

## ANALYSIS OF HOMESTAY LODGING PROMOTION IN MANINJAU VILLAGE

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### *Abstract*

*Homestay in Maninjau Village is a simple type of lodging that only relies on a few rooms to be rented out to tourists and managed by the community. The purpose of this study is to analyze how homestay inn managers in Maninjau Village promote their lodging in terms of the media used and how homestay inn managers in Maninjau Village promote their lodging in terms of the manager's accuracy in choosing and using promotional media. Data collection techniques used are interviews, observation, and documentation. The informant determined in this study is Purpose Sampling, which is a technique of collecting data sources that are needed with certain considerations. The type of research used is descriptive with qualitative data consisting of five indicators, namely Advertising/Marketing, Personal Sales, Sales Promotion, Public Relations, and Word of Mouth. Data collection techniques used are interviews, observation, and documentation. It was concluded that there were two findings obtained. The general finding is that homestay managers in Maninjau Tourism Village have begun to understand that promotion is very important to increase homestay income. Managers have used advertising promotion media both in print media using business cards or relying on the internet. Managers are also starting to understand how they can promote homestays in a very simple way. Even so, there is a need for monitoring and increasing knowledge about promotion. Not only with hardcopy media and the internet, but promotions also require suggestions, comments, and criticisms to help improve homestay shortcomings and minimize the same mistakes in the future.*

**Keyword:** Homestay, Maninjau, Promotion

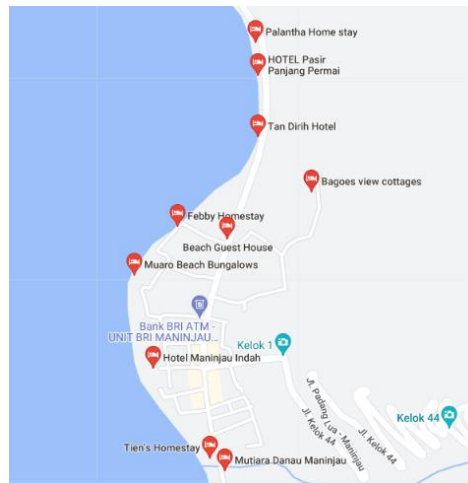
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## INTRODUCTION

West Sumatra is one of the tourist destinations in Indonesia that has the potential to attract the attention of tourists, both local and foreign. The culture and traditions still embraced by the community and the natural wealth in this province have their charm, such as one of the West Sumatra areas, Maninjau Village. Or better known as Lake Maninjau, it is one of the natural resources located in Tanjung Raya District, Agam Regency. This lake is 28.6 km east of Lubuk Basung, the capital of Agam Regency, 31.5 km west of Bukittinggi City, and 127 km north of Padang city. The strategic location of Maninjau Village, due to easy access and one of the roads connecting cities, makes Maninjau Village a significant enough opportunity to become an attractive tourist destination.

Making Maninjau Village a tourist destination is an ample opportunity, especially for the people around the lake. Tourists who visit indeed need various services and needs when they have seen a place, such as information about tourist destinations, transportation, culinary or providing consumption, and also accommodation, commonly known as lodging. These various facilities and infrastructure by tourists visiting Maninjau Village because the community has provided these facilities beforehand. Especially for accommodation. Accommodation or lodging in Maninjau Village is one of the most critical tools to support tourism potential. Tourists who visit will feel more comfortable and safe staying in Maninjau Village because there is already a temporary resting place. Lodging in Maninjau Village is not only one type, but various types of lodging can as a tourist choice, one of which is a homestay type inn.

The homestay in Maninjau Village is a simple type of lodging that only relies on a few rooms for rent to tourists and is easy to manage by the community. In addition, the community also does not need significant capital to start a homestay-type lodging business, only relying on rooms and services that are pretty modest. In addition, homestays usually provide relatively easy-to-reach prices for various groups of tourists, so tourists cannot deny that this type of lodging is an option.



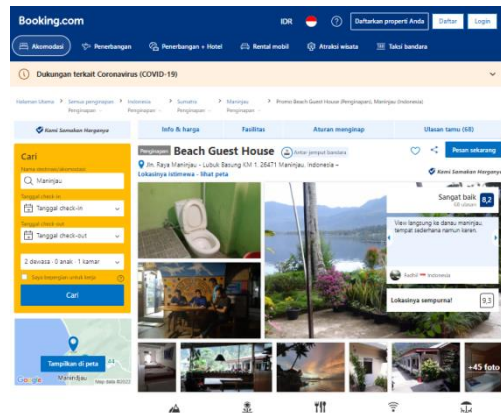
**Figure 1. Overview of homestay locations in Maninjau Village**

The more tourists who visit and stay overnight, there is a possibility that there is competition between fellow inn managers in various ways, one of which is promotion. Although lodging is also a business that has an opportunity for the community's economy, the inn manager cannot just depend on relations or expect guests who suddenly come. It is imperative to make promotional efforts to help the development of the inn.

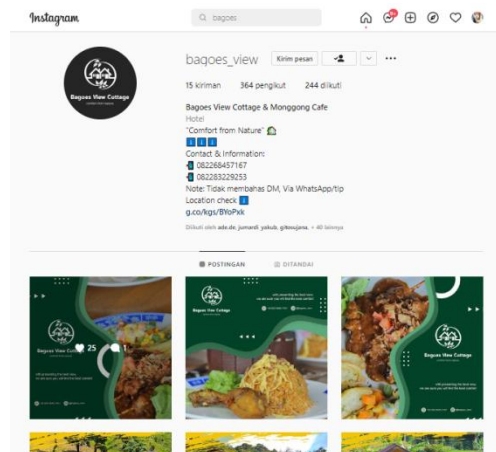
Promotion is a company activity in its efforts to communicate with consumers. The strategy and application of proper promotion is one way to share products with consumers (Rusby, Z., Bakhri, B. S. 2017:222). Each inn has its way of promoting managed lodgings, depending on their understanding of using these promotional tools. The delivery of information through promotions can change and influence the knowledge, taste, and attitudes of potential guests and tourists or consumers in making decisions to use the inns that have been promoted.

To be able to convey information about managed homestays to prospective guests and tourists appropriately and effectively, managers must know and determine the right media to use to attract promotion targets. According to Nickles (in Rusby, Z., Bakhri, B. S. 2017:227), there are seven media for promotion, namely: Advertising (advertising), Personal Selling (personal selling), Sales Promotion (sales promotion), Public Relations (public relations), Communication from the Mouth Word of mouth, direct marketing, and internet marketing.

Currently, there are homestay inn managers who are trying to promote themselves in several media. This can be seen from the following image:



**Figure 2. Example of homestay promotion by the manager through the website**



**Figure 3. Examples of homestay promotions by managers through social media**

However, not always the promotions used by homestay inn managers are not as easy as imagined. There are times when the inn manager does not pay attention to how the promotion is being carried out, and the promotion is less targeted so that the results obtained are less than optimal. There are various reasons, such as choosing an inappropriate media campaign which can result in wasted costs or inaccurate information conveyed to potential guests and tourists, which can lead to misunderstandings.

Based on the explanation above, the authors are interested in analyzing and studying how homestay inn managers and efforts promote their lodging to potential guests and tourists in Maninjau Village. Therefore, the author raised this issue in the form of a study entitled "Analysis of Homestay Lodging Promotion in Maninjau Village."

## RESEARCH METHODS

The type of research used in this study is descriptive using qualitative data consisting of five indicators, namely Advertising/Marketing, Personal Selling, Sales Promotion, Public Relations, and Word of Mouth Communication. Data collection techniques used are interviews, observation, and documentation. Informants determined in this study are Purpose Sampling which is a technique for collecting data sources that are needed with certain considerations. The informants involved are residents who own and manage homestays in the Maninjau Tourism Village. The type of data in this study is primary data, which is data collection that is carried out directly by researchers on the target (Arikunto, 2006: 115). Then, the data analysis uses an interactive analysis model. The interactive analysis model consists of three activity flows that occur simultaneously to analyze, namely data reduction, data presentation, and conclusion drawing or verification.

## RESULTS AND DISCUSSION

Accommodation or lodging of the homestay type is relatively easy to find in Maninjau Tourism Village. Several acknowledgments from the local community that the homestays managed are hereditary lodgings and have been established since the 1980-1990s. The promotions implemented by each homestay in the Maninjau Tourism Village have changed over time in advertising and trying to keep up with the times. Although they still use a simple or even ordinary system, the manager has the will to understand the use of promotional media. In addition to relying on promotions, homestays in Maninjau Tourism Village are also trying to improve the shortcomings of managed homestays and maintain and increase their advantages. The homestay manager acknowledges this by surveying the form of random questions to staying guests and accommodating suggestions and comments on social media or homestay-owned websites.

When conducting observations and interviews with informants in five homestays in Maninjau Village, researchers found specific findings in the form of information such as promotional efforts that use not only social media and websites but also managers and that promotions are carried out through relationships with fellow managers. These managers will help each other promote homestays if the homestays they manage no longer provide rooms that they can sell to tourists. The homestay manager will divert guests to empty rooms, so tourists don't have to bother looking for homestays in Maninjau Tourism Village because they have received recommendations for homestays that still provide empty rooms. This can happen when entering a holiday or students carry out activities outside the educational environment and need accommodation.

In addition, researchers found that homestay managers have a unique forum for homestay managers whose managers give the name '*homestay activists*' created for homestay managers at the Agam Regency level on WhatsApp social media. This forum was designed to be friendly with fellow homestay managers and provide information about news or regulations related to lodging from the Tourism Office. However, even though the forum has been created, some homestay managers don't care about the discussion on the forum, too often discussing less essential things so that the managers are not interested in participating in the debate.

Based on the results of interviews from research, homestay managers have advertising promotion efforts with print media relying on business cards. The costs incurred by the manager to print business cards range from Rp. 37,500 to Rp. 40,000 per box. One business card box contains 100 cards. The business cards are printed and given to guests with the hope that these business cards can help new tourists visit the homestay. However, homestay managers no longer reproduce homestay business cards due to the Covid-19 pandemic since the first trimester of 2020.

In addition to relying on print media for promotion, homestay managers also rely on websites and social media as promotional media on the internet. Websites used by managers such as the Agoda, Booking.com, and TripAdvisor website platforms. The costs incurred for the website platform are deducted by 15% of the selling price of the rooms provided by the homestay. With the example described by the initials NF as follows: If a homestay guest stays at homestay A through booking a room with the Booking.com platform with a total room price of IDR 300,000, then the costs incurred to pay for the website platform are 15% of the room price, namely IDR 45,000.

Homestay managers use the website as a promotional medium and use social media they understand to carry out promotional efforts, such as using Facebook, Instagram, and WhatsApp. The homestay manager admits that using social media requires several ways to use social media. Such as learning the techniques of photographing the facilities provided by the homestay manager (in the form of the type of room provided, where to eat, the food and drinks provided, objects that characterize the homestay, and several other things that are used as homestay attractions to attract the attention of potential guests). Although it is still classified as a primary promotion, the manager is still trying to present the best information that is expected to meet guests' information needs. The manager attempts to make the information uploaded through social media spread and informative to the users of the application so that many people know about the homestay being managed.

Based on the results of interviews research, homestay managers often offer guests who stay under certain conditions the form of discounts or free packages. The offer is given depending on what is requested by the guest and is not written. Some guests need the provision of food, and then the homestay manager will offer food packages required by guests. before the arrival of guests at the homestay, the manager will communicate the food offer package. Usually, the discussion will explain what food will be provided, when it will be served, how much budget the prospective guest has so that it can be adjusted by the homestay manager, and the whole food that it will provide for guests. The cost of each guest will always change according to the guest's budget.

As for the room price discount offer, usually given by the homestay manager to guests who book rooms, more than 75% of the rooms are owned. These guests are traditionally guests from various groups such as tourist groups, government, companies, academics, students, researchers, and other groups. Offers are usually given when guests book the required room. The manager has several considerations if you want to discount potential guests, such as how long the guests will stay, how it will use many total rooms, and who will survive.

The homestay manager in Maninjau Tourism Village does not have an offer in the form of free souvenirs or souvenirs. This is because the Maninjau Tourism Village does not yet have a typical souvenir craftsman from Maninjau. But there are times when guests ask for souvenirs in the form of typical Maninjau food, and the manager will direct guests to buy processed foods from Lake Maninjau, such as *rinuak*, *bada*, and *tilapia*. This Maninjau Lake processed food is usually easily found by guests, such as at Gasang,



Kanagarian Maninjau. However, suppose guests don't have much time to look for food souvenirs. In that case, the homestay manager is willing to find them with a budget adjusted to the food souvenir seller requested by the guest or help process and provide it according to market prices.

Based on the observations made, generally, the homestays visited have the same facilities. They have comfortable enough rooms to be used as accommodation, providing a place to eat and relax, have the media used by guests to get the information they need, and offer several other entertainment facilities. Meanwhile, based on interviews from research, the homestay manager believes that facilities are one of the advantages that can attract guests to stay. Apart from facilities such as rooms, places to eat, and other facilities, the homestay manager also has the facilities or advantages he manages, such as planting lots of flowers and arranging the garden to produce a flower garden at the homestay, making a hut to sit back and relax, and providing biduak (a type of water transportation or can be known as a wooden boat) for water tourism attraction facilities for guests and several other facilities. Managers have various ways to maintain and maintain these facilities so that the homestays they manage cannot only serve accommodation needs but can also entertain the tertiary needs of tourists.

Although it seems simple, some unexpected activities can indirectly generate money at the homestay. Such as opening cooking classes for foreign guests who are interested in learning to cook traditional dishes, mamapeh lauak (ie, community activities to catch fish in the lake using nets), and even guests who are interested in the plants that are cared for by the manager, the manager does not mind giving or even selling plants to guests. although these activities are not souvenirs, they can provide a valuable impression for guests so that guests feel at home and want to return to the homestay.

Based on the results of interviews from the research, homestays provide facilities to community organizations. However, guests from community organizations rarely visit two out of five homestays. The two homestays often receive guests with family or from a group of tourists. They do not have facilities that provide a meeting place for work meetings, seminars, or similar events like other homestays.

While guests from community organizations often visit the other three homestays. Guests who come usually stay at the homestay and use the dining area as a venue for the event. These community organizations often use the platform for meetings, business/cooperation meetings, government meetings, and seminars. Usually, the homestay manager prepares food and drinks with a budget adjusted to the budget owned by the guest. Suppose guests only want to use the dining area to carry out activities before the appointed day. In that case, the manager and guests will make sure what it will provide food, the amount to be prepared, and the desired food budget.

Based on results from the research, the manager has the media to accommodate the stories and experiences of guests while staying at the homestay. The manager receives various reports, comments, and suggestions from guests through the website and social media platforms managed by the manager, like Agoda, Booking.com, TripAdvisor, and Facebook. The homestay manager rarely gets negative comments from guests. However, if guests make adverse comments, the respond positively by the manager to try to correct the mistakes that occur and try to introspect in the management of the homestay.

## **CONCLUSION**

This study concluded that there were two findings, namely general findings and specific findings. The general conclusion is that homestay managers in Maninjau Tourism Village have begun to understand that promotion is crucial to increasing homestay income. Managers are also starting to understand how they can straightforwardly promote homestays. Even so, there is a need for supervision and improvement of knowledge about promotion.

While the specific findings obtained from this study show that the Manager has used advertising promotion media in print by using business cards and relying on the internet with several websites, there several efforts made by the Manager, such as personal sales by providing offers in the form of discounts to guests. and the offer is usually before knowing it comes a discussion will hold that discusses the proposal. Overall, the homestay manager in Maninjau Tourism Village has realized that the facilities provided by the homestay are a significant added value to attract the attention of potential guests and will strengthen promotions. The homestay manager also recognizes that providing opportunities for organizations to enjoy hotel facilities is a form of advertisement. Not only with print media and internet media, promotions also require suggestions, comments, and criticisms to help improve homestay shortcomings. Besides that, it can also minimize the occurrence of the same mistakes in the future.

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