



## Manuaba waterfall marketing strategy as a spiritual tourism attraction in Kenderan Tourism Village, Gianyar regency

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### ABSTRACT

Tourism marketing is a management process that coordinates companies that are members of the tourism service industry to provide services and communications with the aim of satisfying tourists' desires within a local, regional, national or international scope. Manuaba waterfall is a natural tourist attraction, which is currently visited by tourists with the aim of carrying out spiritual tourism activities. In service/hospitality marketing, it is known that there is the term 8 P's of marketing. The marketing mix in hospitality consists of: product, price, place, promotion, people, packaging, programming, and partnership, (Morrison, 2010; 351). The purpose of this research is to increase the attractiveness of spiritual tourism in Manuaba waterfall and determine the right marketing strategy for Manuaba waterfall. The theories in this study are the 8 P's theory, 4A theory and the Tourism Area Life-Cycle (TALC) theory. This study uses a qualitative method through in-depth interviews with relevant stakeholders/stakeholders and academics. From the potential for spiritual tourism, the Manuaba waterfall has natural beauty and an aura of mysticism that makes people who visit feel calm, comfortable and connected to the creator. From the 4A analysis, we can see that the Manuaba waterfall is starting to develop into a spiritual tourism attraction. Manuaba waterfall currently based on TALC (tourism area life cycle) is on exploration. At this stage there is a high interaction between the community and tourists. The position of the Manuaba waterfall, which is currently in an exploration position, must be introduced to its existence, especially as a spiritual tourism attraction through marketing promotions.

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## INTRODUCTION

The tourism industry has now become an extraordinary global phenomenon (Jaelani, 2017; Rosyada & Wigiawati, 2020; Wijaya et al., 2021). At the beginning of 2020 the Covid-19 pandemic attacked the world, the tourism industry also collapsed. Bali is one of the areas that relies on the tourism industry as the lifeblood of the people's economy. Now The world has entered a new normal era. Tourism development in the new normal era is carried out by the government through the Ministry of

Tourism and Creative Economy (Kemenparekraf) by conducting safaris to villages and encouraging people to enjoy the beauty and nature of the countryside with the CHSE (Cleanliness, Health, Safety, Environment) program as the post-pandemic tourism tagline Covid-19 or what is known as tourism in the new normal era is an agenda that aims to prevent and control Covid-19 for the community in public places and facilities in order to prevent the occurrence of new epicenters or clusters during the pandemic. Besides that, the long-term goal is to build the trust of people who travel to various tourist destinations in Indonesia (Herman et al., 2020).

The tourism industry, which has fallen due to the Covid-19 Pandemic, must be revived through appropriate marketing strategies to improve the economy of people who depend on the tourism industry. Marketing strategy is a management structured to accelerate solving marketing problems and making strategic decisions (Ambarphati, 2020; Kartina & Anwar, 2017; Paputungan et al., 2022). Marketing is a function that has the most contact with the external environment, even though the company only has limited control over the external environment (Ikhwan, 2019; Kartikasari & Faizin, 2021; Lahengko et al., 2022). Therefore marketing plays an important role in strategy development. In the context of strategy formulation, marketing has two dimensions, namely the current dimension and the future dimension (Indrayani & Anggraini, 2020; Performance et al., 2022).

Tourism marketing (tourism marketing) is very complex in nature, compared to the marketing of goods produced by manufacturing companies (Jannah & Moh. Moefad, 2019; Lagalo & Pd, 2019; Prihastuti & Widayati, 2019). Tourism marketing is a management process that coordinates companies that are members of the tourism service industry to provide services and communications with the aim of satisfying tourists' desires within a local, regional, national or international scope. In service/hospitality marketing, it is known that there are 8 P's of marketing. The marketing mix in hospitality consists of: product, price, place, promotion, people, packaging, programming and partnership (Candra & Rani, 2019; Pasaribu et al., 2019). The marketing mix is used to achieve company goals, especially the tourism service industry and satisfy the desires of tourists. Marketing mix tools in the new normal era are of course applied under different conditions, adjusting to the conditions of the Covid-19 pandemic at a destination.

In an effort to meet the needs of visiting tourists, a tourist destination must meet the four elements of the tourism industry, namely attraction, accessibility, amenities, and ancillary (Ningtiyas & Alvianna, 2021). Attraction is a potential main attraction owned by a tourist destination that can attract tourists to visit (Kusmalinda et al., 2019). Accessibility is the ease of access for tourists to reach a tourist destination, which includes security, comfort, and time needed (Delamartha et al., 2021). Amenities, namely all forms of facilities supporting the needs of tourists when visiting a tourist destination, such as accommodation (places to live), places to eat and drink, places of entertainment, and shopping places (Wilopo & Hakim, 2017). Ancillary is an additional service by tour organizers such as tour guides, ticket bookings, travel agents, and the availability of information centers (Kabas & Suminar, 2022).

Manuaba waterfall is a natural tourist attraction, which is currently visited by tourists with the aim of carrying out spiritual tourism activities. Spirituality is a belief and religion that has been around for a long time and in the future will become one of the main factors for conducting tourism activities. Spiritual tourism is a "result" of religious/religious tourism whose activities include: Yoga, Ayurveda, Meditation, Cultural Activity, religious activity. Spiritual tourism activities carried out by spiritual organizations not only attract religious tourists, but also non-religious visitors who have different desires and have preferences by respecting their own lives and satisfactions (Susanti et al., 2019). Spiritual tourism is an exclusive form of tourism, with religion as the driving force. Therefore, it can be said that spiritual tourism is one of the oldest forms of tourism along with the history of religions in the world. The product of spiritual tourism is dominated by experience; especially the spiritual experience and also the personal experience of religiosity (Made Darsana, 2022). The spiritual tourism activity that has developed at the Manuba waterfall which is followed by tourists

is meditation. The number of tourists visiting the Manuaba waterfall in 2019 to 2022 is 500 people, for the number of tourists who carry out spiritual tourism activities as many as 100.

Tourism development is a concept that continues to experience development (Suryaningsih and Suryawan, 2016). The concept of the tourism area life cycle or better known as the tourism area life cycle is a concept that has the carrying capacity to see the condition of tourism in an area. This concept will show that a tourist area always shows changes from time to time, be it changes that have increased or changes that have decreased. With good management, tourism plays a role in empowering scarce resources so that the tourism life cycle can be extended to be sustainable (Theobald, 2004). The Tourism Area Life-Cycle theory is a concept that is applied or used in the development of a tourist area (Susanti et al., 2019).

Manuaba waterfall currently based on TALC (tourism area life cycle) is on exploration. Exploration (exploratory) is the stage of introducing new tourism products, visitors or tourists begin to arrive in small numbers. Tourists who initially only visited to see the natural beauty of the Manuaba waterfall felt a mystical, calm and comfortable atmosphere that aroused tourists' spiritual desires such as meditation. In order for the Manuaba waterfall spiritual tourism product to hit its target, there must be a more integrated and structured marketing system, Manuaba waterfall will become better known. Therefore, researchers will examine spiritual tourism products owned by Manuaba waterfall so that they can attract tourists and carry out spiritual tourism activities at Manuaba waterfall. This study aims to find out how the potential of Manuaba waterfall is as a spiritual attraction and marketing strategy for Manuaba Waterfall. The benefit of this research is to increase the attractiveness of spiritual tourism at the Manuaba waterfall and determine the right marketing strategy for the Manuaba waterfall.

## RESEARCH METHOD

This study uses a qualitative descriptive method because researchers want to know the potential of the Manuaba Waterfall as a spiritual attraction and the right marketing strategy for Manuaba Waterfall. Data collection techniques in this study through observation, interviews and documentation. The main instruments in this study include observation guidelines, which are in the form of written observations to find data related to nature, magic and mysticism to find out the potential of the Manuaba waterfall and determine the right marketing strategy for the Manuaba waterfall which has an impact on the people in the village. Kendall Tour. The interview guide is in the form of a list of questions to find data regarding the potential of the Manuaba waterfall as a spiritual tourism object and the Manuaba waterfall marketing strategy. Informants interviewed in this study were the Chairperson of the Tourism Awareness Group (Pokdarwis), the Head of Kenderan Village, the government (Head of the Gianyar Regency Tourism Office), Penglingsir Puri Manuaba, environmental activists, local entrepreneurs in Kenderan Tourism Village, researchers/academics and tourists. In this study, researchers used data validity techniques through triangulation.

## RESULTS AND DISCUSSIONS

Manuaba waterfall is a natural tourist attraction that has developed and is well known to both domestic and foreign tourists with the number of tourist visits in 2019-2022 around 500 people. After the pandemic, when entering the new normal era, some tourists have carried out spiritual activities at the Manuaba waterfall, such as meditation activities. Manuaba waterfall is located in Kenderan Tourism Village, Tegallalang District, Gianyar Regency, Bali Province. Kenderan Village is located at 115.28955 BT/-8.455958 South Latitude which has an area of around 7.18 km<sup>2</sup> and is located at an altitude of approximately 600 meters above sea level. Kenderan Village has a relatively flat land surface/landscape. Kenderan Village has a tropical climate with a minimum temperature of 220 C and a maximum of 280 C, with an average humidity above 80%. Kenderan Village has a strategic

location and is very easy to access in terms of communication and coordination, especially with the District and District government levels. The Kenderan Village area is led by a head of village head and consists of 10 service banjars and 3 traditional villages, each banjar is led by a village head office. The Office Banjars in Kenderan Village are Dlod Blungbang Banjar, Pande Banjar, Tangkas Banjar, Tengah Banjar, Triwangsa Banjar, Gunaksa Banjar, Pinjul Banjar, Dukuh Banjar, Kenderan Banjar, and Kepitu Banjar. As for the Traditional Village itself, Kenderan Village has 3 There are other villages, the Dlod Blungbang Traditional Village, the Manuaba Traditional Village, and the Kenderan Traditional Village (Jadesta.kemenparekraf). especially with the sub-district and district government levels. The Kenderan Village area is led by a head of village head and consists of 10 service banjars and 3 traditional villages, each banjar is led by a village head office. The Office Banjars in Kenderan Village are Dlod Blungbang Banjar, Pande Banjar, Tangkas Banjar, Tengah Banjar, Triwangsa Banjar, Gunaksa Banjar, Pinjul Banjar, Dukuh Banjar, Kenderan Banjar, and Kepitu Banjar. As for the Traditional Village itself, Kenderan Village has 3 There are other villages, the Dlod Blungbang Traditional Village, the Manuaba Traditional Village, and the Kenderan Traditional Village (Jadesta.kemenparekraf). especially with the sub-district and district government levels. The Kenderan Village area is led by a head of village head and consists of 10 service banjars and 3 traditional villages, each banjar is led by a village head office. The Office Banjars in Kenderan Village are Dlod Blungbang Banjar, Pande Banjar, Tangkas Banjar, Tengah Banjar, Triwangsa Banjar, Gunaksa Banjar, Pinjul Banjar, Dukuh Banjar, Kenderan Banjar, and Kepitu Banjar. As for the Traditional Village itself, Kenderan Village has 3 There are other villages, the Dlod Blungbang Traditional Village, the Manuaba Traditional Village, and the Kenderan Traditional Village (Jadesta.kemenparekraf).

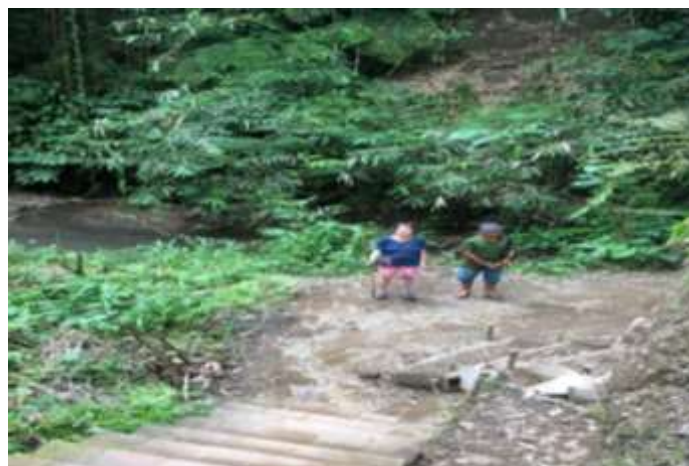


**Figure 1.** Manuaba waterfall  
Source : Personal documents 2022

From the potential for spiritual tourism, Manuaba waterfall has natural beauty and an aura of mysticism that makes tourists who visit feel calm, comfortable and connected to the creator. From the 4A analysis according to Butler (1980) we can see that Manuaba waterfall is starting to develop into a spiritual tourism attraction through descriptive analysis as follows: attraction is a natural tourist attraction such as a stunning view of a waterfall which is the main attraction to increase tourist visits. The spiritual tourism attraction that can be carried out is meditation by concentrating on the Creator with an atmosphere of mysticism because the place is hidden so that tourists who meditate feel comfortable. Besides meditating, Tourists can do lukutan because there is a mixture of seven holy springs called tirta. The seven tirtas consist of Tirta Sangku, Tirta Sudamala, Tirta Terus Dawa, Tirta Bulan, Tirta Dadapan, Tirta Gringsing and Tirta Lindung Wesi. The surrounding community believes that doing lukewarm will purify the body and spirit. Foreign tourists are also interested in carrying out surrendering activities because they believe they will get peace of mind.

In terms of accessibility, access to the Manuaba waterfall is not in accordance with comfort and safety standards. For accessibility, Porkdarwis together with the local community carry out mutual cooperation activities to clean the environment for easy access for tourists to the Manuaba waterfall. Tourists who carry out tourism activities are expected to stay longer in Kendran Tourism Village to try various existing tourist attractions, especially the Manuaba waterfall. Tourists visiting the Kenderan Tourism Village need convenience facilities (amenities) such as villas, homestays, resorts, restaurants, cafes and minimarts, so that the length of stay of tourists is longer. Ancillary is an additional institutional support and service. This additional service is meant to be an organization or group that is tourism conscious, such as a tourism awareness group that provides a clearer understanding of this tourism. Ancillary system (institutional role) is needed in developing a tourist attraction. Tourists visiting the Kenderan Tourism Village need convenience facilities (amenities) such as villas, homestays, resorts, restaurants, cafes and minimarts, so that the length of stay of tourists is longer. Ancillary is an additional institutional support and service. This additional service is meant to be an organization or group that is tourism conscious, such as a tourism awareness group that provides a clearer understanding of this tourism. Ancillary system (institutional role) is needed in developing a tourist attraction. Tourists visiting the Kenderan Tourism Village need convenience facilities (amenities) such as villas, homestays, resorts, restaurants, cafes and minimarts, so that the length of stay of tourists is longer. Ancillary is an additional institutional support and service. This additional service is meant to be an organization or group that is tourism conscious, such as a tourism awareness group that provides a clearer understanding of this tourism. Ancillary system (institutional role) is needed in developing a tourist attraction. such as tourism awareness groups that provide a clearer understanding of this tourism. Ancillary system (institutional role) is needed in developing a tourist attraction. such as tourism awareness groups that provide a clearer understanding of this tourism. Ancillary system (institutional role) is needed in developing a tourist attraction.

Even though the Manuaba waterfall has the potential to be developed as a spiritual tourism attraction, without the support of strong institutions it will be difficult to develop and tourists are not aware of the existence of the Manuaba waterfall. For now, the institutions that help introduce, promote and manage are porkdarwis and Puri Manuaba Retreat. Porkdarwis and Puri Manuaba Retreat have tried to introduce, promote and manage the Manuaba waterfall but the results have not been maximized. For this reason, it is necessary to carry out TALC (tourism area life cycle). Based on observations and results of stakeholder interviews there (Chair of the Tourism Awareness Group (Pokdarwis), Head of Kenderan Village, Penglingsir Puri Manuaba, Environmental activists, local entrepreneurs in Kenderan Tourism Village, researchers/academicians and tourists) that the current position of the Manuaba waterfall based on TALC (tourism area life cycle) is on exploration. Exploration (exploratory) is the stage of introducing new tourism products, visitors or tourists begin to arrive in small numbers. This stage is related to discovery, namely a place as a tourism potential has just been discovered by tourists, tourism actors and the government. Usually the number of visitors is small, tourists are attracted to areas that have not been polluted and deserted, the location is difficult to reach but is of interest to a small number of tourists. At this stage there is a high interaction between the community and tourists.



**Figure 2.** Tourists visiting manuaba waterfall  
Source : Personal documents 2022

Based on the results of the researcher's interview with one of the informants in Kenderan Village, it was true that there were problems related to the Kenderan Tourism Village marketing system, such as the product: Manuaba waterfall has a tourism product with a calm and unspoiled natural atmosphere which is the main attraction for tourists in the new normal era. Manuaba waterfall is unique compared to other waterfall tours, namely the mixture of seven holy springs called tirta. The seven tirtas consist of Tirta Sangku, Tirta Sudamala, Tirta Terus Dawa, Tirta Bulan, Tirta Dadapan, Tirta Gringsing and Tirta Lindung Wesi. However, the facilities near Manuaba Waterfall are inadequate for visiting tourists. Price: Currently, tourists visiting Manuaba Waterfall are not charged a fee. natural beauty that will be a privilege for tourists. The calm, quiet and beautiful natural atmosphere makes the Manuaba waterfall a private tourist spot (more flexibility to enjoy the beauty of the Manuaba waterfall). However, Manuaba waterfall has a hidden place and there are no clear directions to tourist sites, promotion: Manuaba waterfall does not yet have a clear promotion system consisting of a website, not registered on trip advisor and no supporting social media accounts so it does not have promotion appropriate, people: stakeholders in Manuaba waterfall to synergize and collaborate in realizing effective and targeted marketing, packaging: Manuaba waterfall must be better organized so that it has an exclusive appearance, referring to its target, namely foreign tourists, programming.

## CONCLUSION

Manuaba waterfall has spiritual tourism potential such as natural beauty and an aura of mysticism that makes visiting tourists feel calm, comfortable and connected to the creator. Manuaba waterfall is currently in the exploration stage. Exploration (exploratory) is the stage of introducing new tourism products, visitors or tourists begin to arrive in small numbers. Tourists who initially only visited to see the natural beauty of the Manuaba waterfall felt a mystical, calm and comfortable atmosphere that aroused tourists' spiritual desires such as meditation. In order for the Manuaba waterfall spiritual tourism product to hit its target, there must be a more integrated and structured marketing system, the Manuaba waterfall will become better known as a spiritual tourism attraction.

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