ANALYSIS OF THE INFLUENCE OF TOURISM EDUCATION PROMOTION PROGRAM ON THE DECISION TO CHOOSE HIGHER EDUCATION POLYTECHNIC, BINTAN CAKRAWALA-LAGOI

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ABSTRACT

The purpose of this study was designed to determine the level of influence of the 6 elements of promotion on the decision to choose Bintan Cakrawala Polytechnic, Lagoi. This study uses a quantitative approach with descriptive analysis techniques. The population in this study used all Diploma-4 and Diploma-3 students at the Bintan Cakrawala Polytechnic Campus in the First and Second Academic Years. Data were collected using a Likert scale questionnaire. The results showed that there was an influence on the decision to choose a university (y) through advertising regression with the number of Tcount > T table (2.838 > 2.056) and a significant effect because the value of the Advertising variable T < 0.050. Direct Sales with the number of Tcount > Ttable (2.961 > 2.056) and has a significant effect because the value of the Direct Sales variable T < 0.050. And Interactive Media with the number of Tcount > Ttable (2.643 > 2.056) and a significant effect because the value of the Interactive Media T variable < 0.050 explained in the regression test results, 6 Promotion Elements simultaneously have a significant effect because the value of the F-Test variable < 0.050.

KEYWORDS

College Promotion, Advertising, Interactive Media, College Marketing

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INTRODUCTION

The main theme is that tourism’s many facets are connected and that it is both possible and desirable to include an explicit recognition of those connections in general studies of the subject (Leiper, 1979). The world of Tourism and Education has a very close relationship in terms of character growth through tourism, cultural respect, cultural palestinian, biodiversity sustainability and the implementation of charm sapta in tourism (Pantiyasa, 2011). It is understood that tourism itself is a variety of tourism activities that have the support of facilities and services from entrepreneurs, governments, local governments and even the surrounding community (Zebua, 2016). Since the approval of the opening of the Bachelor of Tourism program as an Independent science, the need for efforts to get more tourism treatment from various parties, especially academics by looking at the development of world tourism that is increasingly advanced and has a huge tourism potential that requires optimal regional management, especially in the tourism sector. So it is realized that tourism education needs to be developed in the higher education system as a means of improving the quality of education from the side of the supply, including aspects of human resources (Utama, 2017). Tourism deserves to be built on complex phenomena through a system that logically science, the presumption and justification of the improvement from status as general knowledge to scientific knowledge in order to be in with other sciences (Misrijani et al., 2021).

In the latest data of the World Travel & Tourism Council (WTTC) that it is observed that revenues sourced from the tourism sector including travel and tourists in Indonesia could generate 2.4 million new jobs. The tourism sector is able to contribute 6.2 percent of Indonesia’s gross domestic product (GDP) or as much as Rp 770 trillion. In 2018, asean tourists became the highest source of visit revenue, increasing to 15.81 million foreign tourists (an increase of 7.6% from the previous year). Observed in the period of visit in 2019, Indonesia recorded the number of visits 16.11 Million Foreign tourists (an increase of 1.88% from the previous year). Marketing mixs factor in the field of promotion becomes a surefire target of the government in the concept of dissemination of information through sales promotion, printing, relationship relations, mass media so as to have a positive impact on the value of development (Sahir, 2018).

Riau Islands consists of several islands such as Batam, Bintan, Karimun, Natuna, Lingga and Anambas. Riau Islands consists of 2 cities namely the city of Tanjung Pinang and Batam and 5 districts (Waluyo & Apriliyanti, 2015). Researchers processed from data forlap dikti year 2019/2020 Riau Islands has a total of 67 private and state higher education institutions in various fields of study, 2 of them have closed and 2 others in the status of Transfer, there are only 3 educational institutions that have and focus on tourism and hospitality education guidance programs for Bachelor level 1 and Diploma 3, namely Batam International University with Bachelor Level 1, Batam Tourism Polytechnic for Vocational Education Diploma 4, and Polytechnic Bintan Cakrawala for Vocational Education Diploma 4 and Diploma 3.

As one of the companies that is also the main manager of lagoi tourism area, north Bintan, PT. Bintan Ressort Cakrawala has a Parent foundation Bintan Ressort which houses several Formal education schools ranging from TK-SD-SMP-SMA Tunas Bangsa, Politeknik Bintan Cakrawala as well as non-Formal education training institutions Sahid Bintan Tourism. Politeknik Bintan Cakrawala (PBC) as one of the tourism education institutions in the Lagoi area has a full task in terms of forming professional and highly competitive human resources in their fields so as to meet the demand for labor resources that began to develop in the lagoi tourism area, Bintan, Riau Islands. Students are expected to learn more easily and master the science of tourism, especially hospitality and tourism.
In the process of filtering students, I usually marketing using a marketing mix strategy in the form of "Marketing is good marketing tool is a set of product, pricing, promotion, distribution, combined to produce the desired response of the target market" (Kotler & Amstrong, 2012). This research takes the field of observation in terms of promotion of a tourism higher education at The Polytechnic of Bintan Cakrawala – Lagoi.

The first theory is that there are 12 marketing mixes that are currently known and classified into 4 marketing groups commonly referred to as 4P (Price, Product, Promotion, Place) where the 4 factors are related to customer solutions, customer costs, convenience, communication (SAPUTRA, Winangsih, & Septa, 2018). According to (Swastha, 2000) Promotion is a one-way persuasion created to direct a person or organization to an act that gives rise to an exchange in marketing. In achieving a goal the promotional marketing mix becomes the best choice done by matching some elements of promotion (Manansih, n.d.).

Promotional mix is a link of various types of promotions that exist for the same product (Fadhila, 2015). Promotion Mix is a combination of several elements of promotion in the form of 6 elements included in the promotional elements, namely Advertising, Sales Promotion, public relations, personal sales, direct selling, and Interactive media. Dani Isworo in (Made, Rodhiyah, & Widiartanto, 2015) conducted a study on "Factors that influence the behavior of home purchases" the study had results stating that promotions positively influenced purchasing decisions. In 2016 (Kusuma, 2016) also conducted research that concluded that promotional factors influenced the decision of students to choose UNS Campus. Also, research from (Gunawan & YOESTINI, 2011) in 2011 also concluded that promotion has an influence on purchasing decisions.

Based on the above thinking, the author will use the associative hypothesis that is expected to have the most potential activity results that can help the Marketing Campus of Bintan Cakrawala Polytechnic to obtain elements that influence the interest of students continuing further education as the best promotional step that can be done in the period of admission of the Class of 2021.

**RESEARCH METHODS**

This research is quantitative-associative research to explore information and data on a factor that uses the correlational method of combination survey or mixed research. The research design will begin with the collection of information data on buying interests or factors of students choosing The Higher Education of Tourism Politeknik Bintan Cakrawala as an educational investment for them. Of the four basic theory factors of the marketing mix, this study will be focused only on Promotions that are considered to have an influence on student buying interest factors. Writing uses a regression processing process, where respondents use more in-depth investigation steps by collecting a number of data in the form of field observations, interviews and complementary documentation, so that it can be found whether the Promotion factor does affect the Buying Decision.

**RESULTS AND DISCUSSION**

A. Research Result

Bintan Cakrawala Polytechnic, which was established and developed under the auspices of the Bintan Resorts Foundation, improves quality, relevance, and competitiveness in the field of education based on the tri dharma of higher education. The management potential of the Bintan Cakrawala Polytechnic is the development of the CTE (Centre for Tourism Education) which was originally a One-Year Hospitality Certification program which currently has educated around 1083 students both from Bintan Regency and outside Bintan Regency. The Hospitality Certification Program has five majors, namely: Front Office (Front Office), Housekeeping (Housekeeping), Food and Beverage Service (Food and Beverage Service), Catering (Food Product), and Patisserie (Pastry).
This experience in education is used as the basis for managing educational institutions that aim to educate the nation's children.

Bintan Cakrawala Polytechnic has opened three study programs, namely D4 Hospitality Management, D3 Travel and D3 Culinary Arts. Judging from the point of view of the location of this college, it is considered very appropriate to the location of the campus which is in the Lagoi-Bintan tourism area. In this tourism area, several international standard hotels have been established, such as Nirwana Gardens Resorts, Banyan Tree, Angsana Hotel, Cassia Hotel, Bintan Lagoon Resort, Club Med, The Sanchaya, Ria Bintan, Grand Lagoi Hotel, Holiday Villa Pantai Indah, Lagoi Bay Villa and The Canopy and several other hotels which are currently under construction and will start operating in 2021. The Diploma-4 Hospitality Management, Diploma-3 Travel and Diploma-3 Culinary Arts study programs are very appropriate to open in the Lagoi-Bintan Tourism area because the hotel industry will find it difficult to find workers according to their fields with the 2015 MEA which makes it easier for foreign workers to enter Bintan Island, which can reduce opportunities for domestic workers to compete for jobs in their own country, given the geographical location and location of this island which is neighboring Singapore and Malaysia.

In this study, it is necessary to describe the characteristics of the respondents, a total of 110 students consisting of Diploma 4 – Hospitality Management, namely 58 respondents (52.7%) while the number of respondents from Diploma 3 – Culinary Arts in this study were 32 respondents (29.0%) and Diploma 3 – Travel Travel 20 Respondents (18.2%)

Advertising variables were measured using 5 question models with a total mean of 3.61 with the lowest calculation number contained in the statement that advertising indicators through television programs were deemed to not affect increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with an average value of 2.75. And the highest average value was observed in the variable with the statement that the advertising program using billboards was very interesting and had an effect on increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with a total value of 4.27. It was also observed that the calculation with the second-largest point gain was 4.19 on the statement that the advertising program using attractive banners affected increasing interest in studying at the Bintan Cakrawala Polytechnic Campus.

The Sales Promotion variable was measured using 6 question models with a total mean of 3.71 with the lowest calculation number contained in the statement that the Sales Promotion indicator through the Souvenir Model design was deemed to not affect increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with an average value of 2.85. And the highest average value was observed in the variable with the statement that the sales promotion program through exhibition activities was very interesting and had an effect on increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with a total value of 4.21. It is also observed that the calculation with the second-largest point gain of 4.16 on the statement that the sales promotion program using the Education Scholarship System is interesting and has an effect on increasing interest in studying at the Bintan Cakrawala Polytechnic Campus.

The Public Relations Program variable was measured using 6 question models with a total mean of 2.38 with the lowest calculation number contained in the statement that the Public Relations indicator in the form of Tourism Development and support for tourism activities was deemed to not affect increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with an average value 2.38 average. And the highest average value was observed in the variable with the statement of the Public Relations Program in the form of perception through the Brand Corporate Image of Bintan Resort Cakrawala. Very interesting and influential in increasing interest in studying at the Bintan Cakrawala Polytechnic Campus.
Polytechnic Campus with a total value of 4.10. It is also observed that the calculation with the second largest point gain is 3.81 in the statement of the Public Relations Program in the form of perception through the Brand Corporate Image Scholarship Trust Bintan Resort Cakrawala and the Salim Group attracts and influences the increase in interest in studying at the Bintan Cakrawala Polytechnic Campus.

The Personal Selling Program variable was measured using 3 question models with a total mean of 3.47 with the lowest calculation number contained in the statement that the Personal Selling indicator in the form of a variation offer The study program from the community was deemed to not affect increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with an average value average 3.02. And the highest average value is observed in the variable with the statement of the Personal Selling Program in the form of the quality of the educational background of the community. Very interesting and affects an increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with a total value of 3.77. It was also observed that the calculation with the second-largest point gain of 3.63 on the Personal Selling Program statement through the promotion of personal social media accounts of the civitas is interesting and has an effect on increasing interest in studying at the Bintan Cakrawala Polytechnic Campus.

The Direct Selling Program variable was measured using 6 question models with a total mean of 3.61 with the lowest calculation number contained in the statement that the Direct Selling indicator in the form of information through students who received scholarships as brand ambassadors was deemed to not affect increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with an average value of 2.81. And the highest average value was observed in the variable with the Direct Selling Program statement in the form of a test visit at the school directly. No potential to increase interest in studying at the Bintan Cakrawala Polytechnic Campus with a total score of 4.05. It was also observed that the calculation with the second-largest point acquisition of 3.99 in the statement of the Direct Selling Program in the form of promotional visits at the Company for the employee class program was indeed less attractive to increase interest in studying at the Polytechnic Campus.

The Interactive Media Program variable was measured using 5 question models with a total mean of 3.46 with the lowest calculation number contained in the statement that the Interactive Media indicator in the form of Student Blog Portal Social Media was deemed to not affect increasing interest in studying at the Bintan Cakrawala Polytechnic Campus with an average value 2.47. And the highest average value was observed in the variable with the statement of Information through Web-site Media Not having potential and not being sufficient to increase interest in studying at the Bintan Cakrawala Polytechnic Campus with a total value of 4.14. It was also observed that the calculation with the second-largest score of 4.00 on the statement of the Interactive Media Program in the form of Paid Promote models using Online Social Media was very interesting in increasing interest in studying at the Bintan Cakrawala Polytechnic Campus.

1) Hypothesis T-Test (Individually)

Based on the t-test, it can be concluded as follows: Advertising Factor (x1) has a Partially Significant Influence on the Decision to Choose Higher Education as evidenced in the T-count value of 2.838 which is greater than the T-table of 2.056. Sales Promotion (x2) Partly Has No Significant Influence on the Decision to Choose Higher Education as evidenced in the T-count value of 0.733 which is smaller than the T-table of 2.056. Public Relations (x3) Partly Has No Significant Influence on the Decision to Choose Higher Education as evidenced in the T-count value of 1.044 which is smaller than the T-table of 2.056. Personal Sales (x4) Partly Has No Significant Influence on the Decision to Choose
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Higher Education as evidenced in the T-count value of 0.703 which is smaller than the T-table of 2.056. Direct Sales (x5) have a significant influence on the decision to choose a university, as evidenced by the T-count value of 2.961, which is greater than the T-table of 2.056. Interactive Media (x6) has Partially Significant Influence on the Decision to Choose Higher Education as evidenced in the T-count value of 2.643 which is greater than the T-table of 2.056.

2) Test Hypothesis F (Together)

Hypothesis F test was conducted to see whether the independent variables had a significant effect on the dependent variable in the form of students' decisions to choose a Tourism College in the Riau Islands. It was found that the variables of Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Selling and Interactive Media together affect the dependent variable (Choice Decision). This is because the pattern of the number of significant values (α) in the F test is 0.046 which is below the required value of 0.050 and the F value of the F test of 2.688 has a value above Ftable which is 2.620. So that, based on the known output data, it can be concluded that the independent variables (x1,x2,x3,x4,x5,x6) together have a significant and simultaneous effect on the dependent variable (Y).

B. Discussion

Based on the Significance Test of Advertising, Direct Selling and Interactive Media variables partially have a significant influence on the decision to choose a university in Riau Islands. With the number of significant values on the t test < 0.50. Note that the pattern of other variables does not affect because the significance value is > 0.50. The F test in this study was sought to find the independent variable test together had a significant effect on the dependent variable with the total F value of the F test count of 2,688 having a value above the F-table which was 2.620.

Based on the significance test that advertising, promotion, public relations, personal selling, interactive media, and direct selling together influence the decision to choose a university, this is because the significant value (α) in the F test is 0.046 which is below the required value. an amount of 0.050.

The managerial implications of the results of the research individually are 6 elements of influence, namely advertising, promotion, public relations, personal selling, interactive media, and direct selling on the decision to choose a college. The managerial implications are:

Advertising: 1) improve the design of attractive and informative billboards about Bintan Cakrawala Polytechnic. 2) multiply the model of installing banners in various central points of the crowd. 3) Connecting and widening the side of cooperation with related print media in the Riau Islands region.

Sales promotion: 1) More often to participate in Education Exhibition activities, both in terms of developing Student Activities and Campus promotion programs. 2) Expanding cooperative relationships with companies in the field of education and providing support for tuition fees (Scholarships) at the Head of the Bintan Cakrawala Polytechnic. 3) Expanding the concept of promotion through information in the area of the company's internal employees Bintan Resort Cakrawala – Lagoi. 4) Bintan Cakrawala Polytechnic Campus can make details of promotional visits at SMA and SMK in the Riau Islands and surrounding areas.

Public Relations: 1) Public Relations Program that can be carried out by the Bintan Cakrawala Polytechnic using the big name image (Corporate Image) Bintan Resort Cakrawala which has been good and big so far. 2) Approaching parents to the perspectiveof
educational opportunities in the field of Tourism and Hospitality related to work models, opportunities and challenges. 3) The campus can involve themselves in activities carried out by students such as taking part in sponsoring several public activities as well as in other student communities.

Personal Sales: 1) involve lecturers and lecturers in every activity and carry out educational development for lecturers and subject teachers. 2) instilling a sense of care and love for the Bintan Cakrawala Polytechnic Campus with Lecturers, Lecturers, and all students so that all lines can become Marketer for the Campus itself, especially when participating in marketing visits from the Bintan Cakrawala Polytechnic.

Direct Selling: 1) Cooperating with equal schools in terms of developing interests, talents and improving the quality of Teachers in the field of Tourism. 2) Create a large program that can provoke interest in visiting the Bintan Cakrawala Polytechnic area, a type of Corporate Social Responsibility. 3) Creating a more simple and attractive Kunungan system during the socialization of Marketing visits.

Interactive Media: 1) Maximizing the function of the Website owned by the Campus by frequently updating all important events carried out by the Bintan Cakrawala Polytechnic. 2) Creating a promotion system through the more recent field of Social Media such as Facebook, Instagram, Twitter, and other social media to always be able to update all the latest activities from the Campus.

Table 1 Overall Resume of Variable Testing

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>T-test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Selling</td>
<td>1. High school Socialization Visit</td>
<td>there is influence. Of the several types of activities that can be carried out, the Direct Selling factor is the main factor in the Promotion model at the Bintan Cakrawala Polytechnic Campus. (No. 1 Influential)</td>
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<td></td>
<td>2. Test visits in certain high schools and potentially</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Corporate Scholarship Proposal Offer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Socialization Visits for Employee Class and Hotel Class</td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>1. Newspapers</td>
<td>there is influence. Of the several types of activities that can be carried out, the advertising factor is the main factor in the Promotion model at the Bintan Cakrawala Polytechnic Campus. (No. 2 Influential)</td>
</tr>
<tr>
<td></td>
<td>2. Lecture Book Show</td>
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<td></td>
<td>3. Television electronic media</td>
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<tr>
<td></td>
<td>4. Banner Installation Media</td>
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<td></td>
<td>5. Media for Installation of Billboards and Posters.</td>
<td></td>
</tr>
<tr>
<td>Interactive Media</td>
<td>1. Polytechnic Instagram-Facebook-Twitter social media.</td>
<td>Has Influence. Of the several types of activities that can be carried out, the Interactive Media factor is the main factor in the Promotion model at the Bintan Cakrawala Polytechnic Campus. (No. 3 Influential)</td>
</tr>
<tr>
<td></td>
<td>2. Paidpromote Social Media, Electronic Newspaper</td>
<td></td>
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<tr>
<td></td>
<td>3. Social Media Whatsapp-Line-Telegram Communication</td>
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<td></td>
<td>5. Media Web-Site Bintan Cakrawala Polytechnic Campus</td>
<td></td>
</tr>
<tr>
<td>Public Relations</td>
<td>1. Corporate Image Bintan Resort Cakrawala</td>
<td>There is no influence. Of the several types of activities that can be carried out in the factor of Public relations or the Cooperation system, it becomes a Promotional model that can be applied at the Bintan Cakrawala Polytechnic Campus. (Can Be Applied)</td>
</tr>
<tr>
<td></td>
<td>2. Salim Group's sister company scholarship cooperation relationship</td>
<td></td>
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<td></td>
<td>3. Cooperation relationship in the tourism development of the Tanjungpinang Office</td>
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<td></td>
<td>4. Cooperation Relations of the Tourism Chamber of Commerce in the development of Bintan tourism programs</td>
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<td></td>
<td>5. Join the Genpi Bintan and Tanjungpinang communities</td>
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<td></td>
<td>6. Customer relations services to students' families</td>
<td></td>
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</tbody>
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Sales Promotion

1. Middle school education exhibition
2. Class Championship Scholarships in every High School
3. Salim Group Employee and Close Relatives Discount Program Program
4. Bintan Cakrawala Polytechnic Souvenirs
5. Referral Gift for students who can bring new students to study at Bintan Cakrawala Polytechnic
6. Campus Tour Demonstration Events.

No Influence,
Of the several types of activities that can be carried out in the Sales Promotion factor, the Scholarship system, it becomes a promotion model that can be recommended to be carried out at the Bintan Cakrawala Polytechnic Campus. (Not So Influential)

Personal Selling

1. Higher Education Civitas Personal Account Promotion system
2. Offering a variety of study programs from all over the Civitas
3. Implementation of the Academic Advisory system by the entire Civitas

No Influence,
Of the several types of activities that can be carried out in the Personal Community Sales factor, the Promotion model has not even been successfully applied at the Bintan Cakrawala Polytechnic Campus. (No effect)

Source: Research Results (2020)

CONCLUSION

From this study it was found that the influence of 6 elements of promotion on the decision to choose a university in the Riau archipelago based on the t test of a simple regression are: a) Advertising partially influences the decision to choose a university, b) Sales promotion partially does not affect the decision to choose a university, c) Public Relations Partially Does Not Affect the Decision to Choose a College, d) Private Selling Partially Has No Influence on the Decision to Choose a College, e) Interactive Media Partially Affects the Decision to Choose a College, f) Direct Selling Partially Affect the decision to choose a university.

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