



## CURUG CIANGIN RIVER SIDE CAMP: AN ISLAMIC PERSPECTIVE OF MARKETING MIX ANALYSIS

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### ABSTRAK/ABSTRACT

*This study aims to analyze the application of the marketing mix at Curug Ciangin River Side Camp as a camping destination. The research method uses a qualitative approach with descriptive techniques. Data were collected through interviews with managers and visitors as well as direct observations on site. The findings reveal that the marketing mix, which consists of product, price, promotion, place, people, process, and physical evidence, plays a significant role in attracting and retaining tourists' interest in visiting Curug Ciangin River Side Camp.*

*The analysis shows that the product offered, such as camping packages with strategic locations by the riverside, is the main attraction for tourists. Additionally, competitive pricing, word-of-mouth promotion, and an enjoyable location also contribute to attracting visitors. Human resource management involving local residents from Desa Cibeusi is one important strategy in increasing local community participation and reducing unemployment.*

*Efficient service processes, from booking and registration to facilities provided and after-sales service, ensure the satisfaction and needs of tourists are met. Furthermore, physical evidence such as a comfortable environment and natural beauty also play a determining role in tourists' decisions to choose Curug Ciangin River Side Camp as a camping destination.*

*Based on the analysis, this study provides several recommendations for the development of Curug Ciangin River Side Camp. These recommendations include enhancing local resident training, diversifying facilities, strengthening digital promotion, managing the environment well, and regularly collecting feedback from visitors. By implementing these suggestions, it is hoped that Curug Ciangin River Side Camp can continue to grow as an attractive tourist destination and provide sustainable benefits for the local community.*

## INTRODUCTION

Marketing is an integral part of company management and is one of the key factors that determines the company's success in achieving its goals. Understanding the right marketing strategy is essential for companies to market their products effectively. A well-designed marketing strategy will make it easier for products to be accepted by potential consumers, increase competitiveness and expand market share. Apart from marketing strategies, companies also need to understand the position of the products being sold, including analysis of market share and market growth through comparison with competitor products (Idzharuddin & Supriyoso, 2023).

In the tourism industry, marketing plays an important role in introducing and offering tourist attractions to potential tourists. Era 4.0, challenges and opportunities abound for the tourism and creative industries (Poerwanto, P., & Shambodo, Y, 2020). Marketing with multimedia is very effective in creating branding (Isdarmanto, 2020). Indonesian tourism makes a big contribution to the Muslim-friendly halal industry (Azizuddin, I., & Ainulyaqin, M. H, 2022). Effective marketing aims to understand tourists' perceptions of the quality of tourist attractions, which in turn helps improve tourist experiences and satisfaction. The application of appropriate marketing

methods is very necessary to determine the quality of tourist attractions and the level of tourist satisfaction. Tourist satisfaction and the quality of tourist attractions can be measured through the Marketing Mix components, which include product, price, place, promotion, people, process and evidence.

Marketing Mix method is a development of the traditional marketing mix which originally consisted of 4P, specifically adapted for service businesses. The 7P Marketing Mix positively influences customer loyalty (Aqsa, M., & Sudirman, H. A. , 2024). Through this approach, companies can identify which variables have worked well and which need to be improved to increase tourist attraction and satisfaction. Because with the right marketing strategy you can improve product quality (Sugesti, 2021). Apart from that, the right marketing strategy can increase interest in visits (Hidayat, T., Ikhwan, S., & Yulianto, A., 2024). It can also increase the number of visits to tourist villages (Sutrisno, S., Lestari, M., & Agus, I, 2023). The 7P marketing mix helps in creating a comprehensive and integrated marketing strategy, so that it can provide a comprehensive picture of the aspects that need to be considered in marketing tourist destinations. Moreover, in the digital world, strategies are needed that can reach the millennial generation, because the majority of glamor camping guests are the

millennial generation (Ferdian, 2020). Millennials are famous for their social media and interesting content which is very effective in attracting tourists (Purba, 2022). Apart from social media, there is also e-commerce which can make it easier for tourists to get information and make payments (Bessie, 2019). Apart from that, e-commerce can reach more markets and bring in more tourists (Sutrisno, E. Y., Hidayat, A. C., & Sutanto, A, 2023).

Curug Ciangin River Side Camp is a tourist attraction that relies on a structured marketing strategy to attract and retain tourists. River Side Camp is a Destination Support Service in the Curug Ciangin Tourism area. With the Destination Support Service, it will increase the value of tourist attractions in the Ciangan Waterfall Tourism area (Sinthiya, K., Ningsih, C., & Turgarini, D., 2021). By taking advantage of the natural beauty and comfort of the location, as well as involving local communities in management, Curug Ciangin River Side Camp strives to provide the best experience for visitors.

This destination already uses digital transactions, because it can help with effective payment methods (Akra, N. P., & Syukhri, S, 2023). Camping Ground renewal can increase the number of tourist visits (Jupri, A., Lestari, A., Purnamia, I. P. G., Jufasha, M. A., Prasedya, E. S., & Rozi, T, 2022). Apart from that, camping tourism in villages can increase village

income (Amar, K., Satriawan, R., & Susanty, S, 2022). Analysis of the implementation of the marketing mix at Curug Ciangin River Side Camp allows managers to continue to improve the quality of services and facilities, so that they can meet tourist expectations and increase competitiveness in the tourism market. Appropriate marketing has a very significant influence on visiting interest (Putri, K. F., & Facrureza, D, 2023). Thus, this research aims to evaluate the implementation of the marketing mix at Curug Ciangin River Side Camp and provide recommendations for necessary improvements. It is hoped that the results of this research can provide deeper insight for tourist attraction managers in developing effective and sustainable marketing strategies, in order to increase tourist satisfaction and the attractiveness of tourist destinations.

## LITERATURE REVIEW

### Marketing strategy

According to Agustinawati & Puspasari, (2018) marketing strategy, it is a method designed to achieve company goals by meeting consumer needs and desires through the exchange of goods or services. This strategy is used by businesses to set sales targets, segment markets, and determine product positioning appropriately. Apart from that, marketing strategies also help businesses

identify market opportunities and develop sustainable competitive advantages. Through careful market analysis, companies can segment consumers based on various criteria such as demographics, geography, psychographics and behavior.

Overall, an effective marketing strategy does not just focus on short-term sales but also contributes to the long-term growth and sustainability of the business. By determining clear sales targets, identifying the right market segments, and carrying out strong product positioning, companies can achieve significant profits in the future.

### **Marketing Mix**

Marketing Mix is a step to achieve marketing goals by meeting consumer needs and desires through the exchange of goods and services. The Marketing Mix strategy is formulated in an integrated manner to get the response that the market expects, the marketing mix (7p) includes product, price, place, promotion, people, process, physical avoidance. Adhaghassani (2016) Marketing Mix is not prohibited in Islamic teachings, it is associated with muamalah and is permitted to perform ijthad. Qadrawi believes that ijthad law is permissible as long as it is in accordance with benefits that are not prohibited by the provisions of Islamic law. Based on Syukur & Syahbudin (2017), Ijtihad is divided into two, namely ijma' and qiyas. Ijma' is an agreement of

scholars based on the Al-Quran and Hadith, the meaning of Qiyas is a combination or generalization of a law in a new problem where the problem has never existed but has similarities in terms of origin, benefits, dangers and various things with previous cases. set the same. Both may be applied as law.

### **Product**

Something that is shown to the market to be ignored, owned, according to (Kotler, 1997) "to be used or exploited until it can satisfy wants and needs". Products are an important thing in a sharia marketing mix, which is what the good and bad of a product is for consumers impact on the survival of the organization in the future. (Philip Kotler and Kevin L. Keller, 2016) "a product is something that can be sold to the market in order to gain attention for purchase, use or utilization that can fulfill wants and needs".

There are three things that must be done in the process of offering a product according to sharia:

- a) The products sold are clear, in size, composition, good condition or expired and use good materials,
- b) The products traded are halal products and do not violate sharia
- c) In promotional or advertising activities there is no element of fraud.

In Islam, when business people market their products they must be able to explain the quality of the products being sold

honestly, where the goods purchased by consumers must match the goods offered at the beginning. If there is a discrepancy or there is damage to the goods, the consumer has the right to cancel the sale and purchase.

### **Price**

Based on Husain Umar (2000) Price is the amount that consumers exchange to obtain the benefits of owning and using a product or service, the amount of which is agreed upon by consumers and producers through a negotiation process, or agreed by consumers for the same price for all consumer. Many businesses use pricing strategies to achieve a goal. The goal is to gain market position, achieve financial management, determine product positioning, and encourage competition.

In the process of determining prices, Islam also sees that price is something that must be adjusted to the condition of the product being sold, what is meant is that the quality of the product must be in good condition in terms of shape and composition. When determining prices, it is not recommended to take excessive profits. The Prophet SAW prohibited najasy (false demands). (Karim, 2002) Najasy transactions are prohibited because the seller deliberately orders other people to praise the goods being sold or promotes the goods to other people at an increased price so that other people are interested in buying.

### **Place**

Based on Hassan (2008), Marketing channels are the basis for organizational operations and admin which have strategic factors that can facilitate the arrival of products from sellers to buyers through sales and purchase agreements. Kertajaya and Sula (2006) In the location determination process, organizations based on sharia norms are required to choose a location that suits the target market. In order to run effectively and efficiently, running the marketing mix must also be based on honesty and fairness. When implementing a strategy, you must be alert.

The correct sorting of four places and in accordance with Islamic rules is:

- a. The location is suitable and appropriate so that it does not disturb the comfort of the community
- b. Review the basic benefits and stay away from injustice
- c. Market news to choose the right location

According to the view of sharia law, marketing channels or what are called locations can be located anywhere and their existence is not subject to dispute. However, Islam encourages an approach between organizations and markets.

### **Promotion**

Promotion according to sharia law is an effort to inform potential consumers about conditions that are in accordance with the condition of the product. Based on sharia

which is very encouraging so that there can be no fraud or giving inappropriate news to potential consumers. Promotion in the view of sharia law must be based on isharia compliance which shows the nature of being true, fair and honest to consumers. All information related to the product must be known transparently so that there are no hints of deception and cheating in carrying out marketing and being transparent so that there is no point of deception and cheating in carrying out marketing. (Basu Swastha and Irawan, 1990) So that promotions are carried out effectively and efficiently, the factors that must be reviewed are:

- a. The amount of money given for production
- b. market character
- c. Various products
- d. Steps in product distribution.

### **Person**

In an organization that focuses on the culinary business sector, people are the most important thing for carrying out business activities. Therefore, companies must have certain characteristics in recruiting prospective workers. With a system of selection, training, development and motivation workers have become so important. What's more, in this increasingly advanced era, the need for workers who have more abilities, are creative, innovative and have

responsibility in working and serving consumers (Bilson, 2003).

In this case, company leaders must also provide training to employees, so that they are ready to carry out activities while working and gain knowledge so that each employee has honest, intelligent, responsible and trustworthy characteristics.

### **Process**

Process is a company's effort to carry out company activities with the aim of meeting customer needs and desires and facilitating transactions (Fatihudin, 2019).

The process is basically a combination of all activities in providing services to consumers, consisting of: steps, designs, methods, activities connected to the service owner (organization). The process by which services are created and distributed to consumers will instantly perceive the system of distributing services into points from these services. The process section has the aim of an organizational effort in carrying out activities to meet consumer needs (Rizal S, 2012).

### **Physical Evidence**

(Widjajanta, 2009) defines physical evidence as an intangible characteristic of a service that makes potential consumers unable to evaluate a product before trying it. According to the definition above, it can be said that physical evidence can result in

a greater risk perceived by customers in purchasing interest. Physical evidence is the environment in which service providers and potential consumers interact. The basic thing in "physical evidence" is that it appears real and clear, such as buildings, equipment and other physical forms. The placement of attributes must also be suitable and neat because it can influence buying interest.

## RESEARCH METHOD

The research method used in this research uses a qualitative approach with descriptive methods. According to (Sugiyono, 2015), In general, research methods are defined as scientific ways to obtain data with specific purposes and uses. This method involves systematic and planned steps that allow researchers to collect relevant and valid information. The use of a qualitative approach with descriptive methods is based on the principle that researchers must collect and observe factual data, then explain it clearly. In this way, the research results will reflect real conditions in the field and provide in-depth insight into the phenomenon being researched.

In this research, the subjects chosen were visitors to Curug Ciangin River Side Camp . Researchers chose this subject because visitors are respondents who can provide accurate and relevant information

about their experiences. Information from visitors is very important because they are direct consumers who interact with the products and services offered by Curug Ciangin River Side Camp . Therefore, collecting data from visitors can provide valuable insight into how the marketing mix is implemented and perceived at that location.

The research object that will be discussed in this study is the implementation of the marketing mix at Curug Ciangin River Side Camp . The marketing mix, which includes product, price, place, promotion, people, process, and physical evidence, is a key element that influences purchasing decisions and consumer satisfaction. This research aims to evaluate the extent to which these elements are implemented at Curug Ciangin River Side Camp and how they influence visitors' perceptions and experiences.

The data sources in this research were obtained from secondary data and primary data. Secondary data is obtained through print media or the internet, which includes books, journals, articles and previous research reports related to the research topic. This secondary data helps researchers understand the broader context and provides a strong theoretical basis for primary data analysis.

Primary data was obtained directly from sources or informants through in-depth interviews. Interviews were conducted with visitors and managers of Curug Ciangin River Side Camp . The purpose of this interview is to get a more in-depth and accurate picture of the implementation of the marketing mix in that location. Through interviews with visitors, researchers can identify perceptions, satisfaction and suggestions from consumers. Meanwhile, interviews with managers provide insight into the strategy and implementation of the marketing mix implemented. By combining data from these two sources, researchers can produce a comprehensive and balanced analysis of the effectiveness of the marketing mix at Curug Ciangin River Side Camp .

## RESULT AND DISCUSSION

Marketing mix is a collection of tactical marketing tools that a company strategically controls to reach and influence target markets. Through effective and efficient management of these tools, companies strive to create and maintain demand for their products or services, as well as generate the desired response from consumers. The marketing mix consists of seven main components that collectively influence consumer purchasing decisions. These seven components are as follows:

### 1.Product ( Product )

In product development, companies must consider aspects of quality, features, design, branding and packaging so that the product can attract and satisfy consumers.

### 2.Price

Pricing strategies must consider factors such as production costs, competitor prices, and consumer purchasing power.

### 3.Place

Companies must choose the most efficient and effective distribution channels to reach their target market, whether through physical stores, online distribution, or a combination of both.

### 4.Promotion

An effective promotional campaign will help build a strong brand image and attract consumer interest.

### 5.People

Training, motivating and assigning employees according to their skills is the key to providing satisfactory service and building long-term relationships with consumers.

### 6.Process

Companies must ensure that every step in the service process contributes to a positive consumer experience.

### 7. Physical Evidence

Physical evidence plays an important role in shaping consumer perceptions of a company's quality and professionalism. A clean, neat and aesthetic environment will increase consumer attractiveness and comfort.

By managing these seven components of the marketing mix effectively, companies can achieve their marketing goals, build competitive advantages, and create sustainable value for consumers and stakeholders.

### Analysis of the Implementation of the Marketing Mix at Curug Ciangin River Side Camp

The marketing mix is a collection of tools controlled by a company to create the desired response in the target market. There are seven aspects of the marketing mix that influence purchasing decisions, namely product, price, place, promotion, people, process and physical evidence. Each of these aspects is explained as follows:

#### 1. Product

A product is anything offered to consumers for use or consumption to meet their needs and satisfy their desires. At

Curug Ciangin River Side Camp, the product offered is a camping package which has the advantage of having the tent positioned on the edge of the river. This is one of the factors that attracts consumers to visit and camp here. According to an interview with Kang Robi, manager of Curug Ciangin River Side Camp, camping activities here are tailored to the interests and desires of visitors. One consumer also mentioned that the beautiful natural views and comfort of camping on the river bank were the reasons they chose this place. From this explanation, it can be concluded that Curug Ciangin River Side Camp has implemented product theory well, tried to provide excellent service, and fulfilled consumer desires.

#### 2. Price

Price is the monetary amount or other measure exchanged to obtain the right to ownership or use of a good or service. Price is an element of the marketing mix that provides income or income for the company. The right price is a price that is affordable and efficient for consumers. One consumer stated that the price for camping here is quite cheap compared to other camping grounds. Thus, the price applied by the manager of Ciangin River Side Waterfall Camp fits the price theory, attracts consumers, and makes them want to return.

#### 3. Promotion

Promotion is a company's effort to introduce its products and services to the market through various strategies. So that the goods and services produced are known, needed and requested by consumers, companies carry out promotional activities through advertising and other media. Kang Robi, manager of Ciangin River Side Waterfall, stated that promotions are carried out online via social media, but currently word of mouth promotions are more effective. Based on this explanation, the promotion carried out by Ciangin River Side Waterfall is in accordance with promotion theory, where many consumers know about this place from other people's recommendations, so there is no need to incur additional promotional costs. This promotion has succeeded in attracting many consumers to visit Curug Ciangin River Side.

#### 4.Place

A strategic, pleasant and efficient location for consumers is an important aspect in the marketing mix. A good location can attract more consumers. The choice of location on the river bank is one of the main factors that attracts consumers to Curug Ciangin River Side. According to an interview with Kang Riki, manager of Curug Ciangin River Side, this location was chosen because of its view directly facing the river and close to Curug Ciangin. One visitor stated that the beautiful views and adequate road access,

via rural roads with clear directions, made the camping experience here very enjoyable. From this explanation, it can be concluded that the choice of location for Ciangin River Side Waterfall is in accordance with strategic location theory, because it is easy to reach and offers attractive natural views.

#### 5.People

Employees with ability and high work enthusiasm are very necessary for the smooth running of the business. They must be placed according to their respective skills to complete the job well and provide maximum results for the company. At Curug Ciangin River Side, the managers and workers come from Cibeusi Village. This aims to empower local residents to develop tourist destinations in their villages. According to Kang Robi, the manager, this also aims to reduce unemployment and improve the economy of village communities. To improve skills and expertise, managers receive guidance and training from related agencies and share knowledge with students who conduct tourism-related research in the village.

#### 6.Process

A process or transformation strategy is a business approach to turning resources into goods and services. The goal is to find a production method that meets customer requirements and product

specifications within cost and other managerial constraints. The process at Curug Ciangin River Side includes ordering, registration, facilities provided, and after-sales service. Orders and registration can be made by telephone or directly at the location. The facilities provided are adjusted to the camping package ordered, such as tents, mattresses, blankets, electricity and snacks. For after-sales service, Curug Ciangin River Side sends messages to tourists who have visited, offering return visits. This strategy ensures that customer needs and expectations are met.

7. Physical Evidence camping at Curug Ciangin River Side because of its comfortable location and very natural beauty. The cool location of the tent on the river bank, with views of rice fields and Ciangin Waterfall, makes this place very popular with tourists for camping.

## CONCLUSION

Curug Ciangin River Side Camp has succeeded in developing an effective marketing strategy by utilizing natural advantages and involving local residents in managing tourist destinations. Empowering local residents not only helps reduce unemployment but also improves the economy of the Cibeusi Village community. This effort is strengthened by guidance and training from related

agencies as well as collaboration with students conducting research.

The operational process at Curug Ciangin River Side Camp runs well, including ordering, registration, provision of facilities, and after-sales service. Reservations can be made easily by telephone or directly at the location, while the facilities provided are in accordance with the camping package chosen by the consumer. The after-sales strategy of sending messages to previous tourists has proven to be effective in attracting repeat visits.

Physical evidence such as comfortable environmental conditions and natural natural beauty play an important role in tourists' decisions to choose Curug Ciangin River Side Camp as a camping spot. The cool views and strategic location of the tents on the river bank make this place very popular with tourists.

## SUGGESTION FOR FURTHER RESEARCH

### 1. Training Development

Increase the frequency and type of training for local residents to further develop their skills and knowledge in managing tourist destinations. This could include training in tourism management, customer service, and digital marketing.

### 2. Facilities Diversification

Consider increasing the variety of facilities and activities at Curug Ciangin River Side Camp to attract a wider market segment. For example, adding facilities for trekking, outbound, or local cultural activities.

### 3. Digital Promotion

Even though word-of-mouth promotions are very effective, managers must also utilize digital platforms such as social media, websites and travel applications to reach more potential tourists. Creating interesting visual content and testimonials from visitors can increase the attractiveness of this place.

### 4. Management of the environment

Continue to maintain and improve the cleanliness and preservation of nature around the camping area. Implementing sustainable tourism practices will maintain the natural appeal of Curug Ciangin and ensure long-term visitor comfort.

### 5. Customer Feedback

Create a system to collect feedback from visitors regularly. This can help managers understand tourists' needs and expectations better and make necessary improvements to improve the visiting experience.

By following these suggestions, we hope that Curug Ciangin River Side Camp can continue to develop and maintain its appeal as a popular tourist destination,

while providing sustainable benefits for the local community.

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