

**PROMOTION STRATEGY TO INCREASE THE  
NUMBER OF TOURIST VISITS TO THE KALI BENING  
TOURIST OBJECT, JEPARA, CENTRAL JAVA**

**NADYA AMELIA PRATIWI**

Department of Tour & Travel Business, Faculty of Social Science, Jakarta State  
University

[namaliaprtw@gmail.com](mailto:namaliaprtw@gmail.com)

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**Abstrak**

This study aims to determine how the promotional strategy is carried out by the management of the Kali Bening Jepara tourist attraction to increase the number of tourist visits. This study uses a qualitative descriptive approach using primary and secondary data. The data collection techniques include interviews, observations, and literature studies. The data analysis technique used by the researcher is the qualitative descriptive data analysis technique of the I Made Winartha model, namely, analyzing, describing, and summarizing various conditions, situations from various data collected in the form of interview results or observations regarding the problems studied that occur in the field. The results of this study indicate that the management of Kali Bening Jepara carries out promotions with a mix of digital marketing and word of mouth promotions.

**Keywords:** Tourist Attraction, Promotion Mix, Tourists Visit Number

Received: January 2024

Accepted: April 2024

Published: April 2024

## **INTRODUCTION**

Indonesia is an archipelago consisting of various islands stretching from Sabang to Merauke, creating abundant opportunities in the tourism sector in promoting existing diversity (Hampton, 2016). One of the provinces that contains quite a lot of tourism industry sectors is Central Java. With many regencies in Central Java Province, Jepara Regency is one of the areas that has quite a lot of types of tourist attractions, such as the Kali Bening tourist attraction which has only been established for a few years. Kali Bening has become a very popular tourist attraction lately.

Kali Bening is located in Tanjung Village, Pakis Aji District, Jepara Regency which has an area of approximately 2 Ha with a very beautiful natural setting, cool and fresh air and potential rural areas, which are ready to become natural-themed tourist attractions that also become their own attraction for local people, local and foreign tourists (Supatmana & Suwanti, 2021). With the concept of family tourism, where everyone of all ages can enjoy this nature tourism, starting from a sense of security, comfort and the availability of adequate facilities when visiting Kali Bening. This attracts the attention of tourists, because it creates a sense of comfort for tourists, and security when visiting to enjoy the natural beauty of the Kali Bening tourist attraction in Jepara Regency.

Initially, the lack of scientific references and the popularity of this place were obstacles in data collection, until Kali Bening Jepara was able to boost its popularity through social media such as Instagram, Facebook, and others which became the cause of the increases every year (Pratiwi, 2024). The steps and efforts made by the management to introduce or promote this tourist attraction are considered quite appropriate, coupled with the beautiful natural charm and equipped with supporting facilities for tourist attractions, ranging from: gazebos, viewing posts, swimming pools, swimming equipment rental places, connecting bridges, adequate parking areas and various places to eat, which are their own attractions for tourists. Based on what is explained about the Kali Bening tourist attraction, the problem can be formulated "What is the promotional strategy in increasing the number of tourist visits to the Kali Bening tourist attraction?"

## **METHOD**

The data obtained in this study were collected through a qualitative descriptive approach using primary and secondary data. This method was chosen to describe and conduct an in-depth analysis of how Kali Bening's promotional strategy increases the number of tourist visits. The parties involved in this study include the Secretary of the Jepara Regency Tourism and Culture Office, the management of the Kali Bening Jepara tourist attraction and visitors. Visitors or guests who visit the Kali Bening tourist attraction are dominated by groups of teenagers when compared to children or parents. This is because teenagers who really follow current trends, through social media, so they first know about the Kali Bening tourist attraction which is currently popular.

In this study, data collection techniques were used, including observation with data collection techniques through observation and recording of ongoing activities or symptoms of phenomena that occur in the research object, in order to see the physical condition of the object, interviews in the form of direct question and answer discussions with Mr. Amin Ayyahudi (Secretary of the Jepara Regency Tourism and Culture Office and owner of the Tourist Attraction) and Mas Raka Tyaswara (Manager of the Kali Bening Jepara tourist attraction) with the aim of obtaining information to obtain the necessary data, and literature studies using several online book references, journals, the internet and online print media related to the problems and objectives of the study.

The techniques that have been collected are analyzed using qualitative descriptive data analysis, namely describing the condition of the research object. Qualitative research with descriptive methods, which are used to analyze Promotion Strategies in Increasing the Number of Tourist Visits at the Kali Bening Jepara Tourist Attraction with research through observation and interviews with the owners and managers of the object. This research is inductive in nature where the results of the conclusions of this study are facts, direct observations, and concrete events that are processed into descriptive data. The main data sources for qualitative research are words and actions, the rest are additional such as written data sources. The data sources in this study are:

a. Primary data used comes from direct interviews, via WhatsApp and written data sources.

b. Secondary data used to complete information from primary data. Secondary data sources include online print media, images, books, journals, websites, and documents obtained by the author during observations.

## **RESULT AND DISCUSSION**

As one of the new tourist attractions in Jepara Regency, Kali Bening located in Tanjung Village, Pakis Aji District, Jepara Regency, which has an area of approximately 2 hectares, is a choice of tourist attraction because of its beautiful natural setting, cool and fresh air, and potential rural areas, becoming a natural-themed tourist attraction that also has its own appeal for local people, local and foreign tourists. At first, the management thought of opening this tourist spot, because at this time, especially in Jepara Regency, it is very difficult to find children bathing in rivers, waterfalls or swimming pools from nature. This is because many rivers are shallow, or do not allow for playing in the water. From there, the management took the initiative to find a place that could be used to soak and play in the water to their heart's content. From there, the Kali Bening tourist attraction has succeeded in meeting the recreational needs of its tourists related to water, seen from the various choices of attractions such as the Kali Bening river, Kali Bening swimming pool, and Kali Bening waterfall.

The popularity of Kali Bening does not stop there, the management and staff continue to innovate in promoting and introducing Kali Bening more widely. Some of the methods used include using digital marketing. Digital marketing is a digital-based promotional media, such as the use of social media,

electronics and so on. In this study, the promotional strategy found by the author at the Kali Bening tourist attraction is to use digital marketing promotions through social media networks, namely Instagram and Facebook.

On the official Instagram account page of Kali Bening @kalibening\_jepara which has 1,910 followers of various genders and ages, following 450 users and 230 posts, where for an Instagram account of a tourist attraction it is said that there is quite a lot of interaction with other users. If you look at the official Instagram @kalibening\_jepara, this account mostly re-uploads posts from other users who tag this account, from here it can be seen that the Kali Bening tourist attraction indirectly uses Instagram social media to promote tourist attractions. Many Instagram users who visit then share their experiences on their social media accounts, especially Instagram, then tag the official account @kalibening\_jepara. Information about the Kali Bening tourist attraction can be easily found, such as #kalibeningjepara, #explorejepara, #wisatajepara, #pesonaalamjepara, #jeparakekinian, and so on. The longest upload interval can be one month long, and the repost interval is only about 3-7 days from the last upload. If there is important information regarding the closure of a tourist attraction, the manager immediately informs on the @kalibening\_jepara account. However, after analyzing the Instagram account @kalibening\_jepara, in several uploads there was an increase in the number of likes and comments. If in the past it only got likes from less than 10 users, now the highest result of likes for photo uploads is 337 users, and for videos it has 1,807x views.

Not only Instagram accounts, Kali Bening Jepara also has its own Facebook account page called KALI Bening Destination Jepara. It has 3,421 followers from various genders and ages, 6,513 users have visited or have seen this account, where for a Facebook account for a tourist attraction, it is said to have quite a lot of interaction with other users. On the profile of this Facebook account, there is the location of the tourist attraction directly connected to Google Maps. Furthermore, if the user opens the FB homepage of the Kali Bening tourist attraction via computer or laptop, then on the left side of the screen there is a question column feature where anyone can write questions related to the Kali Bening tourist attraction. The existence of a question column on the homepage of the Facebook account makes it easy for users to find out and ask for information without having to come directly to the Kali Bening tourist attraction. And all users who follow the official FB Kali Bening account can see and answer questions from other users. This feature is one of the superior features owned by FB.

In Facebook there is a review feature, where every user who has visited can give a review on this Facebook account page according to what they feel, there is a 5 star rating to assess this tourist attraction. In addition, users can filter uploads that have been reposted by the Kali Bening Facebook account from the most recent or most popular. Users can influence the FB assessment of KALI Bening Destination Jepara by providing recommendations on its page or recommending it to friends on Facebook. The upload system carried out by the manager is the same as Instagram social media, where the manager only uploads important information, the rest are re-uploads from other users.

The reason why managers also use Facebook as a digital promotional media is because Facebook has several facilities or features that are different from other social networking sites, for example: status updates, photos, and so on. And the features on Facebook tend to be more complete and informative, then Facebook users can easily post certain photos, which can be known and seen by others. And also tagging the location when uploading photos is an advantage of this FB, so that other users are interested and visit, and finally as a promotional media, FB is easier to spread than IG, on FB users find it easier to register their accounts as a shop or tourist attraction, and there tend to be more users who follow the FB account KALI Bening Destination Jepara.

In addition to using social media Instagram as a promotional media, from the author's analysis, it was found that there are positive discussions or reviews such as praise from tourists to other tourists which also boost the number of tourists in Kali Bening Jepara; this is called Word of Mouth. Another promotional media used to increase the number of tourists, where the author sought information and sources from several visitors to the Kali Bening tourist attraction. This positive WOM (word of mouth) has the meaning that what is said (recommended) and disseminated by tourists who have previously visited this tourist attraction, is real and as it is based on the positive experiences they felt and got when visiting Kali Bening. The following are the results of the author's interviews with several visitors, who stated that they had a good experience when visiting the Kali Bening Jepara tourist attraction:

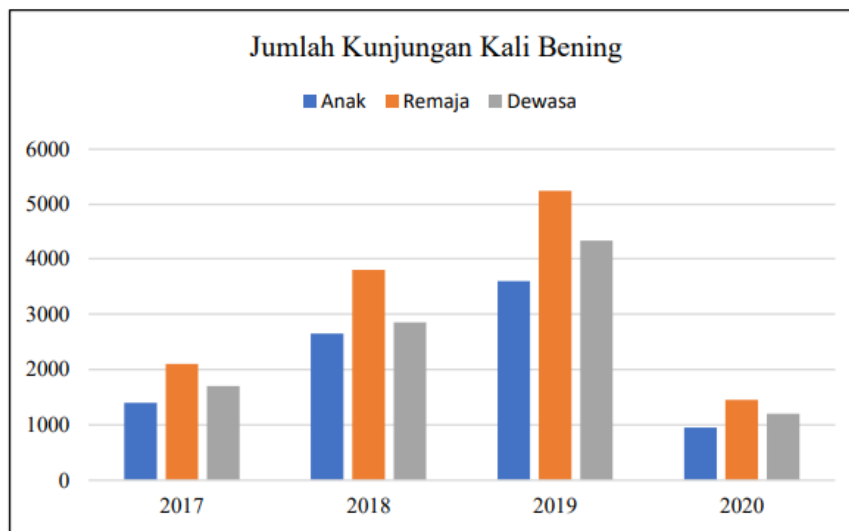
1. "Visitors or tourists are very proud and happy because around them there is extensive tourism potential, plus this object has a natural theme in a rural area. The facilities are also quite adequate and complete in it, so tourists around do not need to bother traveling to other places, which are far from Jepara City." - Ratna, Jepara. (May 06, 2021)

2. "This Kali Bening tourist attraction is a medicine for calming yourself, for healing. Tourists feel comfortable when they are here, because the natural conditions are still very well maintained, the facilities are quite complete, good service from the management, and the friendly local community. So when I found out about this tourist attraction, because it was close to home, I immediately decided to visit." - Mas Miftah, Jepara (May 06, 2021)

3. "A suitable tourist attraction for families, many recommend this tourist spot, even though it is far from where I live. Feeling something unique when you are in this tourist spot, because it is truly nature that is still preserved and beautiful, it can be a place to learn while playing, the entrance ticket price is cheap, the manager of the place also provides good service, the facilities are adequate, many places have been run such as swimming pools, rivers and waterfalls, although there are some places that are still in the development process, but I am still comfortable and want to continue visiting here because it provides good memories for me and my family. " - Puji, Demak (May 08, 2021)

In line with what was expressed by visitors, it turns out that positive Organic WOM is indeed part of a promotional strategy that is indirectly used by

the management of the Kali Bening tourist attraction. Cheap entrance ticket prices, comfort in the tourist attraction, adequate facilities, various water attractions, the friendliness of the management and local people, as well as unforgettable experiences that provide good memories for visitors. This makes visitors do positive Organic WOM to their closest friends, relatives, family and even other people to come to visit the Kali Bening Jepara tourist attraction. Other promotional methods are not effective enough compared to this method, because basically local people can be more influenced or invited in this way, they will be more likely to believe when there are tourists who have come to the tourist attraction first.



Sumber: Pengelola Objek Wisata (Raka Tyaswara)

Since the management promoted this tourist attraction, the number of tourists visiting this tourist attraction has increased. Especially during the holiday season and big days, tourists flock to the Kali Bening tourist attraction. In 2018 and 2019, there were approximately 1500 tourists per week who visited. This is because the Kali Bening tourist attraction carries a family friendly concept, which is also supported by a natural theme that adds to the impression that this tourist attraction is more interesting. The management is considered to have achieved the desired target with tourist visits that have increased in number from year to year. After tourists visit this tourist attraction, it turns out that their impressions of the tourist attraction mostly give a good and positive impression, the beautiful nature makes them feel much better, because according to some of them, the best self-healing is visiting natural attractions.

All the results of the discussion above show that promotion plays a role in increasing tourist visits to the Kali Bening tourist attraction. Digital marketing and word of mouth have positive effectiveness because they can realize the concept of attention, interest, desire, and action (AIDA). This means that through these two strategies, tourists get attention from the promotional methods carried out by the manager, then there is a sense of interest and desire to visit after knowing about this promotional method, and finally there is an action to visit the Kali Bening tourist attraction directly. The results of the study also show that

tourists are interested in the very beautiful nature of the Kali Bening tourist attraction. According to the source Puji, there are many advantages of the Kali Bening tourist attraction that can still be utilized more deeply for its management and development. So if this happens it will be more interesting for tourists to visit.

There are several things that managers can do to further develop and make the Kali Bening tourist attraction famous in the wider community. In terms of geography, the Kali Bening tourist attraction has a very large area and some of the land has not been used. It would be better if other facilities were built on the land, such as an outdoor flying fox game arena and the like, so that tourists feel satisfied and comfortable with the various facilities. The management must also be more creative and never give up in promoting the tourist attraction. Adding promotional methods through distributing brochures, making banners along the road, and daring to advertise in print and online media can be additional options for the management so that the Kali Bening tourist attraction can be known by the wider community, and can increase the number of tourists visiting, although currently the promotion area of the Kali Bening tourist attraction is still local. And finally, it is highly expected that the management of the Kali Bening tourist attraction can maintain its relationship or cooperation with the local community which has been very well established so far.

## **CONCLUSION**

The Kali Bening Jepara tourist attraction has been quite optimal in terms of promotion, either through social media or through Word of Mouth. This can be seen from the increasing number of tourist visits to the Kali Bening Jepara tourist attraction. The promotion that has been carried out by the management through social media in the form of Instagram, Facebook and Word of Mouth methods. In carrying out promotional activities, there have been no obstacles found in carrying out promotional activities for this tourist attraction. The promotional strategy in increasing the number of tourist visits to the Kali Bening tourist attraction can be said to have been realized. Because this promotional strategy is very closely related to developing and introducing tourist attractions to the wider community, so that many tourists are interested and want to visit the Kali Bening tourist attraction. And the Kali Bening tourist attraction can be a favorite tourist attraction and can compete with other tourist attractions, especially in the city of Jepara. Further studies can examine how much influence social media has on the operational continuity of Kali Bening Jepara.

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