

CERTIFICATE OF RECOGNITION

awarded to

**MG WESTRI KEKALIH SUSILOWATI
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as RESEARCH PRESENTER on the topic:

"The Pull and Push Marketing Strategy for Sustainable Ecotourism: The Study of Ecotourism of Kabalong, Pekalongan Regency, Indonesia" during the 7th International Conference on Business and Economy (ICBE) 2022 with the theme: "Creating, Managing, and Distributing Wealth: Economic Recovery and Resiliency Through Digital Transformation" held at the University of San Carlos, Cebu City, Philippines via ZOOM.

Given this 19th day of March, 2022, Cebu City, Philippines.

Etetawed
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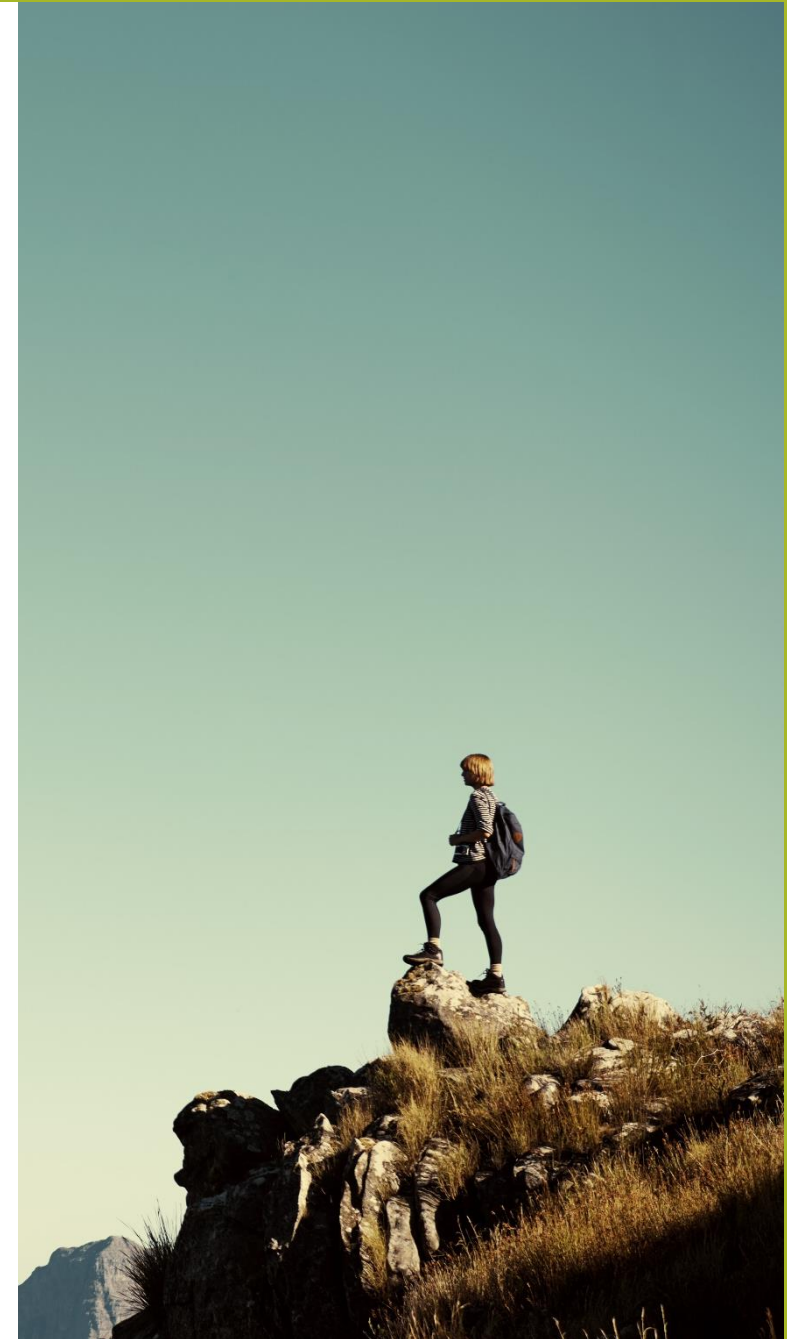
THE PULL AND PUSH MARKETING STRATEGY FOR SUSTAINABLE ECOTOURISM: THE STUDY OF ECOTOURISM OF KABALONG, PEKALONGAN REGENCY, INDONESIA

MG Westri Kekalih Susilowati, Retno Yustini Wahyuningdyah, Widuri Kurniasari

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This paper is a part of the research entitle '*Pengembangan Strategi Memajukan UMKM Bidang Pariwisata Berbasis Masyarakat dan Potensi Wilayah Kawasan Kabalong Pekalongan*' (Development of Strategy for Promoting Tourism MSMEs of Community-Based Tourism and Regional Potential of the Kabalong- Pekalongan Region) that was funded by the Directorate of Research and Community Service (DRPM), Directorate General of Research and Development Strengthening, Ministry of Education, Culture, Research, and Technology by the addendum Contract for the Fiscal Year 2020 Number: 010 / LL6 / AMD / SP2H.1 / PENELITIAN / 2020.



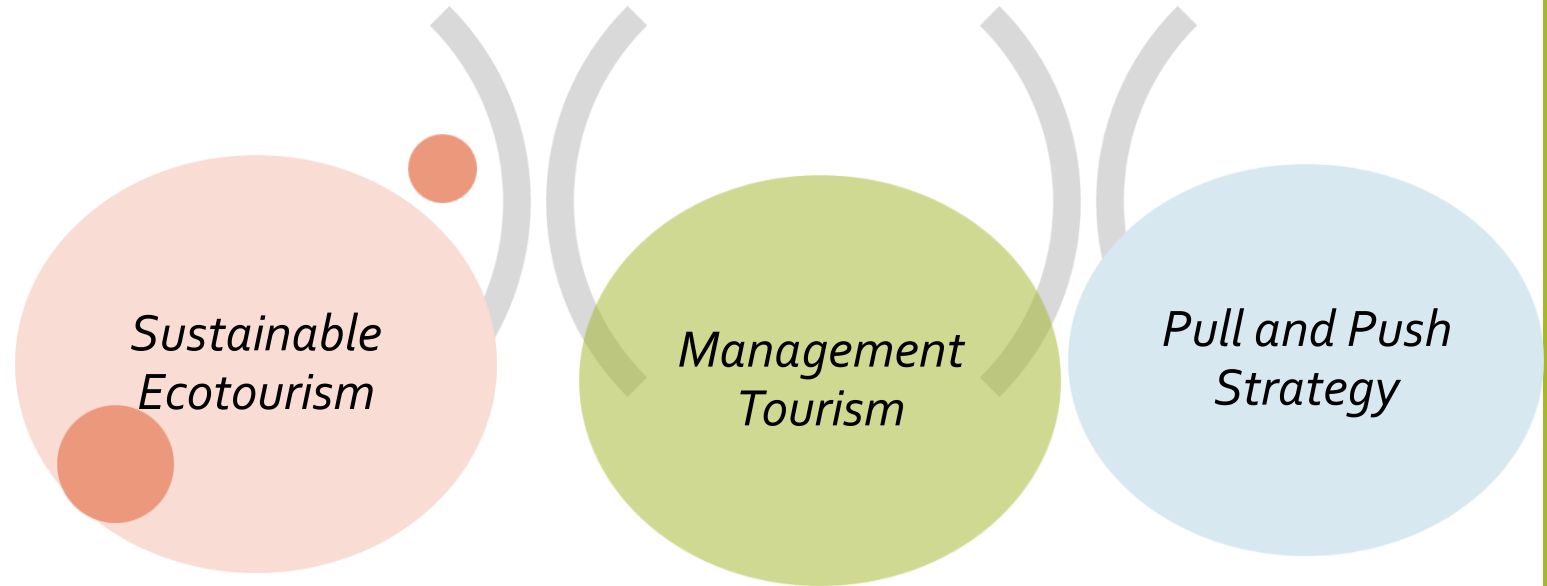
Introduction

- The tourism sector has a significant contribution to the economy
- The tourism sector is experiencing a declining trend because of pandemic covid 19
- Pekalongan Regency is one of the regencies in Central Java Province that has tourist attractions in natural, cultural, and artificial tourism.
- It is necessary to design an appropriate strategy so that the tourism sector can immediately rise from its downturn aftermath of the COVID-19 pandemic





Literature Review



*Sustainable
Ecotourism*

*Management
Tourism*

*Pull and Push
Strategy*



Method

This research is an exploratory research, which is primarily aimed to explore the attractiveness of tourist destinations to be further classified into the category of external and internal factors of tourist as cumsumer to decide to travel.

In accordance with these objectives, this study uses a descriptive analysis approach. The data were collected by means of focus group discussions, interviews, and observations

**RESULT
AND
DISCUSSION**

**TOURIST EXTERNAL FACTORS FOR TRAVELING → TOURISM
DESTINATIONS/OBJECT ATTRACTIVENESS)**

Artificial Tourism

- The Religious Tourism of Habib Abdurrahman's and Syekh Abu Bakar Bin Toha Bin Yahya's Tomb, Kulu Asri Swimming Pool, Tirta Alam Swimming Pool, and Horse Race of Limbangan.

Nature Tourism

- Lolong Adventure), Sengkarang River.

Historical Tourism

- Lengkung (Arch) Bridge.

Others

- In the area of Kabalong, there is a very famous event that is always eagerly awaited by lovers of durian, namely the Durian Festival. This event held regularly every year, adjusting to the durian harvest season.

RESULT AND DISCUSSION

TOURIST INTERNAL FACTORS FOR TRAVELING

Considering the character of tourism objects in such a way, it seems that various tourism objects of Kabalong can fulfill many motives. The river of Sengkarang, by its heavy waterflood, meets the needs of sports tourism with rafting activities. The beautiful scenery and cool-air surrounding fulfill the need for relaxation. The availability of graves of Habib Abdurrahman Bin Toha and Sheikh Abu Bakar Bin Yahya satisfy cultural tours and pilgrimages.

The results SOAR analysis:

Strength → the goods produced by the MSMEs tend to be based on the local potential.

Opportunities → MSMEs will grow along with the development of tourist destinations.

Aspirations → there are two important things that can be formulated to enhance the ecotourism of in Kabalong i.e. strengthening MSMEs institution and optimizing the use of local potential.

Results → there is an icon that makes it easy to recognize Kabalong; product specializations and uniqueness.

The results IPA:

The promotion must be prioritized to improve. The promotional mix which was identified as important but having low performance is a signpost.

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Considering its potentials, internal and external factors, and the problems that still exist, the ecotourism of Kabalog needs to be intensively-promoted. Thus, Kabalong will be more widely known. The push marketing strategies that appropriate to be applied are setting up signboards, optimizing social-media usage, and billboards. The tourism service providers could implement those promotional-mixed in introducing destinations. The push strategy is needed to overcome problems in the short run. In the long run, pull marketing strategies like building connectivity among locations and activities are crucial. In maintaining the endowment factors and uniqueness, stakeholders should pay attention to ecological aspects, local wisdom, and environmental conservation.



THANK YOU

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