

## MEASURING THE EFFECTIVENESS OF TOURISM MARKETING COMMUNICATIONS MIX IN THE PROVINCE OF LAMPUNG

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### ABSTRACT

*To promote tourism destinations, the Tourism agency of Lampung Province perform four tourism marketing communications activities, namely: Advertising, Events and Experiences, Words of Mouth, Interactive Direct Marketing. The objective of this study was to measure the effectiveness of every marketing communications mix of tourism in Lampung Province. The analysis method used in this study was EPIC model that measured the effectiveness of marketing communications mix based on four dimensions: Empathy, Persuasion, Impact and Communication. The result showed that the Event and Experience were the most effective marketing communications to promote tourism in Lampung province with the EPIC rate value at 3.65 and categorized effective, while the Advertising and Interactive Direct Marketing were in the category of Effective Enough with the Epic Rate value of each at 2.69, and 3.29. the ineffective communication mix to promote tourism in Lampung province was Words of Mouth with the EPIC rate value of 2.54.*

*Key words: Marketing Communication Mix; EPIC model; Lampung Tourism*

### INTRODUCTION

Lampung Province has fairly big tourism potentials and can be developed into a tourist destination with a national or even international scale. In terms of tourism, Lampung province has all the things, both cultural and natural tourism. A wide variety of typical regional festivals can also be found in Lampung Province, such as Krakatau Festival that has been known nationally where in this festival introduced a wide range of Lampung culture to the public. In addition Lampung province also has a wide range of industries that properly support tourism, ranging from Raden

Inten Airport, culinary tours in Bandar Lampung, typical traditional markets, and hotels ranging from three star to four-star.

However, the development of tourism in Lampung Province is also facing many challenges. As seen in Table 1 the number of tourists visiting Lampung Province in 2010 and 2013 increased. Especially in 2013 it increase substantially to a total of 7,002,225 tourists. But in 2014 and 2015 it experienced a decline in tourist numbers, as shown in Table 1 it was the data obtained from the Department of Tourism and Creative Economy of Lampung Province.

**Table 1.**

### Development of Tourist Number in Lampung Province in the years of 2010-2015

Year	Domestic tourists	Foreign Tourists	Total	Growth (%)
2010	2.136.103	37.503	2.173.606	7.61%
2011	2.285.630	47.103	2.332.733	7.32%
2012	2.581.165	58.205	2.639.370	13.14%
2013	6.885.265	116.990	7.002.225	30.38%
2014	5.825.177	116.805	5.941.982	28.53%
2015	5.530.803	114.907	5.645.710	27.65%

Source: The Tourism Office of Lampung Province, 2016

The Conditions of the tourist number decrease in Lampung Province in 2014-2015, one of which is caused by the lack of tourism marketing communications augmented and refined with the right approach mechanism. This causes the communication activities and tourism promotion to become important and need to be considered to attract tourists to make a visit to Lampung Province.

Marketing communications is the main variable of tourism marketing to attract the attention of potential travelers to tourist destinations and enjoy the various activities offered in certain tourist destinations. In a business context, travel marketing communications are interpreted to inform, persuade and remind tourists either directly or indirectly of the travel destination offered to prospective tourists by telling about places where they can see or make a visit at the right time and place.

The Local Government of Lampung through the Strategic Plan of the Regional Tourism has prepared for a wide range of tourism marketing communications programs such as the participation of tourism exhibitions inside and outside the country,

implementation and promotion of the Krakatau Festival, sustaining tourism events at home and abroad, *Famtrip* and *travel exchange* inside and outside country, the participation of tourism events in districts / cities, preparation and creation of materials to support the promotion of tourism through the provision of facilities / infrastructure promotion and various other promotional activities [12]. From that range of communication activities, globally there are four types of marketing communications carried by Lampung province, namely: *Advertising, Events & Experiences, Words of Mouth*, and *Interactive Direct Marketing*; they can be elaborated as follows:

#### 1. Advertising

In promoting tourism in Lampung Province, the Department of Tourism uses the services in the form of print media advertising (flyers, leaflets, banners, billboards, brochures, newspapers) and electronic media (TV, radio, etc.). The constraints faced in making the ad is are a limited budget so that the Tourism Office can only make the ads fit into the existing budget.

#### 2. Event and Experience (Exhibition / tourism event)

Another method employed by the Department of Tourism to promote tourism in Lampung Province is by disseminating tourism information through an exhibition or events on tourism. Here, consumers will be personally involved in the Tourism Office. The obstacle faced by the Tourism Office is that it has to make the exhibition held visible and attractive to visitors. Additionally, the Department of Tourism should be able to minimize the existing budget to make the exhibition.

### 3. *Words of Mouth* Marketing

The employees at the Tourism Office of Lampung Province directly promote tourism orally, tell their relatives and close friends about tourism in Lampung province and invite them to visit tourist destinations in Lampung province. The obstacle encountered is that not all such ordinary people believe in what is discussed by the Tourism Office

### 4. Interactive Direct Marketing (online media)

The Department of Tourism makes a Facebook Fanpage, twittwer, instagram, blogs, and web to facilitate the public to search for information about tourism in Lampung province. The obstacle faced is that the people themselves are less interested in looking for information about existing tourism in Lampung. They prefer seeing the personal accounts owned by individuals than the official account created by the Tourism Office of Lampung Province.

So far there have been no communication methods that can be

prioritized to promote the tourism in Lampung province. This is because the tourism stakeholders in Lampung Province have not been able to determine and quantify the extent to which the effectiveness of any marketing communication methods that have been done. Based on this background, this research is intended to provide a practical framework and a model for measuring the effectiveness of tourism marketing communications programs that has been done by the Local Government of Lampung to persuade travelers to visit Lampung Province.

The model that was used to measure the effectiveness of marketing communications mix of Lampung Province was EPIC model developed by AC Nielsen, one of the leading marketing researchers in the world, which includes four critical dimensions, namely *Empathy*, *Persuasiveness*, *Impact* and *Communication* (EPIC). By using the EPIC model, it is expected the Lampung government can know whether the travel marketing communication method that has been done is effective or not to bring in tourists and further refinement program or as a basis for making policies in improving Lampung tourism world.

## THEORETICAL FRAMEWORK

The definition of Tourism growing the world is varied, multidimensional and related to the scientific background of experts who define it. Middleton, Fyall & Morgan, defines that tourism as "all activities related to travel in a short period of time to get to a destination / location outside the area where they live, living, working and everyday activities" [7]. Meanwhile, Hunziker and Krapf in Nirwanda, Sapta (2014),

defines tourism is the whole phenomenon and the relationships generated by the travel and sojourn of man outside his home with the intention not to settle down in a place of transit and not related to jobs that generate wage "[8].

A more complete explanation given by Goeldner & Ritchie (2012) where tourism is an activity of people who visit a particular place for walks, visit friends and relatives, take a vacation, and have fun. Such people may spend their free time engaged in various sports, sunbathing, gathering, singing, taking a trip, tour, read, or just enjoy the environment [3]. Goeldner & Ritchie (2012) also includes several other activities such as the convention, business conference, or some of the activities of the business or professional activities, as well as those who took a study tour and scientific research (MICE = Meetings, Incentives, Conference, and event). Any attempt to define tourism and to describe the scope should fully consider the various groups participating in and affected by this industry. Their perspective is very important for the development of a comprehensive definition. Four different perspectives of tourism can be identified as follows [3]:

#### 1. Tourists

The tourists usually look for a variety of physical and psychological experiences and satisfaction. This will largely determine the nature of the chosen destination and activities to enjoy the tourist destinations.

#### 2. Businesses that provide products and tourism services

Businessmen see tourism as an opportunity to make a profit by providing goods and services in

accordance with the demands of the tourism market.

#### 3. Government which organizes tourism area

Local authorities see tourism as a factor will boost the economy in their jurisdiction. Government perspective associated with the increased income of the citizens from the tourism businesses. The government is also considering the foreign exchange earnings from tourism, as well as the tax revenue collected from tourist expenditure, both directly and indirectly. Local authorities can also play an important role in tourism policies, development, promotion, and implementation

#### 4. Local Community

Local communities usually see tourism as cultural factors and jobs. The importance for the local community is the effect of the interaction between a large number of international visitors and residents. This effect may be beneficial or harmful, or both.

Thus, tourism can be defined as processes, activities, and results derived from the relationship and interaction among tourists, tourism suppliers, host governments, host communities and the surrounding environment that are involved in attracting and hosting visitors [3]

Whereas, if we refer to Law No.10 of 2009 on tourism there are several definitions that were made to clarify the coverage in the world of tourism. First, Tourism is a wide range of tourist activities and supported a variety of facilities and services provided by the public, employers, government and local government. Then, tourism are all activities related

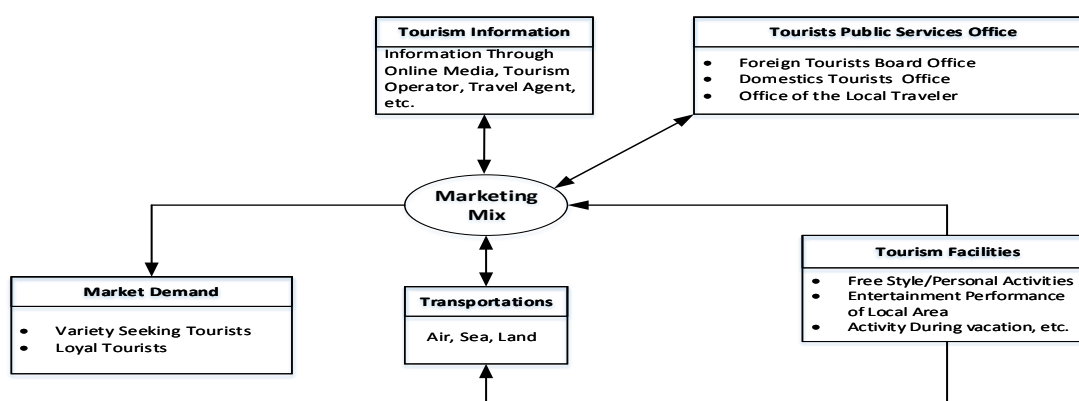
to tourism and multidimensional and multi-discipline which appear as a manifestation of the needs of each person and the state as well as the interaction between tourists and the local community, travelers between the government, local authorities and employers, while the tourism industry is a collection of tourism businesses which are interlinked in order to produce goods and / or services to meet the needs of travelers in tourism operation [8].

### Tourism Marketing Concepts

Marketing today is everywhere. Formally or informally, the organization is involved in a large number of activities that can be referred to as marketing. Good marketing has become an increasingly vital element for business success [5]. Marketing greatly affect our lives every day. Marketing is inherent in everything we do - from the clothes we wear, the internet sites we click, the ad until we see [1]. Sapta Nirwandar (2014) in his book Building WOW Indonesia Tourism & Creative Industry

stressed the importance of marketing in the tourism world. He argued that, in principle, not just businesses that need marketing, but also tourism and creative industries in Indonesia [8]. The uniqueness of Tourism Marketing lies in how the ability of marketers in the process of finding, identifying, responding to and anticipating consumers by combining a promotion *message, price, access and branding* to encourage *buying behavior* by presenting the appeal of attributes unique destination and fully equipped to meet the demand and satisfaction rating which is superior to competitors [4]. Customer satisfaction in the tourism industry is strongly influenced by the manner and level of service (hospitality) delivered and the physical appearance of your business's personality. It is essential that these elements communicated in the best possible way to convince people to come and enjoy the products offered [6].

A full picture of how marketing plays a role in world tourism can be presented in Figure 1 [7].



**Figure 1. Effect of Marketing in Tourism**

Figure 1 describes the relationship between market demand, resulted in a

place where visitors usually live (place of origin) and *product supply* in the

most visited tourist destinations. In particular, the figure shows how five major sectors in the tourism industry do connectedness combination to manage the demands of visitors through a variety of marketing strategies. Detailed knowledge of the characteristics of customers (tourists) and their buying behavior are the central focus of every activity of the marketing manager in every sector in the tourism industry. Knowledge and focus on the customers (tourists) and all things are commonly known as orientation to marketing [7].

The explosive growth of the Internet and mobile technology also brings a major effect on how tourists make decisions to travel with more varied ways and provide a wide range of new methods for marketing tourism. Internet helps people become connected more social than previously [2]. Social media networks and e-commerce dominate the current tourism marketing. Smartphones connected to the Internet or a website that is accessed by a computer in which each media offers tourism services and products. It is estimated that 80% of tourists (travelers) have used the Internet in their travel planning and more than 50% of the travel package booked online everyday. This indicates that the impact of the internet is now so vast, affects all the components of marketing 4P namely: *Product, Place, Promotion, and Price* [3].

### **Marketing Communication Mix**

Marketing communications mix consists of eight main models of communication [5]:

#### **1. Advertising**

Advertising is a paid form above all non-personal presentation and promotion of ideas, goods, or services by a clear sponsor. Advertising can be an effective way in terms of cost to distribute the message, either with the aim of building brand preference on educating people.

#### **2. Sales Promotion**

Are all forms of supply and short-term incentives designed to stimulate the purchase of a faster or larger atasproduk and certain services by consumers or traders ".

#### **3. Events & Experiences**

Activities and programs sponsored by the company are designed to create the daily interaction or interaction associated with a particular brand.

#### **4. Public Relations & Publicity**

A variety of programs designed to promote or protect the image of the company or individual products.

#### **5. Direct Marketing**

Direct marketing is the use of direct channels to reach consumers and deliver goods or services to customers without using marketing intermediaries ".

#### **6. Interactive Marketing**

Online activities and programs designed to engage the customers or prospect, and directly or indirectly increase awareness, improve the image or create sales of products and services.

#### **7. Mouth-to-Mouth Marketing**

Written and oral communication and electronics between communities associated with the advantages or experience of buying or using a product or service.

#### **8. Personal Selling**

Face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions and procurement.

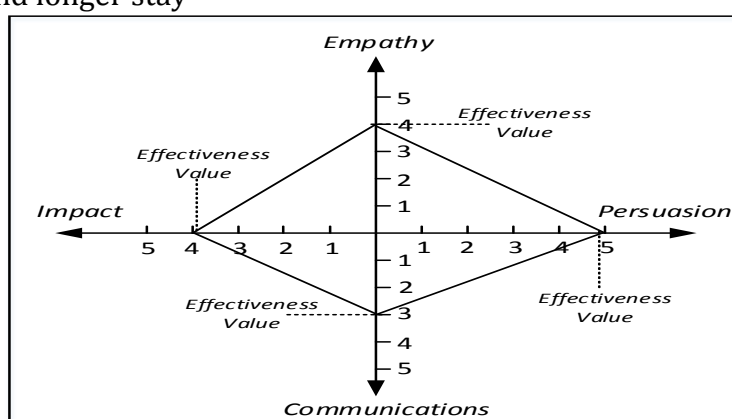
Marketing communications activities have a contribution to the brand equity and encourage sales in many ways: by creating brand awareness; connecting the appropriate associations with the brand image in the minds of consumers; creating assessment or equality of a positive brand; and / or facilitating a stronger consumer-brand connection [5]. Tourism marketers should also consider the use of the types of marketing communications mix to be able to communicate with tourists. In general, all the promotion of tourism focuses on achieving the marketing goals [4], for example, to:

1. Increase market share and market development
2. Increase the number of visitors by 10% and revenue 12%
3. Increase the percentage of the number of tourists with high incomes
4. Increase the individual tourist expenditure and longer stay

5. Redce the impact of seasonal demand
6. Increase the market share of eco tourism
7. Ensure a balanced distribution of tourism activities to various areas
8. Position the image of the country / destination city as a tourist destination to the religious school days' holidays: Eid, Christmas, or New Year's Eve and others.

### Measuring the Effectiveness of Marketing Communication Mix with EPIC Model

One of the methods to measure the effectiveness of marketing communications is by using EPIC model. EPIC model developed by AC Nielsen, one of the leading marketing research companies in the world, includes four critical dimensions, namely: empathy, persuasion, and the impact of communication (Empathy, Persuasion, Impact and Communications - EPIC). By the visual analysis the EPIC model can be described as follows [11]:



**Figure 2. EPIC Model for Measuring the Effectiveness of Marketing Communication Mix**

#### 1. Dimensions of Empathy

Dimensions of empathy provide valuable information about the appeal

of a brand. Empathy is the mental state that makes a person identify himself or feel himself in a state of mind that the same feelings or with another person or group. Empathy involves affection and cognition of the consumers. Affection and cognition refer to two types of consumers' internal psychological responses to environmental stimuli and the ongoing events [17]. In simpler language, affection involves feelings, while cognition involves thinking. Variations of affective responses can be positive, negative, pleasant or unpleasant, and consumers can feel the four types of affective responses that are emotion, a special feeling, moods and different evaluation at the level of intensity and power of improvisation [9].

## **2. Dimensions of Persuasion**

Dimensions of persuasion inform what can be given by an ad to increase or strengthen the character of the brand, so advertisers gain the understanding of the impact of advertising on consumers' willingness to purchase and acquire the ability to develop an advertising appeal of a brand. Persuasion is changes in beliefs, attitudes, and willingness to behave caused by a promotional communication. Promotional communications, such as advertising, which can affect the consumers can use two cognitive processes, namely: "central line" and "peripheral Line" towards persuasion. The persuasion process that will be used is determined by the level of consumer involvement in product message. Central line toward persuasion (central route persuasion) tend to appear when the rate increased consumer involvement. On the central line, consumers' focus on product messages "in the ad. Translating consumer product

message in the ad and forming beliefs about the characteristics and consequences of the product, as well as integrating the meaning to shape the attitudes and desires [14]. Paths toward persuasion peripherals (peripheral route persuasion) tend to appear when a lower level of consumer involvement. In the peripheral lines, consumers are not focused on the product message in an advertisement but the stimulant "peripherals" such as celebrities or music that is popular and attractive [9].

## **3. Dimensions of Impact**

Dimension of Impact indicates whether a brand can stand out compared to another brand in the same category and whether an ad is capable of engaging consumers in a message delivered. Impact is desired of the ad is the amount of product knowledge (product knowledge) reached the consumer through the level of involvement of consumers with products and or the election process [6]. Consumers have different levels of product knowledge, which can be used to translate new information and make a purchasing choice. Consumers can have four levels of product knowledge, namely: first-class products, product shape, brand, and model. In addition, consumers can also have three types of product knowledge, namely knowledge about the nature or character of the product, the consequences or positive benefits of using the product, and the value will be satisfied or achieved a product. The involvement refers to the consumer perception of personal significance or relevance of an object, event, or activity [15]. Consumers notice that a product has consequences that are personally relevant, then the consumer is said to be involved with



such products and have a relationship with the product. The consequences to a product or a brand have a cognitive aspect and influence. Cognitively, of the involvement is influence, such as product evaluation. If the high-involvement product, then people will have a more powerful influence response, such as emotions and strong feelings. Involvement can range from a low level - little or no relevance - to an extent that a moderate - there is a perceived relevance - up to a high level - is perceived relevance. Involvement is the motivation that drives the status and directs the cognitive processes and behavior of consumers when they make the decision [9].

#### 4. Dimensions of Communication

Dimensions of communication provides information about consumers' ability to recall the main message delivered, consumer's understanding, as well as the message strength left by the message. The cognitive processing perspective is the core to develop A successful marketing strategy which is a communication problem. The process is begun as the promotion communication source determines the information on what to be communicated, then to encode the message in the form of the most correct symbols (using words, pictures, or action). After that, the message is transmitted to a receiver through various media, such as television shows, offer via post, billboard, or magazine [13]. The receiver or consumer, if led to a promotion, has to do encoding or translate the meaning. Then, the consumer can take an action, such as going to the store or make purchases. Two stages of communication models are extremely needed, specially for the

success of promotion strategy implementation. The first stage happens when the marketer creates a promotional communication to do encoding, namely the consumer enter and understand in the promotional communication and develop the their own personal interpretation toward the obtained meaning [9].

#### RESEARCH METHOD

This is a quantitative descriptive research using a survey method to obtain the primary data from the respondents' responses through questionnaire as the instrument. The questionnaire was prepared using *likert* scale with the range of answer values, ranging from 1 to 5 in which each item of question reflects on the effective evaluation to the tourism marketing communication mix in Lampung Province using EPIC Model including *Empathy, Persuasive, Impact* dan *Communication (EPIC)*.

The population in the research was domestic tourists who often take a trip in tourist objects in Lampung Province. The number of population used by the researcher was as many as 55.7 millions respondents of domestic tourists taken from *Non-Probability Sampling* technique.

#### DATA ANALYSIS & DISCUSSION

Measuring the effectiveness of marketing communication mix using EPIC model approach aimed at knowing how big the effectiveness of the varied tourism marketing communication methods towards the tourist in influencing the decision to make a visit. The research was conducted to gain the values of *empathy, persuasio, impact*, and

communication (EPIC) from different kinds of tourism marketing communication method existing in Lampung Province which focused on Advertising, Event and Experience, Words of Mouth and interactive direct marketing.

#### Average Score Calculation

The EPIC Model analysis is initiated by doing a average score calculation for the marketing communication method conducted by Lampung Province – Advertising, Event and Experience, Words of Mouth and Interactive direct marketing to gain the dimension

effectiveness values *empathy, persuasion, impact* dan *communication* using the formula below:

$$p = \frac{\sum f_i \cdot w_i}{\sum f_i}$$

where :

x = weighted average

f<sub>i</sub> = frequency

w<sub>i</sub> = weight

The result of the average score calculation for each tourism marketing communication mix conducted by Lampung Province is presented at table 2.

**Table 2.**

**Average Scores of EPIC dimension at Marketing Communication Mix**

N o	Marketing Communication Mix	Empath y	Persuasi on	Impa ct	Communicati ons
1	Advertising	2.78	2.69	2.65	2.65
2	Event & Experience	3.70	3.67	3.65	3.58
3	Words of Mouth	2.64	2.54	2.54	2.51
4	Interactive Direct marketing	3.40	3.28	3.23	3.23

Data Source processed, 2016

#### EPIC Assessment Scale Range Dimension

The next step is using the assessment scale range to determine the respondents' response position using the score for each variable with the following formula [10]

$$p = \frac{R(\text{Weight})}{M}$$

where :

R (weight) = the biggest weight – the smallest weight

M = sum of weight category

So, it is obtained the assessment position in accordance with the result of the EPIC model analysis as follows:

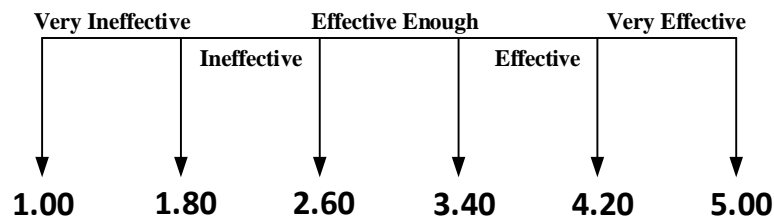


Figure 3. EPIC Model Assessment Scale Range

The effective assessment position of the tourism marketing communication mix is formed as follows:

1. If the scale range at the range is 1.00-1.80, the tourism marketing communication mix conducted is included in the criteria of very ineffective.
2. If the scale range at the range is 1.81- 2.60, the tourism marketing communication mix conducted is included in the criteria of ineffective.
3. If the scale-range at the range is.61- 3.40, the tourism marketing communication mix is included in the criteria effective enough.
4. If the scale range at the range is 3.41- 4.20, the tourism marketing communication mix conducted is included in the criteria of effective.
5. If the scale range at the range is

4.21-5.00, the tourism marketing communication mix conducted in the criteria of very effective.

#### Determining the EPIC Rate

After obtaining the result of the moderate tabulation analysis and even score, to know whether effective or ineffective is the tourism promotion in Lampung Province, so the last stage done is counting the EPIC rate with this formula:

$$EPIC\ rate = \frac{Empathy + Persuasion + Impact + Communication}{4}$$

Epic Rate of the advertising marketing communication from the Advertising marketing communication, Event and Exerience, Words of Mouth and the interactive direct marketing can be presented at table 3.

Table 3. Epic Rate of Tourism Marketing Mix Lampung Province

No	Marketing communication Mix	Calculation	EPIC Rate
1	Advertising	$\frac{2.78+2.69+2.65+2.65}{4}$	2.69
2	Event & Experience	$\frac{3.70+3.67+3.65+3.58}{4}$	3.65
3	Words of Mouth	$\frac{2.64+2.54+2.54+2.51}{4}$	2.56
4	Interaktive direct marketing	$\frac{3.40+3.28+3.23+3.23}{4}$	3.29

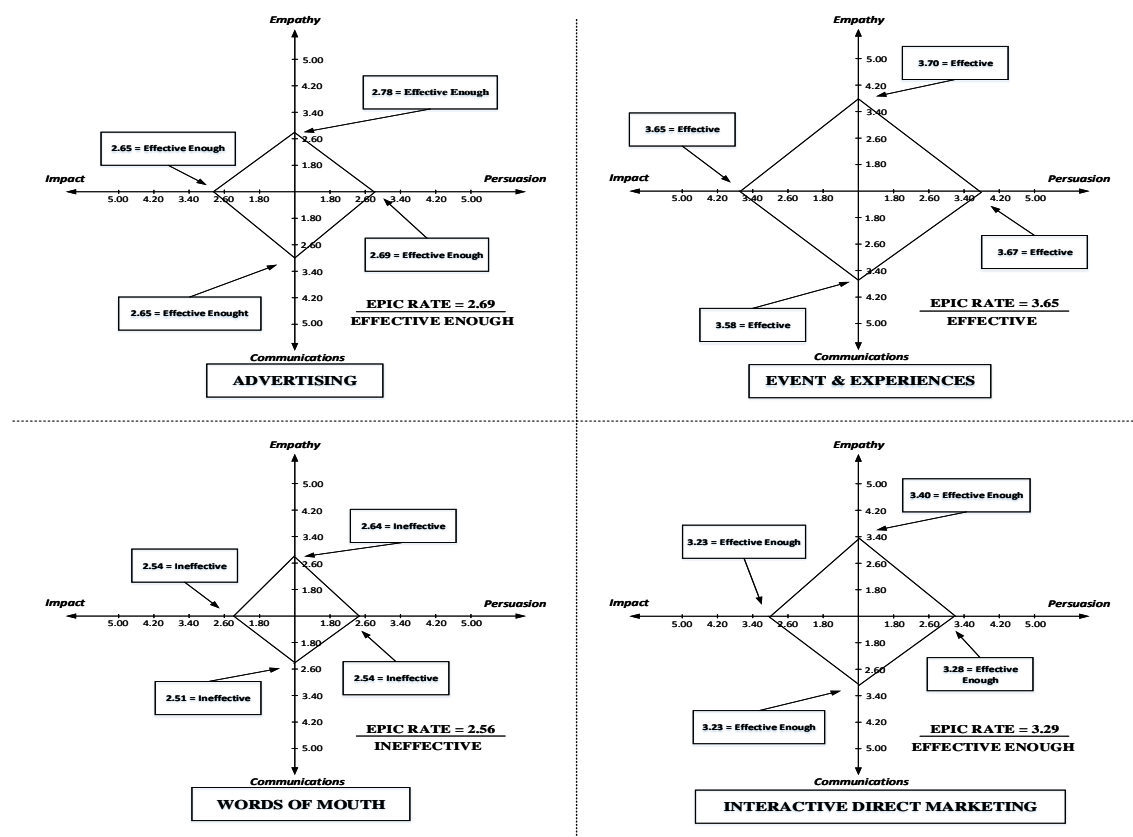
The source of Data, 2016

The analysis result of the Effectiveness of Tourism Marketing

Communication Mix of Lampung Province

After obtaining the calculation of the average score of every EPIC dimension (Empathy, Persuasion, Impact & Communciation), the assessmentscale range and EPIC rate, the people cn describe the result of an analysis in the form the EPIC model effectiveness scale range, the people can describe the result of the analysis in the form of the EPIC Model effectiveness analysis graph for each tourism marketing mix in Lampung Province. The EPIC Model

effectiveness analysis graph can be used as the assessment and the analysis of the effectiveness comparison of the implementation between the marketing communication innitiative. The Effectiveness Analysis Graph of every tourism marketing communication mix in Lampung province–Advertising, Event and Experience, Words of Mouth and interactive direct marketing can be presented at the picture below:



**Figur 4. Result of the Analisis of Marketing Communication Effectiveness using EPIC model**

Based on the result of the analysis it is obtained that the most effective tourism marketing communication mix of Lampung Province is Event and Experience where the communication activities in the form of participations Lampung Province in tourism exhibitions inside or outside the country and the cultural festivals like

the Krakatau Festival. This can be seen that the EPIC rate value yielded is the highest if compared to the other marketing communication activities, namely as much as 3.65 – belonging to the category of Effective. Therefore, it can be concluded that the marketing communication activities through exhibitions and events considered

effective and can attract tourists' attention to visit the tourist destination in Lampung Province.

The marketing communication mix that owns the second biggest value is the Interactive direct marketing – through social media: Facebook, Twitter, Instagram, Path and Website with the EPIC rate value as 3.28. This value is at the level of 'Effective Enough', but the it is close to Effective, mainly the value of impact and persuasion is high enough. This means that the interactive direct marketing communication mix has a bright future potential to approach, persuade, and attract the domestic tourists' attention. Moreover, in this millennial era, tourists intensively use the mobile technology based-social media, so by utilizing this communication mix, it is hoped that the Tourism Service Office of Lampung Province can approach the tourists more personally.

For other marketing communication activities, such as advertising – the promotional initiative via television, billboard, banner, magazine, newspaper and brochures, can be said to have low effectiveness value. The EPIC rate value from the advertising activities only gains the value as 2.69. Even though it is still categorized "Effective Enough", the value is situated at the low border.

Whereas the marketing communication activities "*Words of Mouth*" just gets the EPIC rate value of 2.56 which was categorized as an ineffective marketing communication activity. These result indicated that the words of mouth program conducted by the tourism department to promote the tourism in Lampung province of

Lampung was not effective either in content, context or carrier. On the contrast, the programs of events and interactive direct marketing through social media could be said to be effective. However, these activities can not create a buzz among tourists massively.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the result of the analysis it is found that the most effective tourism marketing communication activity conducted by Lampung province is "event and experience" (exhibition / event) with EPIC rate at 3.65 in the category of "Effective". As for the activities of the Interactive Direct Marketing and Advertising in the category "Effective Enough" with EPIC rate value of 3.28 to Interactive and Direct Marketing, and 2.69 for Advertising. The marketing communications activities that shows the lowest performance is "Words of Mouth" in which only gets the value of 2.56 and is in the category "Ineffective".

### Suggestions

from the discussion that has been elaborated above, there are several suggestions that can be taken as considerations for the Tourism Department Office of Lampung Province as follows:

1. The advertising conducted by the tourism office should be able to attract people to visit the various tourist destinations in Lampung province. Thus the advertisement on tourism should be updated as in more interesting / creative television shows, billboards or banners in every region of tourism in Lampung Province, and other

kinds of advertising in order to develop a public appeal on tourism in Lampung Province.

2. The tourism office should always participate in the promotion through events and experiences, which participated in various exhibitions and event held every year since these promotional activities have an effective impact on improving the public interest to know information about tourism in Lampung province and make a visit.
3. Promotion done by the Tourism Department through Words of Mouth information is considered ineffective. Consequently, it needs to assign the staff of the Tourism

Department office to further enhance the delivery of information about various tourist destinations in Lampung province to relatives and close friends continuously.

4. Promotion with interactive marketing through online media is considered quite effective to promote various tourist destinations in Lampung Province. Therefore, the tourism office needs to reform the tourism information at least once a month so that people can keep updated on the development of tourism information in Lampung Province. In other words, the promotion through online media can be more effective for the future.

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