

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

1. Research Results Analysis of the Promotion Mix

The promotional mix at Tlocor Marine Tourism shows mixed results across the five promotional elements. Advertising has been implemented through social media such as Instagram and Facebook, but it is still limited to organic promotion and has not maximized the potential of paid advertising that can reach a wider audience. Sales promotions are conducted by offering discounts, but they are not yet fully structured and coordinated, resulting in a lack of appeal to attract more visitors. Active personal selling are conducted through direct interaction between ticket counter staff and tour guides, but remain limited to a small scale and have not expanded to a broader audience. Public relations efforts are underutilized, with a lack of activities such as events or collaborations with the media that could strengthen WBT's image. Finally, direct marketing uses WhatsApp and phone calls, but is not yet supported by a more organized system, such as a visitor database or structured promotional campaigns. Overall, although these promotional elements are active, Tlocor Marine Tourism managers need to integrate and optimize all elements so that promotions can reach more visitors from various segments.

Across the five elements examined, public relations emerged as the most actively implemented promotional component, maintained through media

collaborations, cultural events, and academic partnerships. However, its effectiveness is structurally constrained by the inactivity of the four remaining elements particularly the absence of an active digital presence since 2020 and the zeroing of the promotion budget resulting in a promotional mix that functions, in practice, as a single-element system unable to generate sustained visitor growth.

2. Barriers and Challenges

The main challenges faced by Tlocor Marine Tourism managers are the limited human resources (HR) involved in promotional activities, as well as a lack of understanding regarding the importance of structured and systematic promotion. Many promotional elements still rely on conventional and fragmented methods, such as word-of-mouth promotion, the use of social media without paid advertising, and a lack of events that can attract more visitors. Managers also struggle to optimally utilize digital technology to support promotional activities. Additionally, poorly organized visitor data hinders managers from conducting more personalized and measurable direct marketing. Another challenge is the lack of collaboration with external parties such as the media, the government, and other stakeholders to expand the scope of promotion.

These structural barriers — including the absence of a dedicated promotion budget, limited and inadequately trained human resources, infrastructure constraints, and the unresolved loss of official digital channels — do not merely slow down individual promotional activities in isolation. Rather,

they collectively produce a cascading effect: the failure of advertising and sales promotion to function removes the foundation upon which public relations activities could build cumulative impact, leaving WBT's promotional system fragmented and unable to convert awareness into visitor traffic at the scale needed to reverse the decline.

3. Implikasi Digital Presence

Cross-cutting conclusion emerges from this study: WBT currently lacks a functioning official digital presence, and this absence constitutes a structural gap that undermines even its most active promotional element. Public relations activities such as media collaborations and cultural events can generate awareness among audiences who encounter them directly. However, in the contemporary information environment, prospective visitors who discover a destination through any channel will instinctively seek to verify and deepen their knowledge through digital search. When WBT's official social media accounts are inactive and its digital footprint is minimal, this verification step fails, and potential visitor intent does not convert into actual visitation. This finding suggests that, regardless of which promotional elements are prioritized in future strategy, the restoration of a functional and actively maintained digital presence whether through official social media, a dedicated website, or coordinated third-party content represents a prerequisite for any integrated promotional effort to achieve meaningful results.

4. Mitigation

To address these challenges, several mitigation steps need to be taken. Tlocor Marine Tourism managers must immediately develop more integrated promotional strategies by leveraging various digital platforms such as Google Ads, YouTube, and Instagram Ads to broaden the promotional reach. Enhancing staff capacity through training on digital marketing techniques and the optimal use of social media is also crucial. Additionally, managers must begin managing the visitor database more efficiently to conduct more personalized and structured direct marketing, by sending promotional information periodically via WhatsApp or email. Tlocor Marine Tourism by optimizing Public Relations elements, Tlocor Marine Tourism's promotional efforts can become more organized, sustainable, and capable of attracting more visitors from various market segments.

5.2 Suggestions

Based on the analysis of the implementation of the promotional mix at Tlocor Marine Tourism, there are several recommendations that can help managers improve promotion and maximize Tlocor's tourism potential.

1. Improving Social media Management and Digital Advertising

Tlocor Marine Tourism managers are advised to make the most of digital platforms. This includes integrating paid advertising on social media such as Instagram, Facebook, Google Ads, and YouTube to expand audience reach and attract both domestic and international

tourists. By using paid advertising, managers can reach more markets that were previously out of reach for organic promotion.

2. Improving Human Resources in Digital Marketing

Managers need to enhance human resource (HR) capacity in digital marketing. Training on how to better utilize social media and online marketing techniques will help strengthen promotional efforts. Additionally, training related to visitor database management and direct marketing is essential to optimize interactions with potential tourists.

3. Better Visitor Database Management

Tlocor Marine Tourism managers must begin managing visitor databases in a more organized manner. With a well-organized database, managers can conduct more personalized direct marketing, such as sending periodic promotional information via WhatsApp or email. The collected data will make it easier for managers to identify visitor preferences and tailor more relevant offers.

4. More Structured Public Relations Activities

Managers are advised to enhance their public relations (PR) efforts in a more structured manner. One step that can be taken is to organize more events involving local communities and tourists, as well as to collaborate with the media to strengthen the Tlocor Marine Tourism's image. Activities such as cultural festivals, fishing competitions, or educational programs regarding mangrove mangrove can serve

attractions attraction and introduce Tlocor Marine Tourism more widely to the public.

5. Sustainable Promotion Development

Managers need to develop a more structured and consistent annual promotion plan. Promotions should not only aim to increase visitor numbers in the short term but also to build long-term awareness of Tlocor Marine Tourism as an attractive tourist attraction. Regular evaluation of past promotional activities is crucial to identify areas for improvement and to adapt to changing market trends.

By implementing these steps, it is hoped that Tlocor Marine Tourism can increase the number of tourist visits, strengthen its position as a well-known tourist attraction, and generate greater economic benefits for the local community and the region.