Marketing plan of Dago Dreampark, Bandung, West Java, Indonesia

S Azzahra *, SGP Wibowo *, MFYM Firdaus *, LP Ningrum *, S Hindun *

*Tourism Marketing Management, Faculty of Social Science Education, Universitas Pendidikan Indonesia, Indonesia
* savinazzahraaa@gmail.com

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ABSTRACT: This research aims to make a marketing plan with a period of one month with the object of observation of the Dago Dreampark destination. This research was conducted at the Dago Dream Park tourist attraction which is located in the Jalan Dago giri Km. 2.2 Mekarwangi, Pagerwari, Lembang, Kab. West Bandung, West Java 40135. The study was conducted in August-September 2022. The study was conducted using a survey method using a questionnaire to fifty-two tourists as respondents about tourist satisfaction with the Dago Dream Park tourist attraction. In the form of a marketing plan that we designed for a period of one month for the implementation of marketing through social media at Dago Dreampark. In planning this marketing plan, we collect information and analyze business conditions through surveys that we conduct to tourists and interviews that we conduct with Dago Dreampark managers. Furthermore, from this information and data, we determine the target market, develop a marketing strategy, and prepare a detailed marketing budget. As a final step, we determine a marketing plan for one month in September for Dago Dreampark and create content to do digital marketing through social media Instagram.

Keywords: bandung; content; dago dreampark; marketing plan

INTRODUCTION

Tourist attractions are often used as a place to unwind and gather with family. So there are so many places or areas that are deliberately made and used as tourist attractions. By presenting or providing comfortable facilities and friendly service to pamper visitors. Many people are willing to spend money and time just for a vacation to a place that is considered to be able to calm the heart and mind (Yama, 2022).

In this case, to increase understanding and learning we need observations related to tourist attractions. The tourist spot is Dago Dreampark which is located in the city of Bandung. Dago Dreampark tourist attractions present interesting tourist destinations such as cool and beautiful scenery, there are and are surrounded by pine forests so that the air is still natural and beautiful, besides that the most important thing is road access that makes it easy for visitors to visit these tourist attractions (Natalia et al., 2022) (Chaterine Yolandika, 2022).

In addition to providing natural beauty, Dago Dreampark also provides various rides that can stimulate adrenaline and many photo spots that can be used. If you are on vacation with your family and want to stay overnight, this Dago Dreampark also offers lodging facilities so it is very suitable and many people decide to take a vacation to Dago Dreampark. Seeing the enthusiasm and attraction of tourists visiting the place, we made this place for observation which is expected to improve understanding skills in the field of tourism. The aims of this research are: (1) To find out the existing marketing plan in Dago Dreampark, (2) To find out how the Dago Dreampark manager implements the marketing plan; (3) To find out what factors influence the make-up decision (Hardiyanti, 2022).

A marketing plan is a comprehensive guide that describes a company's marketing activities. This marketing plan contains important information to turn potential buyers into loyal customers. A marketing plan is a document that consists of an analysis of the current marketing situation in the form of an analysis of
opportunities and risks, marketing objectives, marketing strategies, then a program of action and estimated earnings (Yama & Untawati, 2022). The marketing plan is a strategy to achieve the company's mission or goals (Wulandari & Warningsih, 2022).

On this occasion, we are collaborating with the tourism industry in the field of destinations, namely Dago Dreampark. Dago Dreampark is one of the fun tourist destinations in Bandung because there are various rides in it with a blend of beautiful natural concepts in the Jalan Dago Giri Km Area. 2. 2 Mekarwangi, Pagerwari, Lembang, Kab. West Bandung, West Java 40135. This research aimed to make a marketing plan with a period of one month with the object of observation of the Dago Dreampark destination (Cahyati et al., 2022).

RESULTS AND DISCUSSION

Dago Dreampark's Vision and Mission

Dago Dreampark's Vision and Mission. The vision of Dago Dreampark's is: "Being the main destination for National Tourism Destinations known Abroad, Family Friendly Tourism, unique tours and creating unforgettable precious moments for all visitors". The missions are: Creating jobs through the tourism sector; Build and increase environmental awareness. Maintaining the natural quality of the mountains, the ecosystem of tourism destinations and protecting the environment in the Dago Dreampark Ecotourism Area, both in terms of culture, flora, fauna and its natural uniqueness (Clara Yolandika et al., 2017b) (Utoyo & Yolandika, 2018a) (Utoyo & Yolandika, 2018b).

Market segmentation

<table>
<thead>
<tr>
<th>Geographies</th>
<th>Physiographist</th>
<th>Demographist</th>
<th>Sociocultural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local residents of Bandung and Jabodetabek</td>
<td>Lifestyle, personality, and social class</td>
<td>Age, gender, family, income, occupation, education and religion</td>
<td>Local community culture</td>
</tr>
</tbody>
</table>

From the age of 18-35 years in Bandung and Jabodetabek area with a monthly income of approximately IDR 2,500,000.00. The positioning is placement of marketing through social media to reach the target market of the millennial generation (Nuni Anggraini, Yolandika, et al., 2022) (Clara Yolandika et al., 2015).

Type of activity

<table>
<thead>
<tr>
<th>Step</th>
<th>Channel</th>
<th>Content Type</th>
<th>Content Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Video Content</td>
<td>Vlog</td>
<td>Vlog Day in My Life.</td>
</tr>
<tr>
<td>Consideration</td>
<td>Instagram</td>
<td>Video</td>
<td>Interesting things to know from Dago Dreampark.</td>
</tr>
<tr>
<td>Decision</td>
<td>Instagram</td>
<td>Promotional posters, membership discounts</td>
<td>Cheap, safe and comfortable travel, as well as information about Dago Dreampark.</td>
</tr>
</tbody>
</table>
Table 3. Marketing Budget (Sofyani & Yolandika, 2021)

<table>
<thead>
<tr>
<th>No</th>
<th>Component</th>
<th>Price</th>
<th>Time</th>
<th>Total</th>
<th>Date</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advertisement</td>
<td>Rp50,000.00</td>
<td>2</td>
<td>Rp100,000.00</td>
<td>17 &amp; 24 September 2022</td>
<td>This ad is devoted to endorsement video content</td>
</tr>
<tr>
<td>2</td>
<td>Endorsement</td>
<td>Rp500,000.00</td>
<td>2</td>
<td>Rp1,000,000.00</td>
<td>17 &amp; 24 September 2022</td>
<td>Talent endorsement fee</td>
</tr>
<tr>
<td>3</td>
<td>Design Service</td>
<td>Rp500,000.00</td>
<td>30</td>
<td>Rp500,000.00</td>
<td>1 - 30 September 2022</td>
<td>Design Services for Instagram feeds and Snapgrams Video content production costs</td>
</tr>
<tr>
<td>4</td>
<td>Video Content</td>
<td>Rp300,000.00</td>
<td>1</td>
<td>Rp300,000.00</td>
<td>26 September 2022</td>
<td>Video content production costs</td>
</tr>
<tr>
<td>5</td>
<td>Giveaway</td>
<td>Rp60,000.00</td>
<td>2</td>
<td>Rp120,000.00</td>
<td>16 September 2022</td>
<td>2 DDP entrance tickets for challenge winners</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>Rp2,020,000.00</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4. Work Plan (Utoyo et al., 2018)

<table>
<thead>
<tr>
<th>Team</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Create Promotional content, discounts, and giveaways.</td>
</tr>
<tr>
<td>Video Content</td>
<td>Creating short videos on Instagram as information for travelers according to the content strategy.</td>
</tr>
<tr>
<td>Operational</td>
<td>Serve customers as usual.</td>
</tr>
<tr>
<td>Marketing</td>
<td>Looking for Partners to collaborate and create content on social media.</td>
</tr>
</tbody>
</table>

Key Performance Indicator (KPI)

Table 1. Key Performance Indicator (KPI) (Handayani et al., 2018)

<table>
<thead>
<tr>
<th>Strategy Goal</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>New customer</td>
<td>500 Visitors</td>
</tr>
<tr>
<td>Social media followers</td>
<td>350 accounts</td>
</tr>
<tr>
<td>Products sold</td>
<td>500</td>
</tr>
</tbody>
</table>

Contents of the Marketing Plan

Type: Tourist Destination (C Yolandika et al., 2021) (N Anggraini, Berliana, et al., 2022)
- **Vision:** “To become the main destination for National Tourism Destinations that are known Abroad, Family Friendly Tourism, unique tours and create unforgettable precious moments for all visitors”.
- **Missions** (Clara Yolandika et al., 2017a):
  1. Creating jobs through the tourism sector.
  2. Build and increase awareness of environmental care.
  3. Maintaining the natural quality of the mountains, tourism destination ecosystems and protecting the environment in the Dago Dreampark Ecotourism Area, both in terms of culture, flora, fauna and its natural uniqueness.
- **Target Market** (Bathara et al., 2021): Upper-middle social class, Hobbies Traveling, Adults, and families.
- **Competitors:** Other tourist destinations in the city of Bandung.
- **Media Content** (Hendrik et al., 2021): Conducting Q&A with followers, making IG reels about the
rides available at Dago Dreampark, Making posters to commemorate the national day, creating interesting Reels content, video of routes to Dago Dreampark, Snapgram of Operating Hours Information, Feed quotes, Snapgram of Dago Dreampark Map, Vlog Day In My Life (Reels), Travel Packages Feed & Snapgram, Video Endorsment, Knowledge Feed (Hendri et al., 2022) (Handayani et al., 2017) (Berliana et al., 2018) (Clara Yolandika et al., 2016).

- AIDA’s goal: To generate tourist interest.
- KPI: New Instagram Followers target of 300 people.
- Budget: IDR 2,020,000.00 (design, social media).

CONCLUSION

In planning this marketing plan, we collect information and analyze business conditions through surveys that we conduct to tourists and interviews that we conduct with Dago Dreampark managers. Furthermore, from this information and data, we determine the target market, develop a marketing strategy, and prepare a detailed marketing budget. As a final step, we determine a marketing plan for one month in September for Dago Dreampark and create content to do digital marketing through social media Instagram.

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