness, safety, comfort, availability of facilities and infrastructure, supporting facilities, and services provided to visitors.

Consumers come to tourist objects because the atmosphere of tourist attractions can give a calm and uplifting feeling. The scenery around tourist attractions is very stunning, so it is very important to maintain and add to the existing facilities and infrastructure in order to create the satisfaction felt by tourists because there needs to be good and harmonious cooperation between the government, managers, and the surrounding community.

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