

Implementation of Integrated Marketing Communication at Kampoeng Semarang

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Abstract— The very rapid development of tourism in Indonesia brings many opportunities for business development in the field of tourism. Central Java Province is one of the provinces with quite a big attraction supported by 198 commercial businesses and 57 non-commercial in the tourism sector. This provides a good opportunity for entrepreneurs to develop businesses in the field. One example is Kampoeng Semarang, which is a business that is engaged in the souvenirs sector and also offers products in the arts, crafts and culture in Semarang. Kampoeng Semarang becomes "One Stop Shopping & Leisure" which is equipped with facilities such as souvenir centers, batik galleries, restaurants & cafes, souvenir centers, WeBe Fashion Bags stands, household appliances, tourism information, meeting rooms, even children's galleries and playgrounds. To get a competitive advantage, Kampoeng Semarang can implement Integrated Marketing Communication (IMC). By implementing the IMC, Semarang Kampoeng has been known by local and foreign tourists. Therefore, this study was conducted to determine the Integrated Marketing Communication at Kampoeng Semarang which covers the use of marketing communication mix and integrated marketing communication. This research is a descriptive study using data collection methods namely interviews, observation and documentation. The results of this study are the determination of the IMC begins with capturing opportunities, where tourism in Semarang is in a developing condition. The company then determines the market segments (S) and targets (T) and makes a positioning (P), or better known as the STP process. Then determined the marketing strategy that includes products, prices, places, and promotions, or better known as 4P. Specifically the promotion conducted by Kampoeng Semarang focuses on two target markets, namely partners and end users or tourists. The type of promotion carried out is tailored to the needs of each target market. For partners the emphasis is on providing added value if they bring consumers to Kampoeng Semarang, and establish good relations through sales promotion and direct marketing activities. As for direct consumers, promotional activities are more varied to gain awareness and encourage their purchases. There is one type of promotion given to partners and end users, namely digital marketing communication. This activity is carried out considering the two types of targets can be reached with it.

Keywords—*Kampoeng Semarang, Integrated Marketing Communication, tourism*

I. INTRODUCTION

Tourism industry in Indonesia has been growing rapidly, as reported by the Indonesia Investment's website [1]. Nowadays, this sector contributes approximately 4% to the total economy of Indonesia. Indonesian government keeps trying to improve existing infrastructure and develop existing tourism destinations. Arief Yahya, the Minister of Tourism at the time, expected that Indonesia can become one of the world's 30 best tourist places to visit globally, hence obtaining foreign exchange of the country maximally through the tourism industry [2].

One of the areas in Indonesia that becomes tourism destination is Semarang. Data showed that the number of tourists who visited Semarang regency and Semarang city in 2015 were 4.990.020 people and generated revenues up to Rp. 34.922.396.794 (Dinas Kepemudaan Olah Raga dan Pariwisata Provinsi Jawa Tengah, 2016). The strategic location of Semarang also produces other potentials that can be maximally used for the development of its tourism industry. One of the potentials is business of souvenirs as a uniqueness of a certain tourism area. The most famous souvenirs business area in Semarang is in Pandanaran road. There are two famously known stores for their bandeng presto (milkfish high-temperature cooked milkfish) in this souvenirs center, the store under the name "Bandeng Presto yang pertama sejak tahun 1977 (the first Bandeng Presto since 1977)" and "Bandeng Juwana" [3]. Additionally, the other souvenirs center that is currently growing rapidly is Kampoeng Semarang (Semarang village) which has become a new tourism destination in Semarang in the category of shopping tourism [4].

Reporting from its official website, Kampoeng Semarang was officially opened by the Governor of Central Java in May, 2012 to become the leading "One Stop Shopping and Leisure" in Semarang. Under this tagline, Kampoeng Semarang offers various products for all tourists in Semarang to enjoy [5]. This area is equipped with many facilities from souvenirs and gift centers, batik galleries, restaurants and cafes, WeBe Fashion Bags booth, home ware, tourism information, and meeting gallery, to kids' gallery and playground. Those facilities support this 4.000 square meters area as one of tourism