

AGROTOURISM EDUCATION IN THE PERSPECTIVE OF MARKETING COMMUNICATION AT MUHAMMADIYAH UNIVERSITY OF LUWUK BANGGAI DISTRICT

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Abstract

Agrotourism can stimulate economic activity and increase income for the community. The importance of marketing communication for agrotourism marketers so that tourists are interested in visiting and getting education and as a strategy used for the development of agrotourism at Muhammadiyah University of Luwuk, Banggai District. This study aims to determine agrotourism education in the perspective of marketing communication at Muhammadiyah University of Luwuk, Banggai District. The method used in this research is descriptive qualitative research method. Research data obtained through, observation, interviews, and documentation. Types and sources of research data are primary data and secondary data. The results of this study indicate that agritourism education in the perspective of marketing communication at Muhammadiyah University of Luwuk, Banggai District through advertising consisting of video, print media advertising, electronic media and advertorial advertising, direct marketing, interactive marketing through social media (facebook, instagram, and youtube), public relations (PR) and marketing by conveying information by word of mouth.

Keywords: *Education, agrotourism, marketing communication*

INTRODUCTION

One of the agricultural industries built on the idea of uniqueness is agrotourism. The definition of tourism is offered by agrotourism through the sale of knowledge about agriculture and natural beauty (Pakpahan et al., 2024). Agrotourism can stimulate economic activities and can increase income for the community.

Muhammadiyah University of Luwuk, Banggai District, has started developing agrotourism since 2020 by utilizing more than one hectare of land. The land that is planted with fruits and vegetables, as well as making ponds for freshwater fish farming is located in Lontos Village, East Luwuk District, Banggai District. Geographically, it is in the vicinity of neighboring villages including Indangsari Village and Lauwon Village. Muhammadiyah University of Luwuk has collaborated with the

three village governments. In the development of this agro-tourism by involving eight faculties at Muhammadiyah University of Luwuk, as well as involving all components of the community, as ideally in the development of agrotourism.

The development of agrotourism is certainly for the benefit of the academic community both in research and practice. The availability of other supporting facilities includes: lighting, meeting rooms, and study rooms, management rooms, kazebos and other facilities. Most importantly, agrotourism also provides educational media based on agricultural potential and assistance to the surrounding community which is part of the development of agrotourism.

Busby and Rendle (2000), see a transition from rural tourism to agrotourism. Factors that must be considered in agrotourism

include marketing, competition, entrepreneurship, investment, and income in the agricultural sector that will determine agriculture in the future (Pakpahan et al., 2024).

One of the factors that must be considered in agrotourism is marketing. In addition to good management, so that agrotourism can be known by the community, of course, communication is needed. Everett M. Rogers (2002) said that communication is a process in which an idea is transferred from a source to one or more recipients with the intention of changing their behavior. (Cangara, 2017).

Communication in marketing has an important role for marketers because without communication, of course, the existence of the product will not be known to the public. As stated by Tjiptono (2011) Marketing communication is a marketing activity that seeks to persuade and remind the target market of the company and its products so that they are willing to buy, accept and be loyal to the products offered by the company concerned. Marketing communication plays an important role for marketers or companies. Without communication, the public will not know the existence of the product (Wibowo & Priansa, 2017).

In the development of agrotourism, several media have been used, only those that exist are still in simple form, still need improvement because agrotourism requires a long-term process. Marketing communication is very important for agrotourism marketers in order to attract tourists and get education and as a strategy used for the development of agrotourism at Muhammadiyah University of Luwuk. Based on this background, the author is interested in conducting research on agrotourism education in the perspective of marketing communication at Muhammadiyah University of Luwuk, Banggai District.

RESEARCH OBJECTIVE

Based on the background, the research objective is to determine agrotourism education from a marketing communication perspective at Muhammadiyah University of Luwuk, Banggai District..

LITERATURE REVIEW

Education is all conditions, events, incidents or about a process of changing attitudes and behavior of a person or group of people in an effort to mature humans through teaching and training efforts (320 & Sisdamas, 2021).

Agrotourism is an agricultural business that is transformed into tourism with a focus on providing consumers with services, skills, education and beauty are types of services provided to existing subsystem customers, such as tourism facilities and infrastructure, objects, sales, and services. (Pakpahan et al., 2024). According to Sutjipta (2001), agrotourism is defined as a system of integrated and coordinated activities for the development of tourism and agriculture, in relation to environmental conservation and improving the welfare of farming communities. Agrotourism can be classified as ecological tourism, also known as ecotourism. (Mandataris et al., 2024)

Effendy (2001) in his book on communication science theory and practice, that communication is defined as the process of sending messages by communicators to communicants through media that have certain effects. (Susilowati, 2023). Kotler and Amstorong define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. (Andrean, 2018).

Kotler and Keller (2004) say that marketing communication is fundamental and complex to a company's marketing activities. Marketing communication can be described as

all messages or media that are distributed to communicate with markets or customers. Marketing communication includes commercial and non-commercial communication to support the company's marketing strategy (Arianto, 2021). Meanwhile, Uyana Sulaksana (2007) says that marketing communication is the process of disseminating information about the company with the things that will be offered to its targets. (Wibowo & Priansa, 2017).

The marketing communication mix is an effective element for marketing. Meanwhile, Kotler and Keller (in Kurniati, 2017) briefly said that the marketing communication mix consists of seven main communication models consisting of: advertising, sales promotions, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing (Rafiqah Yusna Siregar et al., 2023).

Frank Jefkins (1997) said that advertising is a message that is directed and persuades people to buy. Meanwhile, according to Fandy Tjiptono (2005) advertising is a form of indirect communication based on information about the advantages or benefits of a product that is arranged in such a way as to create a pleasant feeling that will change someone's mind to make a purchase. In simple terms, advertising is a message that offers a product aimed at the public through a medium. (Saskara, 2021).

Kotler and Keller (2012) said that sales promotion is a collection of various, mostly short-term, intensive tips designed to encourage quick and/or greater purchases of certain products and services from customers or merchants (Wibowo & Priansa, 2017). Events and experiences are when companies pay for or activities or programs created to create brand-related experiences (Pribanus, 2023). Kim Harrison (2009) defines public relations as a way to help organizations achieve corporate goals through effective communication and constructive relationships (Kriyantono, 2021).

Petter Bennett (1988) defines direct marketing as a total activity in which sellers, to achieve the effectiveness of exchanging goods and services with buyers, try directly to the target audience to use one or more media (direct selling, direct mail, telemarketing, direct advertising actions, catalog sales, cable television sales and others) with the aim of getting a response by telephone, letter or personal visit from prospects or consumers (Asep, 2019).

Hermeling et al (2017), Kannan and Li (2017) stated that interactive marketing technology is based on digital technology that allows for intense two-way interaction between customers and brands and between customers. This technology includes various platforms such as websites, social media, mobile applications to Internet of things (IoT) devices. The purpose of its implementation is to increase customer engagement and relationships. Of course this will be very useful for marketers in realizing the core of marketing, namely interaction to lead to transactions (Erwin et al., 2024).

Litvin et al (2008) word of mouth is broadly defined as consumers communicating about a product, service, or company without being influenced by consumer interests. Furthermore, Huete-Alcocer (2017) as a consumer-dominated marketing channel, word of mouth is considered by consumers as one of the most influential sources of information when making consumption choices, because it operates independently of the market (Le & Nuyen, 2024).

METHODOLOGY

This research was conducted at the agrotourism of Muhammadiyah University of Luwuk, Lontos Village, East Luwuk District, Banggai District.. The method used in this study was a qualitative research method with a descriptive approach. Bogdan and Taylor (1982) stated that

qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior; the approach is directed at the background and individuals holistically (Abdulssamad, 2021). Research data were obtained through observation, interviews, and documentation. The types and sources of research data use primary data and secondary data.

RESULTS

Based on the results of the research, it shows that agritourism education in the perspective of marketing communication at Muhammadiyah Luwuk University, Banggai District through advertising consists of videos, print media advertisements, electronic media and advertorial advertisements, direct marketing through direct communication with tourists who visit directly to Muhammadiyah Luwuk University agrotourism. and interactive marketing using social media (facebook, instagram and youtube) owned by Muhammadiyah Luwuk University, and interactive marketing using social media (facebook, instagram and youtube) owned by Universitas Muhammadiyah Luwuk, public relations (PR) through the collaboration of Universitas Muhammadiyah Luwuk with the government of Lontos Village, Indangsari Village and Lauwon Village, East Luwuk District, Banggai District and marketing by conveying information by word of mouth.

DISCUSSION

Agrotourism education in the perspective of marketing communication at Muhammadiyah Luwuk University, Banggai District through advertising consisting of videos, print media advertisements, electronic media and advertorial advertisements, direct marketing, interactive marketing through social media (facebook, instagram, youtube), public relations

(PR) and marketing by conveying information by word of mouth.

1. Advertising

Advertising is an effective means to inform the agrotourism education of Muhammadiyah University of Luwuk. The form of education in agrotourism is like educating students to be entrepreneurs, as well as lecturers. Because this is an ecosystem which is a pentahelix development concept, universities, society, civil society.

In this context, of course, to encourage the community's economy, to have an impact with the presence of agrotourism in Lontos Village to become a model for improving the community's economy, and also from the marketing side, both internally, the results will be because by creating an agrotourism concept that can produce products that get economic production value and marketing.

In addition, from the marketing side of products, especially agriculture, it focuses more on vegetable and fruit products so that later when agrotourism has developed better in the future, the community can enjoy fruits, agrotourism is also a tourism concept because there is this river that supports domestic tourists, especially those around agrotourism so that they have a place of entertainment and can also see and be developed wherever they are.

The concept is not only educational but also marketing. Because with the existence of agrotourism, it can market garden produce and market tourist attractions to get economic value and can foster an entrepreneurial spirit, to improve the community's economy and teach students to be entrepreneurs, and of course, no less importantly, agrotourism can be a place of research for lecturers and students so that it can be used as a model for sustainable development.

2. Direct marketing

Direct marketing is a form of communicating products directly to the most potential consumers which is a marketing strategy. Direct marketing, when tourists come to visit agrotourism directly by delivering educational messages and forms of education that exist in agrotourism so that tourists in addition to enjoying the beauty of tourism in this case agrotourism certainly get education and can also share their travel experiences at the agrotourism of Muhammadiyah University of Luwuk.

3. Interactive marketing

Agrotourism education at Universitas Muhammadiyah Luwuk through interactive marketing, using social media (facebook, instagram and youtube) owned by Universitas Muhammadiyah Luwuk, the content of the message conveyed is of course in the form of information about agritourism development education.

Another form of education that exists includes: in order to carry out the entrepreneurial student development program (P2MW) by cultivating organic vegetables at the agrotourism location in Lontos Village, East Luwuk Subdistrict, Banggai Regency, besides that through field practice, agricultural communication courses, landscapes, every odd semester year, making parks, fish ponds, real work lectures for irrigation in the agrotourism entrance area in 2024, counseling, cultivation of fruit plants, namely: mango fruit, guava fruit, and longan fruit, as well as organic vegetables, namely: lettuce and pakcoy vegetables.

4. Public Relations

Public relations (PR) is a strategy used to help organizations achieve corporate goals through effective communication and constructive relationships, through the collaboration of Muhammadiyah Luwuk University with the government of Lontos

Village, Indang Sari Village, Lauwon Village, East Luwuk sub-district, Banggai District so that effective communication is established, providing positive impacts and added value.

In addition, agrotourism is also an education for the community. In the development of this agrotourism by involving eight faculties and sixteen study programs at Muhammadiyah Luwuk University, it is hoped that the existing study program can share knowledge with the community so that it can help in terms of human resources of the community around the agro-tourism village, besides that it can also give its own impression with the presence of agro-tourism and can be used as a place of discussion, education and mentoring. The surrounding community who wants to come to communicate, interact with both the community, academic lecturers and students are welcome to share knowledge at the agrotourism location.

5. Marketing by delivering information by word of mouth

In addition to using existing media, both print and electronic media and social media and other media, of course, word of mouth marketing is also carried out by telling stories and sharing experiences, to campaign, inform, and educate Muhammadiyah University of Luwuk agrotourism in Banggai District.

CONCLUSION

Agrotourism education in the perspective of marketing communication at Muhammadiyah Luwuk University, Banggai District through advertising consisting of videos, print media advertisements, electronic media and advertorial advertisements, direct marketing, interactive marketing through social media (facebook, instagram, youtube), public relations (PR) and marketing by conveying information by word of mouth.

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