

## Analysis Of Market Orientation On Tourism

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### Abstract

This research aims to determine the analysis of market orientation in the tourism industry. The object of this research is Wisata Bahari Lamongan and the informants in this study were three people who were chosen by the researchers. This type of research uses a descriptive type of research with a qualitative approach. The analytical tool used is taxonomic analysis domain analysis. Taxonomic analysis is a tool used to analyze the overall data from the research object based on a predetermined domain and then a more in-depth analysis. The results of this analysis explain that Wisata Bahari Lamongan considers competitors as a benchmark or reflection, this can be seen from cooperative activities. Wisata Bahari Lamongan has a different potential from other places. Wisata Bahari Lamongan has several departments in the organizational structure, one of which is the Marketing department. In practice, the Marketing department has many online and offline based activities. In terms of products and facilities, Wisata Bahari Lamongan always issues new innovations every year and makes periodic improvements. They cooperates with several competitors by marketing promotional media at each tourist spot. They carry out activities that adopt technology, both marketing activities and internal activities, so that tourist destinations become more open and able to compete equally with others.

**Keywords :** *Marketing; Market; Market Orientation; Marine Tourism; and Tourism*

**JELL CLASIFICATION :** M310, L830

### INTRODUCTION

In East Java there is so much competition in the tourism sector. Meanwhile, Lamongan has started to maximize the potential of natural tourism and artificial tourism because they see that there are still many vacant lands that can be developed as a destination. One of the famous destinations is Wisata Bahari Lamongan

(Wisata Bahari Lamongan) or commonly called WBL. WBL is used as a case study in this research. Wisata Bahari Lamongan is synonymous with the nuances of the coast of the Java Sea while Theme Park is an artificial tourist spot that combines the concepts of game, nature, and culture.

Prospective customers will seek information before visiting a destination,

in this case Theme Park. WBL management need to get market information so that potential customers are interested in visiting WBL. The extent to which an organization obtains and uses information from customers, develops and implements a market orientation that will meet customer needs and wants. It is also considered as an internal driving force that influences marketing actions, as well as affects the employees of an organization and their relationship with customers. In this case, market orientation is also included in marketing where there will be developments made to complement the needs and desires of customers. By providing different things each year, such as developing existing rides with rides that are more attractive to tourists. Mainly to develop the potential in Lamongan Regency with the presence of other tourist objects.

Besides WBL, there are also other types of tourist attractions that can be visited in East Java, ranging from nature tourism, historical tourism and religious tourism. Market orientation requires knowledge of the type of market to be entered, including its characteristics. Thus, it can be seen a clear direction regarding the market orientation of the given product. There is also a competitor orientation that goes hand in hand with customer orientation, namely how to win the competition, but still satisfy customers. Balance in the marketing sector is needed because customer orientation is often lacking and ultimately can be used as a strategy to win business competition. This is because companies tend to only be ordinary to business problems that arise and are not pro-active in outperforming their business competition. Enhance

market orientation and exchanges between organizational functions that are concerned with customers and competitors and to inform current market trends.

In implementing market orientation by developing new innovations, it will increase the interest of tourists to visit every year, combining marine tourism with the modern world of tourism. Facing developments that affect tourist behavior in determining which entertainment venues will be chosen to visit, then each vehicle must be able to adapt all forms of visitors in various ways according to the type of entertainment available. Likewise, the market orientation activities carried out must be able to attract the attention of the target audience and be able to accommodate and respond to changes that occur so that they can satisfy the target audience.

By looking at the very tight competition, the information or messages conveyed through market orientation are carried out well, and are easily understood by tourists. market orientation carried out by WBL which is a must as one of the largest recreational areas in Lamongan in achieving the desired goals in order to obtain a position (positioning).

## LITERATURE REVIEW

Marketing is defined as an activity, set of institutions and processes for creating, connecting, presenting and offering improvements that provide value to customers, clients, partners, and society at large (Ebert and Griffin, 2009). Meanwhile, according to Ujang (2015) marketing is a process of how to define consumer needs then produce goods or services needed by these

consumers and convince consumers that they need these goods or services, so that transactions or exchanges occur between producers and consumers. Goals can be said to be successful if a company can manage its marketing field effectively and efficiently in order to align the goals that have been set previously. the activities of all marketing business activities carried out by the company can be useful for providing a product or service that has been provided by the company so that the consumer's perspective on the company will have a positive view so that later they will make repeat purchases.

According to Manap (2016), marketing is a process of planning and implementing conception, pricing, determining product processes, promotion and place or distribution, as well as a social and managerial process to achieve goals. Meanwhile, according to Thamrin (2018) marketing is the creation and realization of a standard of living which includes activities to investigate or find out what consumers want, then plan and develop a product or service that will fulfill their desires, and serve as the best decision to determine prices, promote and distribute goods or services.

Ben M. Enis (in Manap, 2016) "marketing management is the process the effectiveness and or efficiency by high marketing activities are proformed by individuals or organizations" which briefly states that marketing management is a process to improve the efficiency and effectiveness of marketing activities carried out by carried out by individuals or by companies. Meanwhile, according to Kotler and Keller (2016) marketing

management is the art of choosing target markets and reaching, and maintaining to grow the presence of customers and create a product, be it goods or services in order to achieve a goal that delivers and communicates information to customers with value which is superior.

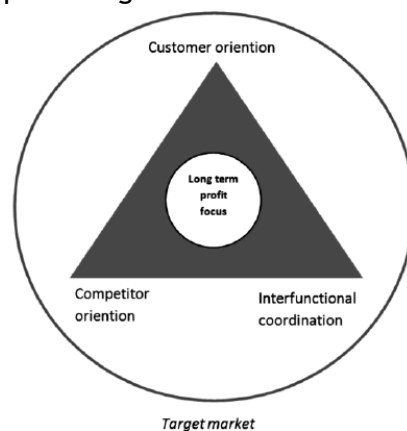
According to Kotler and Armstrong (2003) the definition of marketing strategy is marketing logic that is carried out with the hope that the business unit will achieve marketing goals. The marketing strategy consists of a specific strategy for the target market, product determination, mix, or level of marketing expenditure. According to Tjiptono (2002) marketing strategy consists of five interrelated elements, namely market selection, product planning, pricing, distribution systems and marketing communications. Meanwhile, according to Assauri (2007) expressed the opinion that marketing strategy is a series of goals or objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level and the references and allocations, especially as the company's response in facing changing environment and competitive conditions.

Never and Slater (1990) stated that market orientation consists of 3 (three) behavioral components, namely customer orientation, competitor orientation, and interfunctional coordination. Customer orientation and competitor orientation include all activities involved in obtaining information about buyers and competitors in the market for the purpose of disseminating it through the business, whereas interfunctional coordination based on customer and

competitor information consists of coordinated business efforts. Meanwhile, according to Chandra (2005) said that market orientation is a combination of culture and commitment to customer value and the process of creating superior value for consumers.

According to Chahal (2014) market orientation appears to be a key factor influencing organizational actions and performance and has potential social implications. This is the underlying mindset for approaching the

operations and processes of an organization through the eyes of marketing. Thus, this concept is a necessary condition for market-oriented companies to adopt a marketing focus. Internal driving forces that influence marketing actions, the influence of employees of an organization and their relationships with customers. In simple words, market orientation is about doing things that can turn marketing actions into practice.



According to Kertajaya (2010), customers are people who enjoy products launched by a company. Customers are not only one circle but various groups according to the market segment made by the company or product. Never and Slater (1990) Customer orientation is defined as an adequate understanding of the target customer's purchase with the aim of continuously creating superior value for buyers.

Narver and Slater (1990) state that competitor orientation is a company that understands the long-term strengths and strategies of its potential competitors. This understanding includes whether competitors are using new technology to retain existing customers. According to Kertajaya (2010) the development of information and

communication technology makes the world more transparent, the information flows more and more and can be accessed from anywhere, anytime and for anyone through product innovation, ticketing, and facilities.

Narver and Slater (1990) stated that Inter functional Coordinator is the use of coordinated company resources in creating superior value for targeted customers. Inter functional Coordinator refers to specific aspects of the organizational structure that facilitate communication between different organizational functions. Meanwhile, according to Leffery and Hult (2001) coordinated integration of corporate resources is closely related to customer orientation and competitor orientation where this coordination is built based on the information obtained and through

coordinated resource utilization, the information is disseminated throughout the organization concerned.

Suwantoro (2004) explains that tourism is essentially a process of temporary departure from one or more people to another place outside their place of residence. The impetus for his departure was due to various interests, whether due to economic, social, cultural, political, religious interests, or other interests such as curiosity, adding experience or learning. UNWTO (in Ernawati, 2010) explains sustainable tourism as tourism that directs managers to all sources in such a way that economic, social and aesthetic needs can be met as well as cultural integrity, essential ecological processes, biodiversity and life support systems for the community. the environment concerned.

Undang-Undang Republik Indonesia Nomor 10 tahun 2009 (in Suryadana and Octavia, 2016) explains that a tourist destination, hereinafter referred to as a tourism destination, is a geographical area located in an administrative area in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are interrelated and complement the realization of tourism.

## METHODOLOGY

The study was conducted with qualitative methods to analysis of market orientation in Wisata Bahari Lamongan. Qualitative research with descriptive research type used in this study is intended to obtain information about the implementation of the Wisata Bahari Lamongan market orientation in Lamongan district. Determination of

informants in this study using a purposive sampling technique.

The size of the key person or informant, who may or may not be appointed has been determined prior to data collection, depending on the available resources and time, as well as the research objectives. Purposive sample sizes are often determined on the basis of saturation theory (when the informant has provided additional information and insight for the research question). However, the next informant will be determined along with the development of the review and analysis of research results during data collection. The appointed informants are the Secretary to the Personnel Manager, Marketing Supervisor and Tourism Staff at WBL.

Data collection techniques used in this study were observation, interviews and documentation. The data analysis stage in this research is taxonomic analysis. Activities in analyzing data using interactive analysis developed by Miles and Huberman in Sugiyono (2016) are data reduction, data presentation, and drawing conclusions/verification. Drawing conclusions from the results of this study will be carried out deductively, namely things that are general to things that are specific.

## RESULT

Market orientation is carried out so that organizations can carry out marketing strategies which are increasing day by day. Wisata Bahari Lamongan is one of the tourist destinations that carries entertainment tourism with marine nuances in general. There are 3 behavioral components in

Market Orientation which are explained in the following terms:

***Customer Orientation***

Wisata Bahari Lamongan is a vehicle that has many advantages in terms of products offered and services. This tour does not play around in terms of serving and meeting customer needs by continuously improving all services. Wisata Bahari Lamongan does not differentiate in terms of market or consumer segmentation, by presenting various types of various types of rides that can be enjoyed by all ages. Providing all needs with various groups from children to adults. Visitors to Wisata Bahari Lamongan not only come from local tourists but tourists from abroad have also been visitors to Wisata Bahari Lamongan.

Wisata Bahari Lamongan always provides good service with the intention of creating a positive impression for visitors so that they will visit more than once. This positive good relationship will also have a positive impact on Wisata Bahari Lamongan with the actions of visitors who will give a positive impression to potential visitors so that it will arouse curiosity by other potential visitors. Wisata Bahari Lamongan realizes that the best marketers are those who are able to give the impression that the visitors themselves bring which will have both positive and negative impacts on others. The awareness of Wisata Bahari Lamongan itself is realized by always giving freedom to visitors who want to convey their impressions and messages about this tourist attraction for mutual progress. A lot of information obtained by the management of Wisata Bahari Lamongan ranging from positive and negative impressions. Information from

visitors is really needed by the Wisata Bahari Lamongan because it sees the principle of one stop service that is being carried out in relation to serving visitors.

Wisata Bahari Lamongan in such a way as to implement the Segmentation, Targeting and Positioning (STP) strategy. The STP strategies carried out are:

- a. Segmentation in Wisata Bahari Lamongan provides all segments including general categories which can go through all groups and ages, namely schools, communities, companies, institutions, associations. Especially the school education circles which are the highest branch of visitors. Wisata Bahari Lamongan provides services from all walks of life, for kindergarten, elementary, junior high, high school, and other teenagers.
- b. Targeting in Wisata Bahari Lamongan The main target for Wisata Bahari Lamongan is to target customer groups with high levels of regional income. Actually, it doesn't always stay there, but becomes one of the things that is considered for Wisata Bahari Lamongan.
- c. Positioning in Wisata Bahari Lamongan is a nature that positions products to customers, information from all sources is always explored by Wisata Bahari Lamongan for mutual progress. Wisata Bahari Lamongan does not cover all information of all forms. Information is also obtained from personal experience in seeking information by coming directly to competitors' places with the intention of traveling. The Wisata Bahari Lamongan Target provides what is not available in competitors, namely a differentiator by favoring a

combination of natural rides and fantasy rides with the feel of the north coast.

### **Competitor Orientation**

Competitors are an aspect that has two sides with one side being a positive thing and the other being a boomerang for the continuity of a business, especially in the field of tourism services. The world of tourism is growing very rapidly with many places based on nature or culture being used as a destination or the purpose of a visit to get its own satisfaction, including Wisata Bahari Lamongan. Departing from the natural wealth owned by the north coast of Lamongan Regency which presents its own beauty, some parties choose to develop this potential into a tourist destination.

The development of the area occurs in the aspect of adding facilities without changing the original marine potential. These developments continue to be carried out in line with the development of increasingly complex community needs. Speaking of marine tourism, of course, not only Lamongan has all the natural wealth in the form of the sea which is used as a tourist spot, but many are similar to these places which will indirectly become competitors of these tourist destinations. Competitors from Wisata Bahari Lamongan are not only located outside the city of Lamongan but are also scattered along the north coast road in Lamongan Regency. This is the basis for the further development of a tourist destination that was previously named Tanjung Kodok tourism to become Wisata Bahari Lamongan.

In carrying out development, it takes a long time to change the appearance of

the rocky land. After several years of repairs, a place with a different concept was established from what was previously only a garden with a touch of the sea, has now become a themed entertainment tour that is thick with recreational and entertainment products with a marine touch in it. The emergence of this new tour also adds one player to the world of themed tourism or theme parks.

The marketing strategy applied to make Wisata Bahari Lamongan a tourist destination is:

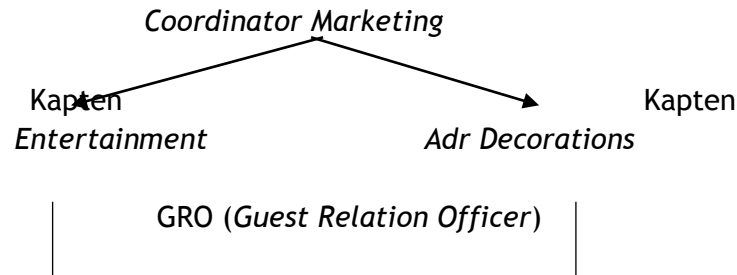
- a. Optimization of services provided to customers where Wisata Bahari Lamongan focuses on the interests or achievement of customer satisfaction and services that can meet customer expectations.
- b. Innovate on the development of attractions so that every year customers always get something new when visiting Wisata Bahari Lamongan.
- c. Conducting events continuously so that customers who have not come for a long time are interested in coming back to WBL.

Wisata Bahari Lamongan monitors the marketing strategies of competitors, both those who are members of the East Java Park Group and the Indonesian Family Recreation Association (Asosiasi Rekreasi Keluarga Indonesia/ARKI) through the exchange of information and discussions.

### **Inter functional Coordination**

Wisata Bahari Lamongan has several managerial departments, one of which is the marketing department. The marketing department carries out several activities, namely those related to entertainment and Adr decorations.

This activity is intended to facilitate functions as shown in the image below.  
services through coordination between



Structure Organization *Marketing Department*

In practice, the activities carried out by the marketing department are based on offline and online. This is to facilitate supervision of all lines of entertainment and adr decoration. The marketing department consists of one coordinator in charge of the captains mentioned above and all of these lines also have activities in the office, namely as GRO or Guest Relation Officer.

- a. Entertainment, is an activity carried out to improve and update entertainment in the form of rides and other entertainment arenas.
- b. While adr decorations is in charge of supervising and thinking about supporting decorations such as welcome decorations, places to take pictures with the Wisata Bahari Lamongan logo and so on.

These activities are based on online and offline in each of these coordination activities. In the offline system, the marketing department is always engaged in marketing the latest products from Wisata Bahari Lamongan, both in-office activities and outside-office activities. Inside the office, the marketing department staff have general activities, namely as GRO or Guest Relations Officer. Guest Relations Officer is a ticketing service, either reservation or direct selling, which is

more than 30 people. In addition, the marketing staff is also in charge of designing materials for outdoor marketing activities such as expo activities, radio promotions and so on. The marketing department also has a database of online and offline marketing activities. Not much has been explained by Wisata Bahari Lamongan related to the marketing activities carried out. The marketing field has a big responsibility to introduce all changes or the birth of tourist attractions that have been born with new faces to potential visitors.

Interpretation is an exegesis that is used to clarify the meaning of the information obtained. Based on the description and results of the discussion, it can be understood that with the increasing number of tourist destinations in East Java, the competition is getting tougher. So that Baharai Lamongan Tourism must have a good strategy and service to be able to compete and survive. In this case, customers can choose what tourist destinations they want to visit. Market orientation is carried out to influence the actions and performance of the organization and has potential social implications which include components of customer behavior, competitors, and Inter functional Coordination. The three



components of Market Orientation behavior are interrelated marketing strategies and greatly affect long-term profitability. Given the very importance of Market Orientation as a significant measure of implementation, it plays a unique role in creating value for customers.

WBL is one of the tourist destinations that carries nature-based tourism which was developed by adding fantasy tourism vehicles. In general, WBL carries out all of its operational activities as well as similar competitors. One of the activities carried out by WBL is marketing activities to support other activities. Along with the development of WBL, which is always making changes from its initial stand on a manual basis to digital by adopting technology in every operating process.

WBL has a comprehensive market segmentation to customers by presenting many products and facilities that are intended for all ages and all groups with various needs. WBL makes various efforts to maintain existence and customers by doing one way, namely looking in the mirror and seeing what competitors have or become competitors as benchmarks. This makes WBL more motivated in making changes as a consistent step and must be done at any time and as the basis for serving customers. In addition, WBL is also connected and synergized with technology, which can be seen from the various sites that are owned to always be connected to both stakeholders inside and outside the WBL area.

Tabel 1 Matrix of Taxonomy Analysis of WBL Market Orientation Implementation

| Analysis  | Field                                | Description   |
|---|--------------------------------------|---|
| Implementation of Market Orientation Wisata Bahari Lamongan | <i>Customer</i>                      | - WBL provides various rides and facilities for various ages and needs. Fantasy rides for children, teenagers, and supporting facilities for adults (ex: nursing mother's room).                |
|   |                                      | - Wisata Bahari Lamongan serves a purchasing system for customers. On the spot purchase counter and reservation system.   |
|   |                                      | - WBL provides a platform for customers to convey and provide various information. Suggestion box, and customer-only window on the website.   |
|   | <i>Competitor</i>                    | - WBL has different potential from competitors. Features a mix of nature tourism and fantasy rides.   |
|   |                                      | - WBL has cooperation with other competitors in terms of promotional media. Installation of promotional billboards and banners.   |
|   |                                      | - WBL observes competitors in various activities. Visits to various similar tours at home and abroad.   |
|   |                                      | - WBL is connected with competitors offline. Cooperation in the installation of promotional and communication media.  |
|   | <i>Infer Functional Coordination</i> | - Utilization of technology as a basis for activities in WBL, especially marketing activities. Have a WBL website.  |
|   |                                      | - The use of online media as a medium for delivering information about Lamongan Maritime Tourism via Facebook, Twitter, Path, Instagram.  |
|   |                                      | - Marketing activities carried out by WBL include various activities both inside and outside the city. Offair on radio, talk shows, exhibitions.  |
|   |                                      | - WBL made changes due to factors including patterns of thinking, technology, tastes, purchasing decisions, needs. Accommodating the voice of the customer as one of the foundations of change. |
|   |                                      | - Wisata Bahari Lamongan is always connected with all aspects such as internal company, customers, competitors, with existing changes. Adding rides belonging to partners, giving rewards.      |
|   |                                      | - WBL aligns itself and synergizes with technological change. System change from manual to digital.   |
|   |                                      | - WBL is not yet connected online with competitors. Still with direct cooperation.  |

## CONCLUSION

From the customer side, Wisata Bahari Lamongan provides purchasing system services for conventional customers and customers as well as providing a forum as a medium for delivering information in online and offline media. WBL offers its own oasis for customers. WBL is able to pamper

visitors with the concept of one stop service for all groups such as children, teenagers, to the elderly, both local and international tourists who want a different family educational tourism atmosphere.

Meanwhile, on the Competitor side, WBL is based on the feel of the beach which is packaged in the concept

of a superior atmosphere. WBL has many competitors, both local tourism and other educational tours in Indonesia, especially in East Java. Wisata Bahari Lamongan considers competitors as benchmarks or reflections because they are a group with Jatim Park Malang, this can be seen from the collaborative activities between companies. WBL tends to provide something new compared to other competitors by providing what customers need. Furthermore, Infer Functional Coordination, WBL carries out activities that transfer technology, both marketing activities and other internal activities so that this tourist destination becomes more open and able to compete with others. In the marketing field of WBL,

there are 2 components, namely Entertainment and Adr Decoration.

#### LIMITATIONS AND SUGGESTIONS

This study has limitations, therefore the proposed recommendation is to be used for other research objects such as natural attractions, ecotourism and many other. Further research is needed regarding more in-depth marketing strategies. In addition, this research also needs to be carried out in places or destinations that will develop, such as in Bondowoso, Jember, and others. It is hoped that future research can overcome this limitation so that better generalizations can be made.

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