

Internalization Event Marketing Communication BPCB Banten Lampung Working Area

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Abstract

One of the impacts of the COVID-19 pandemic has changed the order in marketing communications. BPCB Banten every time it holds an internalization event, it still has to convey a message to the public. The work program is required to be effective and on target. This research is aimed at BPCB Banten in the working area of Lampung. The objective is to identify the Cultural Conservation Internalization Event program by increasing the number of visitors. Using SOSTAC system analysis and 4P marketing mix. Findings: all work areas refer to the central BPCB work program, not all work programs in the Lampung region can be implemented. Work programs are implemented according to different demographics, geography, psychographics, location, targets, locations, forms of promotion, supervision, and local culture. It is hoped that this research can maintain the continuity of the work program, as well as increase the number and enthusiasm of the community's wishes through social media, digital marketing, and websites.

Keywords

Communication; marketing; social media; 4p mix; BPCB Lampung region



I. Introduction

The internalization event has the aim of bringing all levels of society together to increase awareness of the preferences and love for preserving the products of the Indonesian Nation's past, namely cultural heritage, in the form of historical relics which are widely spread in Lampung. In fact, the objective results of the event marketing strategy for internalizing cultural heritage which was the BPCB Banten Worker Program in the Lampung Working Area were not as expected, especially from a visitor standpoint. And not in accordance with the objectives of BPCB Banten to realize the vision, as well as the objectives of the "Internalization of Cultural Heritage" event. This research will discuss the strategies that need to be implemented by BPCB Banten in the Lampung Working Area, in the marketing process to implementing events that can be accepted by all people in the Lampung Working Area. The Lampung Working Area will be a case study for research, this is because it is based on demographic segmentation due to the least number of event visitor data from the number of other work areas, in accordance with the research objectives by identifying marketing communication strategies and identifying in increasing visitors in the Banten cultural reserve. based on Table 1.1, it can be seen that the smallest geographical area from the existing data and according to BPCB Banten sources, the Lampung working area is a region outside Java Island which is difficult to monitor, even though it carries the theme of activities that have been planned, with a small number of work programs, the following is demographic segmentation in the Banten BPCB work area in terms of age. this is because based on demographic segmentation due to the least number of event visitor data from the number of other work areas, in accordance with the research objectives by identifying marketing communication

strategies and identifying ways to increase visitors in the Banten cultural reserve. based on Table 1.1, it can be seen that the smallest geographical area from the existing data and according to BPCB Banten sources, the Lampung working area is a region outside Java Island which is difficult to monitor, even though it carries the theme of activities that have been planned, with a small number of work programs, the following is demographic segmentation in the Banten BPCB work area in terms of age. this is because based on demographic segmentation due to the least number of event visitor data from the number of other work areas, in accordance with the research objectives by identifying marketing communication strategies and identifying ways to increase visitors in the Banten cultural reserve. based on Table 1.1, it can be seen that the smallest geographical area from the existing data and according to BPCB Banten sources, the Lampung working area is a region outside Java Island which is difficult to monitor, even though it carries the theme of activities that have been planned, with a small number of work programs, the following is demographic segmentation in the Banten BPCB work area in terms of age. in accordance with the research objectives by identifying marketing communication strategies and identifying ways to increase visitors in the Banten cultural reserve. based on Table 1.1, it can be seen that the smallest geographically from the existing data and according to BPCB Banten sources, the Lampung work area is a region outside Java Island which is difficult to monitor, even though it carries the theme of activities that have been announced, with a small number of work programs, the following is segmentation demographics in the work area of BPCB Banten in terms of age. in accordance with the research objectives by identifying marketing communication strategies and identifying ways to increase visitors in the Banten cultural reserve. based on Table 1.1, it can be seen that the smallest geographically from the existing data and according to BPCB Banten sources, the Lampung work area is a region outside Java Island which is difficult to monitor, even though it carries the theme of activities that have been announced, with a small number of work programs, the following is segmentation demographics in the work area of BPCB Banten in terms of age.

Research is limited to marketing communications carried out, and to increase the number of visitors at BPCB Banten, Lampung working area.

II. Research Method

2.1 Types and Research Methods

This type of research is descriptive qualitative, focusing on marketing communications from the cultural heritage internalization event held by the Banten Cultural Heritage Preservation Center as an annual work program, to attract the number of people who visit the cultural heritage located in the Province of Lampung. Furthermore, Moleong (2007:11), the research report contains an overview of the presentation, and emphasizes complete sentence descriptions that describe the actual situation.

2.2 Location and Time of Research

Research at the Banten Cultural Heritage Preservation Center which is located at Jalan Letnan Jidun, Kepandean Village and Lontarbaru Village, Serang District, Serang City District, with the Working Areas consisting of the Working Areas of DKI Jakarta, West Java, Banten and Lampung. Of the four working areas of BPCB Banten, the researchers determined that the working area to be examined was the Lampung Working Area. This is due to the results of geographic segmentation, based on the aspect of the age

of the visitors at the time the activities took place in the working area of Lampung with the lowest number of visitors. With the initial survey and observation time on October 25 2021, November 16 2021 and further observations on April 5 2022.

III. Result and Discussion

There are 9 (nine) activity programs that are routinely planned and implemented by BPCB Banten, both in their respective work areas, Lampung is one under the coordination of BPCB Banten, also carrying out internalization events in terms of activity programs such as cultural heritage exhibitions, workshops, cultural heritage seminars, screening of cultural heritage documentaries, exploring cultural heritage, fun bikes, training, talk shows, and virtual exhibitions, of the nine activities carried out in the Lampung work area limited to only 4 (four) districts, activities consist of cultural heritage exhibitions, workshops, ca seminars cultural preservation, exploring cultural heritage and fun bikes that have been held in Lampung, coincided with the celebration of the district's birthday in Lampung, not specifically holding these activities, and if a cultural heritage site is found, BPCB Banten will immediately hold an internalization event without a plan and focus and publish the findings.

3.1 SOSTAC System Analysis and 4P Mix

Based on interviews and table results for the distribution of BPCB Banten activity programs in the Lampung Working Area, an analysis of the SOSTAC system was carried out for internalization event program activities based on 6 (six) stages as follows:

1. *Situation* Analysis

Understand the environmental condition of BPCB Banten in general, and specifically in the Lampung work area with 13 regencies and 2 cities, and the Lampung area is the work area that has the smallest number of visitors from the existing data in terms of visitors compared to other work areas in BPCB Banten, with an area of 34,623.8 km² and a total population of 8,626,110 people.

2. *objectivity*

At the stage of objectivity analysis according to Dave Chaffey, and PR. Smith (2008), can use 4 (four) marketing communication components which serve as a starting point in assisting BPCB Banten when examining all aspects of communication marketing in social media marketing during a pandemic.

The four components that constitute the marketing mix consist of:

A. Product

Product internalization event program activities are an integral part of marketing communications. Product program activities totaling 9 (nine) types of activities are all derivative activities from BPCB Banten to the working area of Lampung. Out of the 9 (nine) program activities in 2018, 2019 and 2020, these were program activities that were not fully implemented by BPCB Banten with the Lampung work area, existing products cannot be implemented as long as they follow the wishes of BPCB Banten as the center of the Lampung work area. Of the 13 regencies, there are 4 (four) regencies that have implemented this activity program, the remaining 9 (nine) regencies and 2 (two) cities in the Lampung region have not yet implemented it.

B. Price

The online community will be willing to set aside their time and even pay money to search for and visit the development of cultural heritage site activities if it is balanced with something that is of interest to the community itself. This shows the price that must be paid by the community to be one of the biggest factors in their visit to activities on social media that are being carried out.

C. Place

The place for implementing and implementing work program activities is an important factor in the 4P strategy. This one aspect considers the place to deliver the BPCB Banten work program in the Lampung work area. Determination of a clear place for the dissemination of information on activities to be carried out so that the information reaches the community. Lampung with an area of 34,623.8 km² and a population of 8,626,110 people, has the potential to organize cultural heritage activities.

D. Promotion (promotion)

An activity product will be more easily recognized by the public if it is promoted. Viewed from the 4P aspect, promotion is an important part of marketing communications. Some of them are in the form of digital marketing, social media marketing, and websites. All of which can be selected according to the target visitors to be achieved.

2. Strategy

Segmentation is one of the strategic stages for the Lampung work area, in addition to other stages of strategy targeting, positioning internalization event activities include:

a. Segmentation

Shows that the market is divided into several groups according to demographic, geographic and psychographic aspects.

Table 1

Aspect	Group
Demographic	Male and female residents can invite their children and the surrounding community.
Geographical	Located in Lampung, especially those with internet access and fairly good transportation.
Psychographic	People who have thoughts in preserving cultural heritage and have an attitude of curiosity and are willing to take part in cultural activities.

b. Targeting

In general, the marketing target of the work program is all Indonesian people of all ages who will become visitors to internalization events, cultural heritage activities in Lampung or close to the activity location and its surroundings.

c. Positioning

BPCB Banten as a leading place for cultural heritage, provides a place for objective activities that have been determined regarding information on cultural heritage best. In this case the objective of the BPCB Banten Lampung working area which has 13 regencies and 2 cities, is an institution that serves the delivery of cultural heritage activities according to the needs of visitors, continuously provides internalization event information for the wider community, such as exhibitions, mobile cinemas, and of the 15 working areas of Lampung (100%) implementing work programs only 4 (four) districts (26.7%).

3. Tactics

At this stage it is a collection of marketing details about the development process and the necessary creative tactics can be applied, so that the people of Lampung and its surroundings are smarter in participating in cultural heritage activities, which are typical of Lampung, or news about cultural heritage that is fun and makes the community proud. Lampung or a sensational cultural heritage exhibition that only exists in the Lampung working area. The next step is to analyze the 4P marketing mix tactics.

Table 2. Analysis of Banten BPCB Tactics, Lampung work area

Marketing Mix	Information
Product activities offered to visitors	The work program in the form of activity products offered by BPCB Banten in the Lampung work area is a service step for visitors within a period of one year.
Price (required cost)	To carry out promotions on marketing internalization events to visitors, the BPCB Banten in the Lampung work area has budgeted targeted funds for 6 activities per year, while visitors do not need to pay any fees, only transportation costs to the location and will get souvenirs, etc. related to cultural heritage in Lampung.
Location (where used)	To offer the BPCB Banten work program, the Lampung work area has an offline way by coming directly to the activity to find out information directly to the BPCB Banten office in Serang City, while online via social media or visiting the website. So that it can increase and make it easier for visitors when they want to enjoy the cultural heritage internalization event from BPCB Banten in the Lampung work area.
Promotion (marketing activities to attract visitors)	As is well known, the target visitors of BPCB Banten activities are people from all social and economic levels. Exhibition activities can also be carried out in the school environment.

5) Actions

Is a stage that outlines the actions taken to implement the planned promotional communications. There are several steps in placing existing facilities into the implementation of activities in Lampung so that the community will know when it will be carried out and its location. Creating offline and online marketing containers that synergize with the tagline so as to help initial positioning, for example "let's preserve cultural heritage in Lampung", "Who else will protect and preserve it if not all of us Lampung residents". So that the tagline is integrated into promotional social media. By including it on printed posters and pictures which is the most important thing in bringing activities closer to visitors. Conduct social media promotions that will be educated to the people of Lampung.

Table 3. Instagram and Facebook table

Activities on Instagram and Facebook	<ol style="list-style-type: none"> 1. Posting and educating visitors on the importance of preserving cultural heritage. 2. Posting and providing picture information regarding activities that can be carried out by the people of Lampung.
Objective	<ol style="list-style-type: none"> 1. Educating visitors on how to use Instagram and Facebook BPCB for the people of Lampung. 2. Increase visitor engagement in online activities held by BPCB Banten.

Table 4. Youtube and Tiktok table

Activities on Youtube and Tiktok	<ol style="list-style-type: none"> 1. Creating a cultural heritage virtual application for visitors via video. 2. Socializing videos about promotional activities, thereby increasing brand positioning, and educating the public.
Objective	<ol style="list-style-type: none"> 1. Educate visitors on how to use and open YouTube and Tiktok BPCB for the people of Lampung. 2. Increase visitor engagement in activities held by BPCB Banten.

1) *control*

The success of BPCB Banten promotion activities can be increased, by evaluating and re-planning the right marketing strategy. Control can use KPI (Key Performance Index) with indicators that are in accordance with the strategic objectives, namely identifying marketing communication strategies in the Banten Cultural Heritage Internalization Event program.

Table 4. Key Performance Index, Effectiveness of Marketing Communication Activities

<i>Key Performance Index(KPIs)</i>	Indicator	Information
Promotion	<ol style="list-style-type: none"> 1. Number of activities 2. Number of visitors 	Target the number of activities more than planned.
Engagement	Count the likes of each post	The target is to increase the number of likes every 3 (three) months by 10%, the goal is to increase engagement at BPCB Banten in the Lampung work area.
Social Media Visitors	The number of visitors who 'viewed' BPCB Banten Instagram profiles for activities in Lampung.	The target number of visitors every 3 (three) months is 10% for the purpose of increasing, brand positioning, educating consumers.
<i>feedback</i>	The number of questions in the form of percentages	Increase interaction with visitors. The target is 60% consumer questions can be answered by the admin. (interview with BPCB Banten,

	answered by the BPCB Banten social media account admin	2021)
Website Visitors	Number of visitors on the website	Increase the number of website visitors to reach the expected target visitors/month (similarweb, 2019)

IV. Conclusion

The results of the marketing communication analysis of BPCB Banten in the Lampung Working Area have carried out activities in several working areas in Lampung, but they are not yet in accordance with the cultural characteristics of the existing regencies and cities. BPCB Banten activities use marketing communication theory and apply the basic system of Situation Analysis, Objectives, Strategy, Tactics, Action, Control (SOSTAC), with 4P marketing strategy mix findings include:

1. Of the 13 regencies and 2 cities in the Lampung working area, the work programs for internalizing cultural heritage events that took place in 2018, 2019 and 2020 were only in 4 regencies. In West Lampung Regency in 2018 a cultural heritage exhibition was held in 2019 cultural heritage seminars and fun bikes. In South Lampung Regency in 2019 cultural heritage seminars and fun bikes, East Lampung Regency in 2019 seminars and cultural heritage tours and in 2020 cruising and fun bikes. in Tanggamus Regency in 2020 explore cultural heritage and fun bike. Meanwhile, there were 5 internalization event activities that were not carried out in the Lampung work area, including: workshops, screening of cultural heritage documentaries, training, talk shows, virtual exhibitions. This is because the activity program product is not a top priority for the district or city.
2. Strategic efforts in marketing communications to increase the number of visitors to the Banten cultural heritage.
 - a. Efforts to adjust cultural heritage work programs that adapt based on demographics, geography, psychographics, location, targets, forms of promotion, supervision, and local culture which need to be considered because they have different characteristics from other regions.
 - b. Efforts to increase the benefits of using websites and social media (Instagram, YouTube, Facebook, TikTok) during continuous promotion of activity programs during the Covid 19 pandemic, and further improve social media, because the people of Lampung understand more about Facebook, which is the most widely used interaction.

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