

The role of pentahelix and digital marketing in developing Lubuak Mande Rubiah destination

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Abstract: This research is to examine the role of pentahelix in building digital marketing in Lubuak Mande Rubiah destination, West Sumatera, Indonesia. It uses a qualitative approach. The data used are participant observation, in-depth interviews, and focus group discussions. The results of research show that the role of pentahelix in building digital marketing in Lubuak Mande Rubiah is that the government plays a role in making regulations to promote people's welfare. Padang city government has made regulations on the management of tourist destinations. Tourism actors collaborate with Pokdarwis and other stakeholders. The digital marketing model of tourist attraction destinations are expanding networks, promoting, and maintaining collaboration with the community, government, tourism actors, academics and media to support improving the quality of facilities and infrastructure.

Keywords: destination, pentahelix, digital marketing development

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Introduction

Tourism is not only the responsibility of the Ministry of Tourism but tourism is also the responsibility of all elements, such as: government, academics, business people, media, and society. Five synergies called "Pentahelix" are key in developing tourism. The Pentahelix Model approach is considered very effective in advancing the tourism sector. Through the strength of academics "power of knowledge" will provide solutions and studies so as to produce solutions for the development of the tourism sector. Meanwhile, in terms of business, generate strategies for how tourism can improve the people's economy by developing marketing strategies. Pentahelix's model approach is the academy, business, community, government, and media, (ABCGM). In addition, the community can involve various tourism communities to drive tourism such as Asita, HPI, GenPI, PHRI, and others. Meanwhile, the government's role in supporting tourism is very important, namely in terms of coordination and provision of tourism facilities and infrastructure. The government in this case has a strategic role in advancing tourism because the government has "political power" to formulate decisions through policies and provide accessibility, such as ensuring infrastructure and other facilities (Fatimah & Naldi, 2019).

The Pentahelix model was first launched by former tourism minister of Indonesia, as issued in the Republic of Indonesia Ministerial Regulation Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. Pentahelix model is one of the references to develop synergy between related agencies in order to be optimal in order

to achieve the goals of tourism development (Nainggolan et al., 2020). To realize the idea, the government as an actor who plays a central role, is expected to embrace various other pentahelix elements to bring the concept of tourism into reality. But the government cannot work alone. Input of ideas is very much needed, constructive criticism from various parties, pillars of academia, society, business, and media (Ariowo et al., 2018).

The Lubuk Mande Rubiah bathing tour or also known as Lubuk Perahu is located in the Batu Busuk area, Lambung Bukit sub-district, Pauh district. This Lubuk Mande Rubiah bathing tour has attracted many people to visit here. Lubuk Mande Rubiah natural bath has been visited by many tourists. In Lubuk Mande Rubiah there is a cradle bridge (suspension). We have to cross this bridge first to be able to enjoy the natural baths. Here there is also a prayer room for worship, the mosque is named the Sky Gate Mosque. In addition, if you feel hungry, there are also food vendors, such as fried foods, gravy crackers, and pop noodles.

Many tourists visit this Lubuk Mande Rubiah bath, but many also do not know that there is an interesting and unique story about this Lubuk Mande Rubiah natural bathing place. In the bottom of Mande Rubiah there is a forbidden fish which is strictly prohibited and should not be taken by anyone. If someone is determined to take and steal the forbidden fish, those who steal it will feel the impact themselves. The forbidden fish found here is gariang fish. This forbidden fish is usually harvested about once a year and then the harvest is distributed to the surrounding community and the money is also managed by someone.

Apart from that, there are also other interesting things that can be obtained from the local residents. An informant who lives in Batu Busuk named Mr. Anwar Z who said that he heard and got the story about Lubuk Mande Rubiah from his grandmother. The story about Lubuk Mande Rubiah has been passed down from generation to generation to posterity through word of mouth or by word of mouth. He said that the story about Lubuk Rubiah has nothing to do with the naming of the place or the origin of this Lubuk Rubiah. Rather, it tells the story of a princess who came down from the sky who bathed in Lubuk Mande Rubiah and then met an angler in Lubuk Mande Rubiah. The princess who came down from the sky was named Putri Bungsu whose clothes had been stolen by the fisherman named Malin Deman. The stolen Princess clothes are called West Sonsong clothes.

There are many other interesting things that are not widely known by tourists behind the beauty and coolness of this natural bathing tour of Lubuk Mande Rubiah. Although Lubuk Mande Rubiah is located far from the city center, it can also attract and be ogled by visitors who come from various places. Lubuk Mande Rubiah Natural Bath is always crowded and it can also improve the economy of the surrounding community.

Tourist visits to Lubuak Mande Rubiah experienced a significant increase where from 2016-2020 always experienced an average growth of 26,1675%. However, to anticipate increasingly competitive competition, it is necessary to do digital-based marketing, considering that the marketing model applied there is still done conventionally.

Table 1 Tourist visits at Lubuak Mande Rubiah in 2016-2020

No.	Year	Number of visits (person)	Growth (%)
1	2016	10,950	-
2	2017	12.233	11.72
3	2018	15.432	26.15
4	2019	21.815	41.36
5	2020	27.365	25.44

(Source: Lubuak Mande Rubiah, 2021)

Methodology

This research uses a qualitative approach. According to Kasim et al (2020). qualitative methods are one of the most commonly used research methods in tourism research. In general, this method understands and deals with the true nature of the phenomenon under study. Qualitative methods seek to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the researcher's own perspective. Research that uses qualitative research aims to understand the object being studied in depth (Gunawan, 2013).

In this qualitative method, researchers are directly involved with informants to collect data. The researchers try to understand the views and feelings of some of the informants in the research. The data collected from several informants is original and basic because it is based on what the informants can consider carefully because this method is focused on only a few specific informants.

The method of data collection is by asking questions directly (question-and-answer) to relevant parties in the development of the Lubuak Mande Rubiah destination, either from the private sector or from the Pauh District government. This method is used to find relationships between criteria and data that have not been documented by the company/local government. The informants involved are decision makers in the development of tourism areas and tourism business actors in Pauh sub-district, namely: business people, the Padang City tourism office. This technique is an interviewing technique carried out by a researcher with an informant at a relatively long time. Initially, the researchers will ask some general questions about the research problem to make the informants feel comfortable to be interviewed. An in-depth interview is a long-term interview compared to other types of interviews. In-depth interviews can provide a clear picture for tourism researchers. This is because, tourism researchers will ask what they want to know, and informants will also work with tourism researchers to provide valuable insights and valuable information for the research being carried out.

In the direct observation, the researcher is directly involved as a participant in the research of a phenomenon or culture. Researchers can also find out how participants participate in the research. In addition, this technique also provides researchers with the latest information for their research. This technique is carried out in groups of 8-12 informants to conduct a joint interview session. Researchers need to select a number of experts who represent the group to produce a stimulating discussion process. In this technique, researchers can collect group data to predict future problems in an industry.

The main purpose of the FGD method is to obtain data interactions resulting from a discussion of a group of participants/informants in terms of increasing the depth of information in revealing various aspects of a life phenomenon, so that these phenomena can be defined and explained. The data from the interaction results in the

group discussion can focus or emphasize the similarities and differences in experiences and provide solid information/data about a perspective resulting from the results of the group discussion (Afiyanti, 2008).

Results and discussions

The digital revolution is radically changing the world we live in. New digital technologies have introduced important innovations in factories, hospitals, hotels, cities and regions. Marketing is very important for any type of business because it has an important contribution to the achievement of some successful businesses. Production and supply processes ultimately depend on promotional activities. Advertising can be characterized as a way to present and advance products and services into the market to attract customers. With the growing number of items and administration, business organizations have been forced to think of new strategies to market their products. It is on this premise that electronic advertising has been used by organizations to increase engagement. This has been facilitated by the development of the internet (Rahmoun et al., 2021).

Website is a collection of pages that contain information stored on the internet that can be accessed or viewed via the internet on devices that can access the internet itself, such as computers. The definition of the word web is the Web is actually a simplification of a term in the computer world, namely the World Wide Web which is part of Internet technology (Hastanti & Purnama, 2015). In addition to containing various kinds of information, the internet is also a place for many web-based applications. web-based is made not only for information providers but can also be used to communicate research results online, because it can make it easier for users to access them (Pranata et al., 2015).

The whole world is totally dependent on novelty, and in the present-day world it is very important to be extraordinary. However, mere awareness of the pattern just isn't enough. Studies show that there has been a leap forward in marketing innovation in the tourism industry. Since customers generally seek to gain financial and experience benefits through tourism, it is imperative for players in the industry to make full use of technological advances in marketing. For example, online networks involve a wide variety of instruments that make it feasible for their clients to share, trade, or post media documents and various types of data using different channels to the web. Basically, the development of e-marketing has just become a big movement from the shopper and supplier side. Buyers are increasingly refined about finding the most reasonable alternatives in different solutions, flights and issues (Femenia-Serra et al., 2019).

In the industrial era 4.0 or the digitalization era which is closely related to the spread of access to information technology, tourism has the opportunity to become the new prima donna as an active foreign exchange collector for an area. This of course cannot be separated from the role of social media to market tourism to the wider community. They consider that social media is a medium for disseminating information whose reach is not limited, cheap, and also very useful. It is hoped that the development and introduction of tourism will be more massive through social media campaigns so that tourist destinations remain competitive and well known (Omerzel, 2015). Another opportunity generated from social media for the tourism industry is expected to invite the public to be more concerned about environmental safety around tourism destinations (Mkono & Holder, 2019).

This research refers to the marketing 4.0 theory (Kotler, Philip; Kartajaya, Her-mawan; Setiawan, 2020). Which states that destination marketing can be done in two

ways, namely offline marketing and online marketing. In discussing this paper using a combination of online marketing and offline marketing in terms of pentahelix actors. Digital marketing is included in online marketing while for pentahelix it goes into offline marketing because from the understanding of Marketing 4.0 there is human connectivity to use digital marketing in doing marketing.

Thus there must be human connectivity in marketing so as to produce effective and efficient marketing. Through this human-to-human connectivity, the role of pentahelix actors is needed in doing this marketing. Each pentahelix actor is expected to be able to optimally market the Lubuak Mande Rubiah destination through the use of a predetermined website. Collaboration between pentahelix actors in carrying out promotions is expected to be able to attract potential tourists (customers) to visit the Lubuak Mande Rubiah destination.

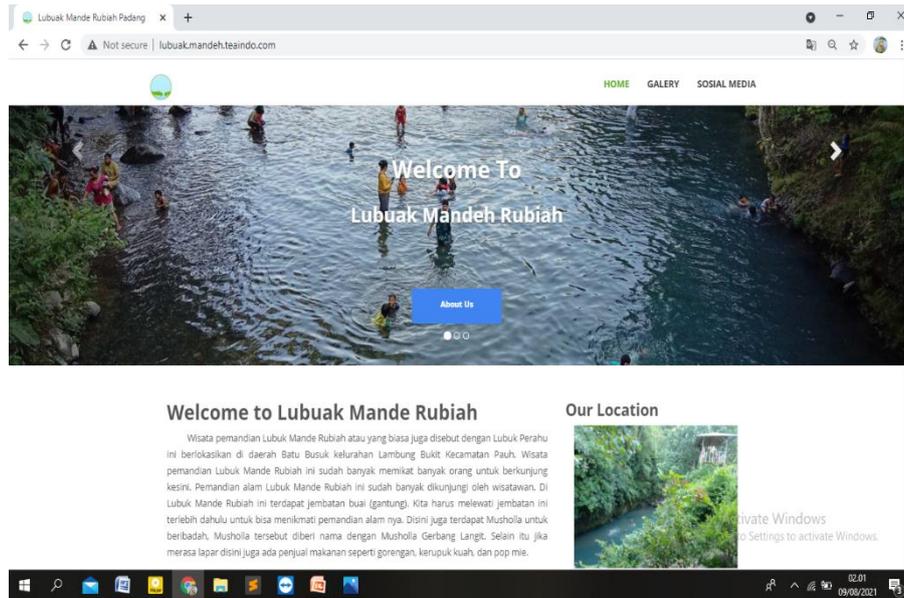


(Source: Ruliyani, 2021).

Figure 1. Lubuak Mande Rubiah tourism products

The marketing strategy that will be set is two-sided, namely online and offline. It aims to reach all levels of society. Although online strategies have been very able to reach more people, in fact offline strategies are still very much needed by the community. Because through an offline strategy (Tresyanto & Ayu, 2020), the public will actually feel the existence of the Lubuak Mande Rubiah bath as one of the entertainment destinations that has beautiful views.

Digital marketing is very important because digital marketing can provide clear and definite directions and goals for the people in it. Most companies that run without digital marketing do not have clear strategic goals. They don't have the right idea about what goals the company wants to achieve through online marketing, especially in terms of getting new customers, increasing sales and patenting deeper relationships between producers and consumers on online platforms. Without digital marketing, we cannot take advantage of technological transformation to be able to provide a clear direction for the company's growth. A unique aspect of digital marketing is the ability to create virtual communities for consumers who share common interests (Wind & Mahajan, 2002).



(Source: Ruliyani, 2021).

Figure 2. Implementation of Lubuak Mande Rubiah website

The role of pentahelix in building digital marketing in Lubuak Mande Rubiah is that the government plays a role in making regulations to promote people's welfare, the Padang city government has made regulations on the management of tourist destinations. Tourism actors collaborate with Pokdarwis in collaboration with stakeholders such as the Lambung Bukit Nature Tourism Movement Community, Family Welfare Empowerment, Youth Organizations, Community Leaders (RT/RW), Youth and Tourism Pioneers and Tourism Land Owners. The role of Academics in the Bustanul Ulum Elementary School Semen Padang and MTS Bustanul Ulum Semen Padang is fully funded by the Semen Padang CSR, providing training and budgets to strengthen the development of Nature Tourism in Lubuak Mande Rubiah, the Alai Center for Social Welfare Education and Training, Pauh District, Padang City, Andalas University campus Work ethic, Smart School, and fully supported by CSR Semen Padang and the role of the community is very supportive because it improves the economy of the community around Lubuak Mande Rubiah Baths tourism and the role of the media is to preach and promote Lubuak Mande Rubiah baths so that they are known to the wider community, both local, national and foreign tourists.

Conclusions

The digital marketing model is one of the main things in today's technological age, because it really supports digital marketing, especially newly developed tourist attractions such as Lubuak Mande Rubiah, Marketing 4.0 is a marketing approach that combines on-line and offline interactions between companies and customers. In the digital economy, digital interaction alone is not enough. In fact, in an increasingly online world, the offline touch represents a powerful differentiation.

The model used in this research is a model of the researchers' thinking in digital marketing. It can be seen from the reality of the public's lack of awareness and participation, from industry players that there is no potential that is managed in a structured and neat manner and when viewed from expectations, the development of digital marketing model and the application of marketing model.

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