

THESIS

**ANALYSIS OF PROMOTION MIX ON THE TOURIST
ATTRACTION OF TLOCOR MARINE TOURISM IN SIDOARJO**



AGUSTINA NIKMATUS SOLICHAH

NPM. 22045010042

**MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
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SUPERVISOR APPROVAL SHEET
ANALYSIS OF PROMOTION MIX ON THE TOURIST
ATTRACTION OF TLOCOR MARINE TOURISM IN SIDOARJO

By:


AGUSTINA NIKMATUS SOLICHAH
NPM. 22045010042

Has been approved to take the thesis exam

Approved by,
Supervisor,


Sheidy Yudhiasta, S.Pd., M.Par
NIP. 198904202022032003

Acknowledge,
Dean of the Faculty of Social, Cultural, and Political Sciences
Universitas Pembangunan Nasional "Veteran" Jawa Timur


Prof. Dr. Catur Suratnoaji, S.Sos., M.Si.
NIP. 196804182021211006

EXAMINER APPROVAL FORM

**ANALYSIS OF PROMOTION MIX ON THE TOURIST ATTRACTION OF
TLOCOR MARINE TOURISM IN SIDOARJO**

By:

Agustina Nikmatus Sollichah
22045010042

Has been defended before and accepted by the Thesis Examining Team
Tourism Study Program Faculty of Social, Cultural, and Political Sciences
Universitas Pembangunan Nasional "Veteran" Jawa Timur
On the Date of 2 July 2026

Supervisor,

Sheldy Yudhiasta, S.Pd., M.Par
NIP. 198904202022032003

Examination

Sheldy Yudhiasta, S.Pd., M.Par
NIP. 198904202022032003

2.

Dra. Ety Dwi Susanti, M.Si
NIP. 196805011994032001

3.

Garsione Agni Andrea, S.Pd., M.Sc
NPT. 21219900221336

Acknowledge,
Dean of the Faculty of Social, Cultural, and Political Sciences
Universitas Pembangunan Nasional "Veteran" Jawa Timur

Prof. Dr. Catur Suratnoaji, S.Sos., M.Si.
NIP. 196804182021211006

STATEMENT OF PLAGIARISM-FREE WORK

I, the undersigned:

Name : Agustina Nikmatus Solichah
NPM : 22045010042
Program : Undergraduate Program (S1)
Study Program : Tourism
Faculty : Faculty of Social, Cultural, and Political Sciences

Hereby declare that this scientific paper, in the form of a thesis, does not contain any part of other academic works that have previously been submitted to obtain an academic degree at any higher education institution. Furthermore, this thesis does not contain any work or opinions written or published by other individuals or institutions, except those that are properly cited and fully acknowledged in the references.

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The Declarant,


Agustina Nikmatus Solichah
NPM. 22045010042

FOREWORD

Praise and thanks be to Allah SWT for His abundant mercy, guidance, and blessings, which have enabled the author to complete this thesis proposal titled **“Analysis of the Promotional Mix for the Tlocor Sidoarjo Marine Tourism Attraction.”**

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The author acknowledges that this thesis proposal is far from perfect. Therefore, constructive criticism and suggestions are highly appreciated to facilitate improvements in the future.

Finally, the author hopes that this thesis proposal will be beneficial, both theoretically and practically, and serve as input for stakeholders in tourism development, particularly at the Tlocor Sidoarjo Marine Tourism Attraction.

Sidoarjo, 2025

Agustina Nikmatus Solichah

TABLE OF CONTENTS

INSIDE COVER	i
SUPERVISOR APPROVAL SHEET	ii
EXAMINER APPROVAL FORM	iii
STATEMENT OF PLAGIARISM-FREE WORK	iv
FOREWORD	v
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES.....	xi
LIST OF APPENDICES	xii
ABSTRACT	xiii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Research Focus.....	8
1.3 Research Objectives	8
1.4 Research Benefits.....	9
1.4.1 Theoretical Benefits	9
1.4.2 Practical Application.....	10
CHAPTER II LITERATURE REVIEW	12
2.1 Previous Research	12
2.2 Conceptual Framework	20
2.2.1 Tourist Attractions	20
2.2.2 Marine Tourism.....	21
2.2.3 Tourism Marketing.....	24
2.2.4 Promotion Mix	25
2.3 Framework	32
CHAPTER III RESEARCH METHODS	33
3.1 Research Methods	33
3.2 Research Approach	35
3.3 Research Limitations.....	36
3.4 Location and Time of Research	37
3.5 Data Type	38
3.6 Data Source	38
3.6.1 Primary Data	39
3.6.2 Secondary Data	40
3.7 Determination of Informants.....	41
3.8 Research Instrument.....	45
3.9 Data Collection Technique.....	45
3.9.1 In-Depth Interview	45
3.9.2 Field Observations	49
3.9.3 Documentations.....	49
3.9.4 Field Notes	50
3.10 Data Analysis Techniques.....	51
CHAPTER IV RESULT AND DISCUSSION	53
4.1 Overview of Tlocor Marine Tourism.....	53

4.1.1	Historical Overview of Tlocor Marine Tourism's Evolution	54
4.1.2	Organizational Structure and Governance	57
4.1.3	Facilities and Tourist Attractions	59
4.1.4	Visitor Characteristics and Visit Trends (2022-2024)	60
4.2	Results and Discussion.....	61
4.2.1	Research Results	62
4.2.2	Research Discussion.....	133
CHAPTER V	CONCLUSION AND SUGGESTIONS.....	158
5.1	Conclusion.....	158
5.2	Suggestions	161
APPENDIX	164
REFERENCES	172

LIST OF TABLES

Table 2. 1 Previous Research	18
Table 3. 1 Interview Guidelines	47
Table 4. 1 Summary of Findings on the Implemenation of the WBT Promotion Mix	121

LIST OF FIGURES

Figure 2. 1 Conceptual Framework.....	32
Figure 4. 1 Tlocor Logo	53
Figure 4. 2 Boat Captain Cartification	55
Figure 4. 3 Organizational Structure Chart of Tlocor Marine Tourism.....	57
Figure 4. 4 WBT’s Instagram Profile Picture	64
Figure 4. 5 Screenshot of Evidance of UB Student Community Service Program.....	65
Figure 4. 6 Screenshot of the WBT Facebook Account.....	66
Figure 4. 7 Screenshot of WBT Google Reviews	67
Figure 4. 8 Screeshots of Keyword Searchers for “Tlocor Marine Tourism” on TikTok and Youtube	69
Figure 4. 9 Screenshots of Content Created by the Sidoarjo Disporapar Account.....	72
Figure 4. 10 Documentation of Narotama Student Activities.....	74
Figure 4. 11 Passenger Manifest Book for the January-March 2026 Period	78
Figure 4. 12 List of Boat Ticket Prices Displayed at the Ticket Counter	83
Figure 4. 13 Sidoarjo City Tour Program	87
Figure 4. 14 Sidoarjo City Tour Prosedur.....	88
Figure 4. 15 Documentation of the SCT Group.....	90
Figure 4. 16 Screenshots of Local Online News Articles about WBT	102
Figure 4. 17 Documentation of Studet Conducting Research at WBT	103
Figure 4. 18 Documentation of the 2019 API Award Event.....	105
Figure 4. 19 Documentation of the Crowds at Events Taking Place at WBT	106
Figure 4. 20 Documentation of Bank Jatim’s QRIS Payment System Use at the Ticket Counter.....	109
Figure 4. 21 Documentation of the Sedekah Bumi Event at WBT.....	110
Figure 4. 22 Screenshots as Evidence of the Spread of Hoax News.....	112
Figure 4. 23 Documents on briedges That Are Starting to Deteriorate	113
Figure 4. 24 Screenshot of WBT WhatsApp Contact Information.....	116

LIST OF APPENDICES

Appendix 1. Pokdarwis Interview Guidelines	164
Appendix 2. BUMDes Interview Guidelines	166
Appendix 3. Local Community Interview Guidelines	167
Appendix 4. Disporapar Interview Guidelines.....	168
Appendix 5. Documentation of the Interview with Pokdarwis Public Relations Alfina Mrs. Alfina.....	170
Appendix 6. Documentation of the Interview with BUMDes Chairperson Mr. Kasiono	170
Appendix 7. Documentation of Interviews with Local Communities/MSME ...	171
Appendix 8. Documentation of the Interview with Ms. Rita from the Department of Tourism, Sports, and Culture	171

ABSTRACT

Tourism is strategic for regional development, but Tlocor Marine Tourism (WBT) in Sidoarjo faced a significant visitor decline from 108,599 in 2022 to 38,870 in 2024 despite its unique ecosystems. This research aims to analyze the promotional mix implementation by WBT managers and identify obstacles to enhancing the attraction's appeal. This study employs a qualitative descriptive approach, focusing on management as the unit of analysis. Data were collected through interviews with BUMDes, Pokdarwis, local communities, and Disporapar officials, alongside field observations and documentary studies. Analysis followed the Miles and Huberman model, encompassing data reduction, presentation, and conclusion drawing. Findings reveal that promotional efforts are active but fragmented and inconsistent. Advertising relies on inactive social media, and sales promotions are limited to situational discounts. Personal selling lacks standardized SOPs, while public relations remains event-driven despite being the most prominent element. Major obstacles include a "zero budget" following past mismanagement, limited human resource capacity, and infrastructure degradation due to complex land jurisdiction. In conclusion, WBT's promotional mix is not yet optimally integrated. It is suggested that managers adopt paid digital ads, provide digital marketing training, and implement systematic visitor database management. Strengthening collaborative public relations and addressing infrastructure issues are essential to restore visitor confidence and ensure long-term sustainability.

Keywords: Promotion Mix, Tlocor Marine Tourism, Obstacles and Challenges, Promotional Effort, Sidoarjo.