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Building Identity: Agrotourism Brand Building Strategy in Sayum Village, Sabah

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Abstract

Sayum Saba Village is one of the villages in Sibolangit District which has beautiful views and a clear river. However, the natural beauty of Sayum Saba has not been well exposed so it is not widely visited by tourists. This is very unfortunate considering that the village has natural beauty and unique culture so that it can actually become a favorite tourist destination in North Sumatra. The urgency of this research is that an appropriate marketing strategy model (brand building) is needed to increase the number of visits to Sayum Saba village agrotourism. The aim of this research is to create an appropriate marketing adaptation model for the development of agrotourism in Sayum Sabah village. Data collection includes primary and secondary data. Data was collected using literature studies, observations, interviews, and Focus Group Discussions. Data was analyzed using SWOT analysis.

Keywords: Agrotourism, Strategy and Sayum Village

INTRODUCTION

The Indonesian tourism sector is increasingly establishing itself as one of Indonesia's main economic sectors, where the economic contribution of Indonesian tourism is increasing (S. A. A. W. N. M. M. F. Nasib, 2023). The quantity and quality of tourism destinations and services are constantly being improved, creating a diversity of Indonesian tourism destinations that are competitive in the world (Rusiadi, 2023). The diversity of competitive destinations in various regions of Indonesia is the first step to attracting tourists to come to Indonesia and promote Indonesia as one of the leading

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tourism destinations in the world (A. R. F. A. S. C. M. Nasib, 2021)(Rusiadi, 2024). This increase can be seen from the number of visits by foreign tourists coming to Indonesia which rose by 5.22% (Dayan & Sari, 2022). An alternative solution to attract tourists is the existence of Village Agrotourism (Joshi, 2012). This indicates that there is high demand for tourist villages and at the same time opens up opportunities for the development of agricultural products either in the form of areas or agricultural products that have a specific appeal (Pertanian, 2003; Siregar et al., 2019). A tourist village is a form of integration between attractions, accommodations, and facilities presented in a structure of community life that is integrated with local traditions. Tourism villages are an alternative tourism development approach (N. W. J. M. R. A. A. R. H. A. Lubis, 2023). One way of developing tourist villages as centers of economic, social, and cultural activities is by utilizing resources based on agricultural products. One of the contributors to the tourism sector is the agrotourism industry, which combines tourist trips with farming experiences, and agricultural product education (5,(Arroyo et al., 2013). According to agricultural experts, agrotourism development is feasible in rural areas (Marwanti, 2015). The development of tourism villages based on agricultural products is expected to give rise to various production activities as alternative sources of adequate income for rural communities without having to abandon the main livelihood in the agricultural sector (Effendi et al., 2015). Promotional strategies to increase the number of tourists are needed to achieve community welfare (Carlsen & Butler, 2011; J. R. Siregar et al., 2019). One way to increase the number of visitors in Sayum Saba village is by implementing agrotourism agrowisata (Suansri & others, 2003; Sunaryo, 2013)and another alternative is to create brand building (Sengupta et al., 2018)

Sayum Sabah Village is a tourist village area that offers various attractions such as natural views in the form of beautiful rice fields and abundant agricultural products. Recently, agrotourism has become increasingly popular with tourists. Apart from enjoying natural beauty, visitors can also experience agricultural and plantation products. The existence of Agrotourism in Sayum Sabah Village based on agricultural products will add to the tourist objects and attractions in Sayum Sabah Village which in turn can support increasing regional income, and even improve the welfare of the surrounding community. This potential certainly requires serious attention, considering that the potential in an area will be beneficial if it can be managed by residents. Agrotourism in rural areas manifests innovative ideas for rural development, which can also increase national economic growth (Hayrol et al., 2015). The development of agrotourism villages can benefit not only rural

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communities but also convince urban communities to understand and appreciate the importance of educational agriculture. Even though Sayum Saba village is a tourist village, tourist visits to Sayum Saba village are still very small compared to other tourist attractions.

Tourist visits to tourist villages fluctuate from year to year, this is because not many people know about the existence of Sayum Saba village. Based on this data, an effective tourism village marketing strategy is needed that influences tourist decisions which will increase tourist visits. Apart from that, branding can be a differentiating strategy or identity for a product, including tourism products (Lestari & Aprilia, 2013), 18, (Chuang, 2015).

The formulation of this research problem is:

1. There is still limited use of technology in the Promotion of Sayum Saba Village
2. The market segment or tourists targeted by Sayum Saba Village is still a certain group
3. The packages offered by Sayum Saba Village are still limited
4. The human resource capacity of the Sayum Saba Village management is still limited
5. The role of stakeholders is still not optimal

The problem-solving approach is to describe the marketing strategy of Sayum Saba village through the marketing mix in terms of the capacity of the products offered, networking with stakeholders, as well as product development and human resources. With the right marketing strategy, adapting to the characteristics of target consumers, it is hoped that it can increase consumers, in this case, the number of tourists (Effendi, 2015)

METHOD

This research uses a research and development design. The selection of research samples in Sayum Saba Village was carried out using purposive sampling. The respondents for this research were 100 agrotourism stakeholders in Sayum Sabah Village, consisting of thirty MSME actors in the tourism environment, twenty-eight residents around the tourist location, forty visitors, and two elements of the leadership of the Sayum Sabah Village subdistrict office. This research examines how brand-building adaptations are carried out in the development of agrotourism in Sayum Sabah village

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Data types include primary and secondary data. Data was collected using literature studies, observations, interviews, and Focus Group Discussions. The data method was analyzed using descriptive analysis techniques and SWOT analysis. The function of SWOT analysis is to obtain information from situation analysis and describe internal (strengths and weaknesses) and external (opportunities and threats) factors that determine strategy (Arikunto, 2006)

Respondent Profile

The respondents of this research are Sayum Sabah tourism stakeholders who have various backgrounds. The following table explains the composition of the research respondents for the Sayum Sabah Village Agrotourism brand building adaptation model. The gender of the research respondents has the same percentage, namely fifty percent. The majority of respondents' ages were in the range of 35 to 40 years, reaching forty-seven percent of the total respondents. Age maturity influences the respondent's experience and objectivity (George, 2002)(Tambunan et al., 2018). Seventy-four percent of respondents have a high school education and the rest have a bachelor's degree. The majority of respondents are housewives, most of whom are regular visitors to Sayum Sabah, followed by thirty-seven percent of respondents who are farmers.

Respondents' Preferences for Images of Tourist Attractions in Sayum Sabah

a. The level of enthusiasm of respondents in visiting Sayum Sabah tourism

   Based on data collection, it was found that seventy-nine percent of respondents agreed that enthusiasm for visiting Sabah's Sayum tourism was high. This is because the supporting facilities at Sayum Sabah Village tourism (such as guest houses/villas, mess, gazebo, multi-purpose buildings and restaurants) are available and adequate. Apart from that, the Sayum Sabah area is easily accessible by two-wheeled and four-wheeled vehicles, and with infrastructure

   Twenty-one percent do not have high enthusiasm for the Sayum Sabah tourist location because Sayum Sabah tourism is one of the many natural tourist locations in the Sibolangit area, North Sumatra. Sayum Sabah's location, which is close to a number of Sibolangit natural attractions, influences the level of enthusiasm of visitors.

b. Perception of Sabah's Sayum Tourism Image in Respondents' Perceptions

   Sixty-eight percent of respondents stated that Sayum Sabah tourism has unique characteristics, namely views and natural baths. Sayum Sabah Village has

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stretches of rice fields and gardens that can be utilized to support the natural tourism that already exists in the village as agrotourism. With the strength of the unique characteristics of tourism in this village, brand building for village tourism will be easier to do with several strategies that are appropriate to the conditions and situations faced.

c. Source of Sabah Sayum River Tourism Information

Based on the team's research, seventy-nine percent of respondents learned about the existence of Sayum Sabah from social media. Marketing tourist locations via social media is more effective because this platform makes it possible to reach the target audience widely, personally and interactively (N. S. S. Siregar et al., 2020). This is supported by data from the Indonesian Internet Service Providers Association in 2020 that 79.2% of North Sumatra residents use social media in their daily lives. From this phenomenon, the use of social media platforms can be considered in the agrotourism brand building of Sayum Sabah Village.

IFAS Matrix

The IFAS SWOT Matrix's main aim is to identify, assess and describe the internal factors faced by a business entity and influence the strategic position of an entity (Gunawan & Aldianto, 2013; Phadermrod et al., 2016; Yuliati & Suwandono, 2016).. The IFAS matrix is summarized in the table below:

Table 1. IFAS Matrix

Internal Strength Factors	Total Value	Weight	Rating	Score
1. Residents of Sayum Sabah Village maintain local wisdom and customs	132	0,1606	3	0,4818
2. River tourism and bathing are the main characteristics and are synonymous with Sayum Sabah Village tourism	132	0,1606	3	0,4818

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3. Supporting facilities at Sayum Sabah Village tourism (such as guest house/villa, mess, gazebo, multi-purpose building and restaurant) are available and adequate	133	0,1618	4	0,6472
4. Road/asphalt infrastructure to the village is in good condition	125	0,1520	3	0,4560
Total Internal Strength	**522**	**0,6350**		**2,0668**
Internal Weakness Factors	**Total Value**	**Weight**	**Rating**	**Score**
1. Access/means of transportation (public transportation) to the village are inadequate	77	0,0937	2	0,1874
2. Information from websites and social media regarding Sayum Sabah Village is still minimal	76	0,0925	2	0,185
3. Sayum Sabah Village Tourism does not yet have an identity such as a logo	74	0,0900	2	0,18
4. The types of tourism in the village are less diverse	73	0,0888	2	0,1776
Total Internal Weaknesses	**300**	**0,365**		**0,730**
Total Internal Factors	822	1,00		

Source ; Primary data processed, 2023

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From the table above, the total internal strength of 2.0668 is much greater than the total weakness of 0.730. This shows that tourism development with agrotourism brand building is strong enough to overcome the weaknesses currently faced. The strongest factor is that supporting facilities in Sayum Sabah Village tourism (such as guest houses/villas, mess, gazebo, multi-purpose buildings and restaurants) are available and adequate with a score of 0.6472. This is in accordance with various research findings conducted by (Astriyani & Sudarusman, 2016; Sina, 2021; Sofiyudin & Nugroho, 2017) that the provision of supporting facilities at tourist locations not only fulfills the basic needs of tourists, but also plays a role in forming an impression. positive. Adequate facilities influence tourists' decisions to return to visit a destination and have a positive impact on the tourism industry as a whole (A. Lubis et al., 2023). The biggest weakness is that the access factor/transport facilities (public transport) to the village are inadequate (0.1874), although currently the road infrastructure in the village is adequate and quite good, public transport facilities are very limited so visitors have to use private vehicles to reach location. Transportation problems are a common problem in village tourism in Indonesia (A. Lubis, Apriliya, Anggi, et al., 2022; A. Lubis, Apriliya, Simbolon, et al., 2022). Limited public transportation causes tourist visits to not be optimal, considering that not all tourists have adequate private vehicles for traveling.

EFAS Matrix

The EFAS matrix in SWOT analysis makes it easier for business entities to understand external factors that can influence the position of a business entity (Gunawan & Aldianto, 2013). Identifying opportunities aims to take advantage of them, while identifying threats aims to overcome their negative impacts. The EFAS matrix is used together with the IFAS matrix to formulate strategies. The following is the EFAS matrix table in this research:

Table 2. EFAS Matrix

External Factors Opportunities	total value	Weight	Rating	Score
1. The enthusiasm of the people of North Sumatra for natural tourism is increasing	138	0,1689	4	0,6756

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2. Many tourist agents such as travel agents can promote Sabah Sayum Village tourism	137	0,1669	4	0,6676
3. The high level of social media use in North Sumatra can be used to promote Sayum Sabah Village	139	0,1693	4	0,6772
Total Chance Factor	**414**	**0,4847**		**2,0204**
External Factors Threats				
1. Deli Serdang Regency has many natural attractions such as beaches, waterfalls, baths around Sayum Sabah Village	132	0,1608	3	0,4824
2. Extreme and erratic weather conditions have a negative impact on the safety of visitors around the Sembahe River	137	0,1669	4	0,6676
3. The increase in food and fuel prices affects the purchasing power of visitors/tourists	138	0,1689	4	0,6756
Total External Threat Factors	**407**	**0,5153**		**1,8256**
Total External Factors	**821**	**1,00**		

Based on the calculation results, it can be seen that the total opportunity score (2.024) is greater than the threat (1.8256). This means that in developing Sayum Sabah tourism with brand building adaptations there are favorable environmental conditions, namely business entities have more potential to take advantage of the situation. positive and maximize profits with low risk obstacles. This is reflected in the opportunity factor rating, which overall has a rating of four, with the high level of social media usage in North Sumatra being able to be used to promote Sayum Sabah Village (0.6772), with this strength the tourism brand building process in Sayum Sabah Village is predicted easier. Regarding the threat factor, extreme and erratic weather conditions have an adverse impact on the safety of visitors around the Sembahe River (0.6676), the weakness of

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natural tourism is that it is very dependent on natural conditions, worsening weather has a big influence on the number of visits to tourist locations.

Internal External Matrix

The internal and external matrices in SWOT analysis refer to two matrices, namely EFAS and IFAS. This matrix is used to summarize the results of analysis of internal and external factors in strategic planning.

1. Total strength score = 2.066
2. Total weakness score = 0.73
3. Total opportunity score (opportunities) = 2.02
4. Total threat score = 1.826

From the total score calculation above, a SWOT diagram can be created with the following formula:

$$\frac{S-W}{2}; \frac{O-T}{2}$$

Based on the calculation above, the internal and external matrix coordinate points are 0.67; 0.097 with a position in quadrant I which can be seen in the following illustration:

Peluang (O)

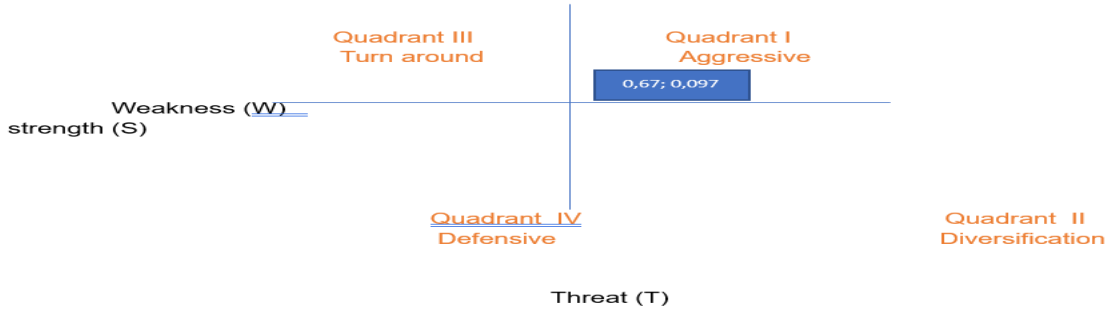


Figure 1. Sayum Sabah Agrotourism Brand Building Adaptation Matrix

From the matrix above, it can be seen that the position of Sayum Sabah agrotourism is in quadrant I, where this position is a profitable position because it has many opportunities that can be exploited and the risk of threats is low. Based on this matrix, the main strategy in adapting Sayum Sabah agrotourism brand building is an aggressive strategy. Aggressive strategy is oriented towards innovative and bold actions to achieve organizational goals quickly. This is in accordance with the conditions of Ayum

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Sabah agrotourism which has competitive advantages such as adequate tourist facilities, a positive image from tourists, large social media users, and a number of travel agencies, all of which can be managed to develop Sayum Sabah village tourism.

Meanwhile, alternative strategies are supporting strategies for the main strategy or grand strategy. Alternative strategies consist of Strength Opportunities (SO), Strength Threats (ST), Weakness Opportunities (WO), and Weakness Threats (WT). The next step is to prioritize strategies based on the results of calculating the total score of strengths, weaknesses, opportunities and threats. There are four alternative strategies formulated and implemented in adapting the Sayum Sabah agrotourism brand building, namely Strength Opportunities (SO), Strength Threats (ST), Weakness Opportunities (WO), and Weakness Threats (WT). The following is a table containing strategy formulation and priorities:

Table 3. SWOT Strategy Priority Order for Rice Field Agrotourism Development

Strategy	Formulation	Score	Order
SO	Strength total score + Opportunities total score	4,086	I
WO	Total Weakness score + Total Opportunities score	2,750	III
ST	Total Strength score + Total Threats score	3,892	II
WT	Total Weakness score + Total Threats score	2,590	IV

Source: processed primary data, 2022

From the results of the weight and scoring assessments that have been carried out on the IFAS and EFAS tables, it can be seen that the SO strategy score is the highest, namely 4.086. SO strategy is an approach that utilizes an organization's internal strengths (Strengths) to take advantage of external opportunities (Opportunities). This approach focuses on how an organization can use its advantages and resources to seize opportunities that exist in the market or external environment. There are several aggressive strategy schemes, namely 1) Market Development Strategy, 2) Product Development Strategy, 3) Market Penetration Strategy (Fred R, 2006). In the era of the Industrial Revolution 4.0, to build a strong brand it must have three main elements,

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namely Positioning, Differentiation and Brand (PDB) (Lestari & Aprilia, 2013) which are equipped with the 3i's, namely brand identity, brand integrity and brand image.

SO's alternative strategy in adapting brand building in Sayum Sabah Tourism Village is as follows:

a. Strengthening the identity and characteristics of Sayum Sabah Village tourism, namely natural tourism that focuses on natural scenery and agriculture through the creation of logos and symbols typical of Sayum Sabah Tourism
b. Massively increase promotion of the introduction of tourist locations through digital platforms, both with social media and inviting influencers to attract tourists from outside North Sumatra
c. Utilizing local wisdom such as traditional activities (for example traditional parties, traditions of mutual cooperation in agricultural activities) which are packaged in tourist attractions to add to the uniqueness of Sabah's Sayum Village tourism
d. Utilizing private sector networks such as travel agencies in assisting the marketing and branding process of tourist destinations, and collaborating in Sayum Village tour package tours, Sabah

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