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## ANALYSIS MARKETING STRATEGIES AT CULINARY TOURISM CENTERS

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### Abstract

**Research purposes:** Analyzing marketing strategies at culinary tourism centers.

**Methodology:** This research method is qualitative, where the informants who will provide information in this study are: 1). Manager of Culinary Tourism Centers (1 person), 2). Owner Stan (5 people), 3). Visitors to the Culinary Tourism Centers (10 visitors) from each culinary tourism.

**Main Findings:** Strategies to improve marketing in the Central Culinary Tourism In Surabaya, between the manager and the owner of the booth must pay attention to the quality of the products produced, the determination of the selling price, the promotion system used to introduce the existence of culinary tourism centers which have gone through social media, while also paying attention to services, cleanliness, and facilities available at the culinary tourism.

**Implications:** So that the Department of Cooperatives and SMEs also the City Government of Surabaya can develop the existence of a culinary tourism center must actively provide assistance to develop a culinary tourism center. And also culinary entrepreneurs and owners continue to improve the quality of products, facilities, services, and the surrounding environment so consumers can enjoy the culinary specialties of Surabaya.

**Novelty/Originality of this study:** This research raises the theme of the culinary industry in increasing tourism and increasing the income of citizens of the city.

**Keywords:** Culinary Tourism, Surabaya City, Marketing Strategy, Small and Medium Enterprise (SMEs).

### INTRODUCTION

The existence of street vendors in Surabaya is a phenomenon that will not be separated from economic activities in Surabaya. Over time, the presence of five traders in Surabaya has increased in number and the presence of street vendors is considered to be disrupting traffic because in carrying out its operational activities using roads in carrying out its business activities (Fathudin, Jusni & Mochklas, 2018).

Therefore, the existence of street vendors is considered an illegal business, because it occupies public space and is not in accordance with the city vision which emphasizes the cleanliness, beauty, and neatness of the city (Gibb, 2000). Therefore, street vendors are the main target of Surabaya city government policy, through eviction and relocation.

Facing this, the Surabaya City Government reformed the presence of street vendors, especially those engaged in the food and beverage sector by setting policies not allowed to trade on the roadside. In addition, in an effort to overcome the existing problems (Mochklas, Panggayudi & Soenarto, 2019), the Surabaya city government issued a policy to centralize the street vendors in a place called the Culinary Tourism Center.

The presence of street vendors in Surabaya every year continues to increase. In 2017, the number of culinary tourism centers in Surabaya as many as 50 culinary tourism centers, where they are scattered at several points in the city of Surabaya and the existence of a number of culinary tourism will continue to increase because there are still many street vendors who cannot be accommodated at the center available culinary tours (Surya, et al., 2019).

The purpose of the establishment of culinary centers in the city of Surabaya is to stimulate the economy of the citizens and support tourism activities in the city of Surabaya. The center of culinary tourism is under the Office of Cooperatives and Small and Medium Enterprises (Dinkop and UKM) of Surabaya City. According to Santosa (2016), there are three important things in an effort to revive culinary centers, namely: production management, finance and management. Surabaya City Cooperative and Small and Medium Enterprises Office are more focused on improving the quality of human resources, production, management, and financial management.

### LITERATURE REVIEW

Micro, Small and Medium Enterprises are forms of productive economic enterprises carried out by individuals or business entities by fulfilling the criteria for Micro, Small and Medium Enterprises (Anggarini & Panjaitan, 2018, 2018).





The International Culinary Tourism Association (ICTA) says that culinary tourism is a unique business of eating and linking, which is carried out by every tourist who travels (Besni, 2012). Culinary tourism is tourism that provides various service facilities and integrated culinary activities to meet the needs of tourists who are built for the purposes of recreation, relaxation, education, and health (Suryadana, 2009).

A visit to a place that is a producer of food, food festivals, restaurants, and special locations to try the taste of food and or also to gain experience gained from the typical food of an area with is the main motivation for someone to travel. The definition of culinary tourism, in general, is a place of visit for food producers, food festivals, restaurants and specific locations to taste food and or enjoy/learn about its production (Sari & Achnes, 2016). Culinary tourism is a trip which includes activities to consume local food from an area; travel with the main purpose is to enjoy food and drinks and or visit a culinary activity, such as a cooking school, visiting the center of the food and beverage industry; and to get a different experience when consuming food and drinks.

Marketing is an organizational function and a series of processes for creating, communicating & delivering value to customers, and for managing customer relations (American Marketing Association-AMA). Marketing is a social and managerial process in which individuals and groups of people get what they need and want by creating, offering, and freely exchanging valuable products with other parties (Kotler & Keller, 2009:5). According to Leonary and James (in Budi, 2013: 8), the concept of marketing is something that is intangible, which is more a philosophy that can later be trusted and believed in making decisions.

### Marketing Mix

Marketing in a company aims to generate customer satisfaction and well-being for consumers in the long term, which will be the key to obtaining profits (Ratih, 2015: 47).

Marketing Mix is a set of tools that companies use to continuously achieve their goals in the target market (Kotler & Keller, 2009: 24). The purpose of marketing is to plan marketing activities and establish a fully integrated marketing program to create, communicate and deliver value to customers (Kotler & Keller, 2009: 24), classify the marketing mix into four groups called 4 P, namely: Products, Place Prices, and Promotions.

#### a. Products

Products are everything offered to the market in an effort to meet the needs and desires of consumers. Products offered include physical goods, services, activities, experiences, people, places, organizations, and ideas. In addition, products will be able to provide direct and indirect benefits to satisfy customers.

#### b. Price

Prices are important in the marketing mix because prices give an impact on the income of a business. It can also be said that prices are the only ones from the marketing mix that can affect sales revenue. In addition, pricing decisions will have a significant influence in determining the value and benefits to be provided to customers and play an important role in describing the quality of a product.

#### c. Place

Places here can be interpreted as distribution channels or service locations. The location of services used in supplying services to the intended customers is the key to the decision. The decision to determine the location to be used will involve consideration of how the product service is delivered to the customer and where it will take place.

#### d. Promotion

Promotion is an activity that communicates product excellence and persuades target customers to want to make a purchase.

## RESEARCH METHODS

### Research Paradigm

The method used in this study is a qualitative research method with an analytical descriptive approach. The purpose of using this method is to show and explain the community's response to the existence of culinary tourism in Surabaya (Deles Culinary Tourism; Convention Hall Culinary Tourism; Dharmahusada Culinary Tourism; Klampis Culinary Ngasem and Semolowaru Culinary Tourism) in Surabaya City, and Establish a strategy general development of culinary tourism culinary tours in the city.

### Data Collection Procedure

The method used in conducting data collection in research is carried out through several methods of data collection, namely:

- Observation, the researcher made direct observations at the Culinary Deles Center, Convention Hall, Klampis Ngasem, Dharmahasada, and Semolowaru.
- Interviews, researchers conducted in-depth interviews with managers of Culinary Tourism Centers, Stan Owners, and visitors.
- Questionnaires, researchers also used questionnaire questionnaires to booth and visitor owners.
- Documents, documents collected are in the form of public documents.
- Audio and visual material, data collected in the form of photos.

### Informant

In this study, the data obtained is data or information that is in accordance with reality in the field. And processed with a qualitative descriptive approach that will be concluded about how the informants/respondents in developing marketing in the culinary tourism center. Some informants/respondents who will provide information in this study are Culinary Center Managers, booth owners and visitors in the culinary center of Deles, Balai Sidang, Dharmahasada, KlampisNgasem, and Semolowaru.

### Data Analysis Techniques

This study uses an interactive analysis model proposed by Matthew B. Miles and A. Michael Huberman.

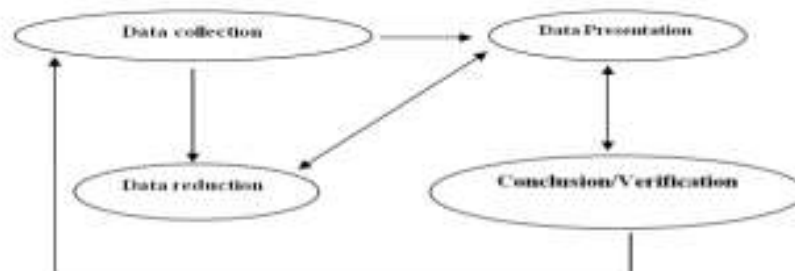


Figure 1: Interactive Model Qualitative Data Analysis (Miles and Huberman)

Source: Soegiyono (2007)

The following are the stages of the research data analysis technique as follows:

#### a. Data collection techniques

At this stage, the data is collected by researchers obtained from filling out questionnaires and the results of interviews, observations, and other secondary data obtained from the study site. Where data collection is obtained from the management of culinary centers, booth owners, and visitors encountered. The interview technique used in this study is in-depth interviews through the submission of questions in depth related to the focus of the problem.

#### b. Data reduction

At this stage sorting and simplification of the data obtained from the results of filling out questionnaires, interviews, observations, documentation, and notes obtained during the data collection was carried out.

#### c. Presentation of data

At this stage, the researcher begins to present the data and keeps observing the policy setting that is adjusted to the conditions in the field. Based on the results of observing the results of the presentation of the data, it will be known that the conditions in the culinary tourism center will then be known to take action.

#### d. Drawing conclusions

At the end of the research, process conclusions are made. Here the researcher will review the results of interviews, observations, and look back at the results of the notes.



## RESULTS AND DISCUSSION

Today marketing activities experience a shift from traditional marketing to experiential marketing (Alma, 2014). Where in traditional marketing emphasizes the increase in sales volume, while on experiential marketing the focus of marketing strategies is oriented to consumers, wherein producing products/services based on the needs and desires of consumers, it is expected to provide high satisfaction and also emphasize the services provided to consumers (Anggarini & Panjaitan, 2018).

Marketing activities carried out every effort is no exception in the center of culinary tourism aims to produce satisfaction that is felt by the customers who later become a step in obtaining profits (Ratih, 2015). Where in carrying out marketing activities pay attention to the marketing mix in carrying out marketing strategies. Kotler & Keller (2009) classify marketing tools into four groups, also called four P (4P), namely: Product, Price, Promotion, and Place which can affect the increase in sales on culinary tourism.

There are a number of things that must be considered by culinary tourism centers in their business marketing strategies, namely:

### a. Goods Sold

In designing a sales strategy, the owners of booths at culinary centers must first ensure the quality of food or drinks offered to consumers, which is very important to note because it is related to what consumers feel when they will make a purchase.

The purpose of the strategy to maintain the quality of food or drinks is to be able to meet the needs and desires of consumers. Fulfilling the needs and desires of consumers is a major factor in carrying out marketing. It is expected that by knowing what is desired and needed by consumers, the product will be produced in accordance with the wishes of consumers, for example in terms of taste and the addition of a variety of food menus (Rukka, Busthanul & Fatmny, 2018).

Therefore, producing quality food and beverages is one way that can be done in maintaining relationships with consumers, because consumers who usually make an assessment of the quality of food and drinks provided by culinary tourism centers. In addition, it is expected that the owners of culinary center centers can produce food and beverages that have good taste and can maintain it, because most consumers say that the taste of food in the culinary tourism center is not as expected (Luntu, et al., 2016).

The owner of a booth at a culinary center must also innovate on the types of food and beverages produced so that consumers will not be bored because new menus are always available and will motivate consumers to keep visiting. Where many consumers are still not satisfied with the food and drink provided at the culinary center. And there are complaints about the small selection of food and beverage variants available and too many booths selling the food choice.

Food and drinks produced at the culinary tourism center will be more interesting if consumers can see the manufacturing process. Consumer behavior is the thing that underlies consumers to make purchasing decisions. When deciding to buy an item or product, consumers always think of the items to be purchased in advance. Starting from the price, quality, function or usefulness of the goods, and so forth. The activity of thinking, considering, and questioning goods before buying is or is included in consumer behavior.

There are several ways to include consumers in making a product (Tandjung & Prayogo, 2016: 70), namely:

#### - Using Online Communities

There is an online community for culinary lovers on social media such as Facebook, Instagram, etc. Each member can provide criticism and suggestions that will be used by the company or the manager and owner of the culinary center for further improvement and improvement so that products and services can be produced accordingly with the needs and desires of consumers.

#### - Use the Offline Community

Both the management and the owner of the booth can take advantage of the existence of an offline community, such as artisan groups, young workers, students. For example, in the Deles culinary center, there are often young workers who take shelter in the same business where they meet at the Deles culinary center, and this can be utilized by the management and owner of the booth to get the visitors from what they are expected and ask about the taste of food and drink and what variety of food and drinks they expect.

- **Use customer service**

The management of culinary tourism centers should provide media for consumers to be able to convey all suggestions and criticisms for the development of culinary tourism centers. This has been done by the Dharmahasada culinary center where telephone contacts are available which can be used for consumers to convey everything they feel, both about food and beverages, facilities available, services provided, and others. Enter from consumers will be used for repairs so that it is expected that what is done will be able to meet the needs and desires of consumers.

- **Maintain customer relationships**

The manager and owner of the booth at the culinary tourism center must maintain a good relationship with the consumers, the goal is that the consumers want to submit information about the food and drinks they ordered and the services received that will be used to make improvements to food and drinks and services they received. Selain strategi baru untuk menarik pelanggan baru dan menciptakan transaksi dengan mereka, para pengusaha bisnis kuliner ini harus mempertahankan pelanggan yang ada dan membangun relasi jangka panjang yang mampu mendatangkan keuntungan (Kotler & Armstrong, 2008: 789).

**b. Price**

Prices here are a number that must be issued by consumers if they want to enjoy the desired product. In business, it is very important to calculate the selling price of the product to be sold so that a selling price will be generated that can cover all production costs and the desired amount of profit.

The prices of food and drinks sold at culinary centers are very affordable because they range from Rp. 10,000 - Rp. 15,000. The determination of the selling price is also adjusted to the majority of visitors who come to the culinary center, where most visitors are students such as the Deles culinary center where as many as 60% of visitors are students (Adiasih & Brahman, 2015).

**c. Promotion**

The results of interviews with respondents stated that the promotion affects consumers to come to the culinary center and buy food and drinks sold in this culinary tourism center. One strategy that must be done in increasing sales is to carry out promotional activities. Promotional activities are very useful in efforts to introduce the existence of this culinary tourism center, especially the food and drinks provided. If optimal promotional activities are not carried out, even though the food and drinks produced are very delicious, it will not increase sales because only a portion of the public knows the existence of this culinary center.

Along with the development of technology and most visitors come from young people, it is most effective to promote through social media, such as through Instagram, YouTube, etc. Where promotion through social media has been carried out at the Deles culinary center, Convention Hall, Klampis Ngasem, Dharmahasada, and Semolowaru. By collaborating with online retailers, merchants can have access to more information that can help them make decisions, and consumers have access to a wider range of products and services.

**d. Place**

The place/location is also one of the things that are very important for the success of culinary centers, especially Deles culinary tourism, Convention Hall, Klampis Ngasem, Dharmahasada, and Semolowaru. Based on the results of research into the field, it can be said that the Deles culinary center, Convention Hall, Klampis Ngasem, Dharmahasada, and Semolowaru are in a strategic location because they are located on the edge of a large road that many people pass through.

But in reality, there are many consumers who do not know of the existence of Deles culinary centers, Klampis Ngasem and Semolowaru, because the culinary tourism center already has a signboard but cannot be seen because the position of culinary tourism is rather inward, as in Semolowaru culinary tourism where the position of culinary tourism is too deep into and closed with a sports field in front of the culinary tourism center. Whereas at the Klampis culinary tourism center Ngasem the existence of a signboard is too deep so that it is not too visible to consumers and there are no signs that explain the existence of these culinary tourism centers. Therefore, it is very important to make a signboard that explains the existence of these culinary tourism centers and can be clearly seen by the public.

Furthermore, the Dharmahasada culinary center is on the edge of a big road but has problems with limited parking, where parking is only in front of the center and is suitable for 4-5 cars so that if there is no car park the consumer cancels the desire to eat and drink at the center, while motorbike parking is in the center of culinary centers and close to consumer seats so that many consumers feel uncomfortable with the condition due to the asb of the motorbike and dust that will interfere when they eat.



Besides paying attention to products, prices, promotions, and places, managers and culinary booth owners must pay attention to the services provided to customers, the cleanliness and facilities available at the culinary tourism center (Safitri, Darmawan & Rahmadanih, 2018). The owner of the booth must be friendly and tidy in serving customers so that it will give a good impression and will affect the emotions of customers to return to visit culinary tourism centers. In addition, the manager and owner of the booth must jointly maintain the cleanliness of culinary centers so that the culinary centers will be interesting to see, and what is equally important are the facilities provided to support the presence of culinary centers, for example providing wifi, amgin fans so customers who come to culinary centers will not feel hot (Hadiyati, 2016).

In an effort to maintain the market, the culinary tourism center must establish a good relationship with its customers so that the culinary center is very necessary to apply relationship marketing. There are several things that must be considered in an effort to build good relationships with customers (Tundjung & Prayogo, 2016: 94), namely:

**- Bonding**

Consumers always have wants and needs that always develop and change over time. Changes in needs and desires often cause changes in purchasing decisions made by consumers, where these changes require every company to always be able to have a surefire strategy to make the company have strong competitiveness in the market. At present in terms of product purchasing decisions and the use of services by consumers is recognized to be more selective and critical. There must be a strong dependency relationship between merchants on culinary tourism with consumers. So as to create long-lasting relationships, namely by producing or selling products that can provide a pleasant experience for consumers that have an impact on consumer emotions.

**- Empathy**

Empathy is a way to understand someone in certain conditions. Empathy can be described as a form of caring for the feelings of others, if we have succeeded in doing that then we can empathize. Managers and booth owners at the culinary center must have empathy for their customers, through attention such as greeting customers who come by name, being responsive to what is needed by their customers and asking for feedback from consumers.

**- Reciprocal**

The reciprocal relationship between sellers and buyers at culinary tourism centers is an effort to maintain a long-term relationship between traders and consumers in culinary tourism centers. A good relationship will be realized from a small thing and developed to become a larger base, so that each will benefit, for example, consumers pay for the amount of food ordered, so consumers expect to get the expected food between other delicious flavors and suitable portions and the product can sell quickly.

**- Trust**

Establishing a good relationship with the customer is not an easy thing to do. Establishing and managing good relationships from various aspects can also help traders in culinary tourism centers can maintain consumer confidence in the products being sold. Building trust is very important in business, without the trust of consumers the business will quickly fall or not be able to develop (Mochklas, Panggayudi, & Soenarto, 2019). The management of the management and the owner of the stand at the culinary center in building consumer confidence is to make a good product brand in accordance with what is sold. Building a brand image on culinary wista is by selling quality food and beverage products, the services provided must be good, cleanliness and supporting facilities available are kept clean. All business activities must be profitable because they need distribution and retail channels as well as speed, comfort, safety, and benefits in services (Mariani, 2017).

**CONCLUSION**

Based on observations in the field and interviews with managers, booth owners and visitors at the culinary tourism centers of Deles, Convention Hall, Klampis Ngasem, Dharmahusada and Semolowaru it can be that visitors who arrive are not optimal so that the revenue obtained is not as expected than at the time when still as a street vendor so that this causes many booth owners to leave the culinary tourism center, among others, as happened in the culinary center of Klampis Ngasem.

In addition, the variants or types of food and drinks provided are still not many, so consumer choices are limited, and some visitors say that the taste of food and drinks that are not as expected. The price offered to customers is very affordable, because adjusted for the most visitors coming to culinary tourism centers are students. As well as culinary tourism centers are already in strategic locations because near the highway so that it can be easily known but still supported by a sign to show the existence that can be seen by the wider community. In addition, no less important is to build good relationships with consumers.



## RECOMMENDATIONS

- The role of the Office of Cooperatives and SMEs and the Surabaya City Government needs to be improved in developing the presence of culinary tourism centers, such as conducting assistance. Actively for the development of culinary centers.
- The manager and owner of the booth continue to improve the quality of products, facilities, services and the surrounding environment so that consumers feel comfortable.

## LIMITATIONS OF THE STUDY

After field observations and interviews, and analysis in this study still has limitations that can be used as opportunities for further research studies. Some limitations in this study have limitations are:

- The scope of research is less extensive, where the research was conducted culinary tourism centers in the city of Surabaya.
- Qualitative research methods with a descriptive-analytic approach.
- This study only uses Kotler & Keller's (2009) marketing mix, namely products, place prices, and promotions.

### Suggestions for further research include:

- Future research can expand the scope of the research area, for example within the province.
- Future research methods with quantitative methods, so that more data can be obtained.
- Future research can analyze marketing strategies at the Culinary Tourism Centers by using the famous Porter strategy with a generic porter strategy which includes three dimensions including differentiation, low cost or cost advantage and focus.
- Future research can also use marketing psychology theories to analyze marketing optimization at the Culinary Tourism Centers. Marketing psychology is an understanding of the motives that influence emotions and market actions in viewing a product or service offered by a trader.

## IMPLICATIONS

Based on the analysis that has been done, the results of this study can contribute to the theoretical implications and practical implications.

### Theoretical implications are as follows:

- Visitors who come to culinary tourism centers are not yet optimal, so the revenue obtained by booth owners is not as expected, which causes many booth owners to not trade at culinary tourism centers. This shows that location is also one of the things that are very important for the success of traders in culinary tourism centers.
- The lack of visitors is caused by the taste of food and drinks that are not tasty. In designing the marketing strategy of traders in culinary tourism centers, it is necessary to pay attention to the quality of the food or drinks offered to consumers, with good taste consumers will come back to make a purchase.
- Most visitors who come to culinary tourism centers are students. The selling price needs to be adjusted to most visitors who come to culinary tourism centers, where most visitors are students.

### While the practical implications are:

- The government needs to help promote the traders in culinary centers.
- Traders in culinary tourism centers need to pay attention to the taste of food and drinks sold, as well as the services provided to customers, cleanliness, and facilities available at culinary tourism centers.
- Traders in culinary tourism centers must be able to give a good impression so that it affects customers' emotions to return to culinary tourism centers.

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