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## The Market Profile of the Archipelago Tourist in Gunungkidul Regency Yogyakarta

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### **Abstract:**

*The purpose of this research is to understand the market profile of the archipelago tourist who visits the tourist destination in Gunungkidul. Based on the research result, it is known that 71% of archipelago tourist who visit the tourist destination in Gunungkidul Regency is young tourists. These tourists that are still relatively young bring consequences to their preference that most of them love natural tourism and use social media to access the information. Another finding is that most of them come from the nearest province, which is Central Java and also Yogyakarta itself. This finding is the reason why most of the tourists use private vehicle because of the proximity distance and why most of them are not stay.*

**Keywords:** Market Profile, Domestic Tourist

### **1. Introduction**

Special Region of Yogyakarta is one of the regions that give quite large contribution toward national tourism growth. The data from the Ministry of Tourism stated that Yogyakarta is ranked sixth as the destination province, under West Java, East Java, Central Java, DKI Jakarta, and South Sumatera, with the amount of archipelago tourists who visit this province of 9.787.589 in 2013 and 9.833.139 in 2014 (Statistic of Domestic Tourism Profile, 2014, Ministry of Tourism and Central Bureau of Statistics).

One of the regency in DIY which has the potential of giving large contribution toward tourism growth is Gunungkidul. The tourism potential of this regency is very large and complete. Gunungkidul has dozens of beautiful and exotic beaches on the south coast. Some of it that is well known is Baron, Indrayanti, Sundak, Siung, and Wediombo. Even those beaches have not optimally cultivated, tourism industry in Gunungkidul can give contribution towards regional income. Table 1 shows the contribution of Tourism Attraction of Gunungkidul towards its Regional Income.

Based on Table 1, it can be seen that there are five main tourism attractions that give large contribution towards the regional income of Gunungkidul Regency. Baron Beach is the largest contributors, followed by Indrayanti, Sundak, Siung, and Wediombo. Those five main tourism attractions are beach, because this regency is famous by its beaches. The number of tourists and income is still able to improve with more integrated marketing. With its big potential, Gunungkidul tourism needs an excellent marketing strategy so that it could improve its competitiveness. The arrangement of an excellent marketing strategy could be done if the tourism market profile is known. The tourism market profile of its geographic, demographics, psychographics, or its behavior will be very helpful in the strategy arrangement. This means that by knowing the market profile can be arranged a marketing strategy that fits the market needs.

Num.	Tourism Attraction	2013		2014	
		Tourism	Income (Rp)	Tourism (Rp)	Income (Rp)
1	Baron	545.385	2.393.622.800	739.539	6.678.887.900
2	Tepus (Indrayanti)	229.987	1.032.421.200	221.000	2.003.849.700
3	Pulegundes (Sundak)	148.996	668.299.400	189.277	1.685.851.700
4	Siung	52.319	146.501.600	75.963	327.854.400
5	Wediombo	44.611	124.910.800	71.122	308.228.900

*Table 1: Main Tourism Attraction of Gunungkidul Regency Based on the Regional Income*

*Source: Central Bureau of Statistics of Gunungkidul Regency, 2015*

## 2. Literature Review

### 2.1. Definition of Archipelago Tourist

Archipelago tourist is someone who travels on a territory of a country, in this case is Indonesia, with travel time less than 6 months and not aimed at earning income on the visited place, and also not a routine trip (school or work), to visit a commercial tourism object, and or stay at commercial accommodation, and or the travel distance is as same as or bigger than 100 (hundred) kilometers of wend one's way home (Central of Data and Information of Ministry of Tourism).

### 2.2. Market Segments of Archipelago Tourists

Ministry of Tourism divides the market segments of archipelago tourists in two big parts, Market Segments of Personal Archipelago Tourists and Market Segments of Government/Business Archipelago Tourists. The personal segment is divided again become Market Segments of General Personal Archipelago Tourists and Market Segments of Special Personal Archipelago Tourists. The general personal archipelago tourists are the market segments of archipelago tourism from an individual, family, or community who travels for motivation or general recreation purpose (being happy, apart from routine activity, visiting family/friends, and going vacation to a tourism attraction.

Meanwhile, the market segment of special personal is a market segments of archipelago tourists from an individual/family or community who travels for motivation and the recreation purpose is a special interest (like hobby, special tourism activity) for self-development; more than just usual purpose of recreation (such as religion, health, sport, hobby, and et cetera) (Muliawan *et al*, 2015).

## 3. Research Method

This research was done toward archipelago tourists who visit tourist destination on Gunungkidul, Yogyakarta. The sample was taken from five main destinations which are Baron Beach, Indrayanti, Sundak, Siung, and Wediombo. Size of sample is 250 respondents. The sampling technique is using convenience sampling. Data collection technique is using questionnaire. The data analysis technique is using descriptive statistic analysis that is used to describe the market profile of archipelago tourists who visit tourism destination in Gunungkidul Regency, Yogyakarta.

## 4. Result

### 4.1. Profile Based on Respondents Characteristics

Based on respondent characteristics of archipelago tourists who visit the tourism destination in Gunungkidul, most of them are men which is 53%, come from neighboring province such as Central Java (55%), East Java (8%), and Special Region of Yogyakarta (24%). Most of them are also young tourists which aged around 15-29 years old which are 71%, their activities are mostly employee or student. The latest educations of the tourists who visit Gunungkidul are mostly high school, and it can be seen on Figure 1.

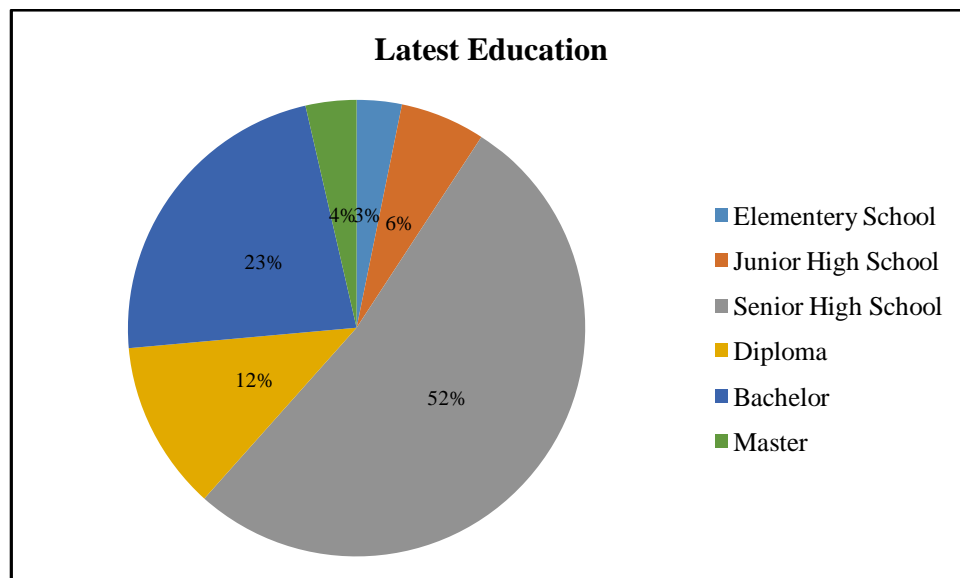


Figure 1: Latest Education

Type of tourism place that is visited by most people (78%) is nature tourism as seen on Figure 2. Meanwhile, based on the favorite destination that is visited is obtained data as follows: mostly (50%) choose beach as destination, then 15% choose mountain, and the rest are spread in various types of tourist destinations. Most of the archipelago tourists who visit the tourists' destination in Gunungkidul (33%) choose home of friends/family as accommodation, then (28%) choose tent or camp, then (26%) choose hotel, and the rest are spread in various types of accommodation.

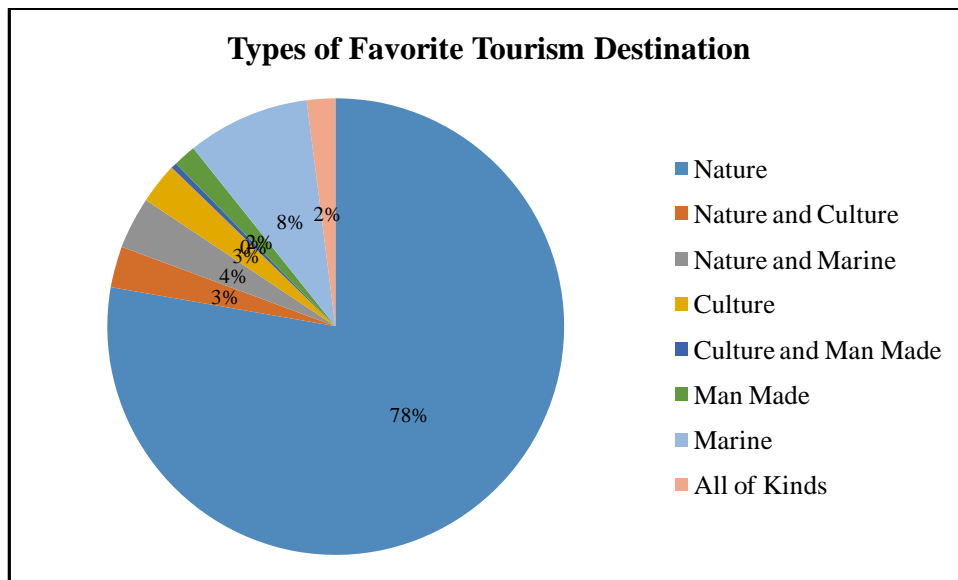


Figure 2: Favorite Destination

It is known that the archipelago tourists who visit the tourism destination on Gunungkidul mostly (70%) are using private vehicle. As seen on Picture 3, the archipelago tourists who come to tourism destination on Gunungkidul are 86% using social media to access information, most of them (25%) are using Instagram, while 15% of them are using Facebook.

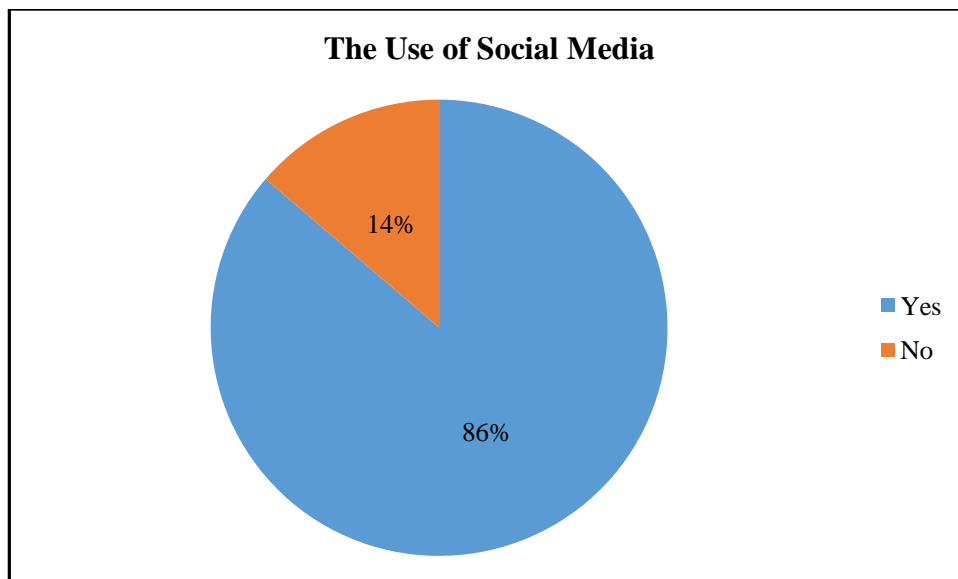


Figure 3: The Use of Social Media

It is known that the archipelago tourists who come tourism destination on Gunungkidul are mostly (62%) using a travel source in social media or internet. It is also known that the archipelago tourists who come are mostly (29%) allocating their expense on food, beverages, and tobacco.

**4.2. The Profile of Archipelago Tourists Based on Preference and Behavior**

The profile of archipelago tourists based on their preference and behavior can include the importance of tourism attributes such as souvenirs, accessibility, holiday budget, transportation, tourism attraction, and behavioral profile such as willingness to recommend. Most of their answer (56%) is a doubt about the importance of souvenirs. Meanwhile, 52% think it is very important about the accessibility. This shows that accessibility is become highly considered attributes for tourists to visit a tourism destination.

Most of the tourists who visit (56%) think that holiday budget is very important. This reality shows that the tourists who visit are sensitive with money. Transportation that is used by the tourists shows the result of 45%, this means that the tourists thought it is very important.

Their level of importance towards the existence of tourism attraction shows the result of 45% of the tourists doubted the importance of tourism attraction in a tourism destination. Based on Figure 4, it can be known that 74% of the tourists said that they are willing to

recommend the tourism destination in Gunungkidul that they have visited. Only 12% of the tourists who doubted recommending positive news of tourism destination in this regency.

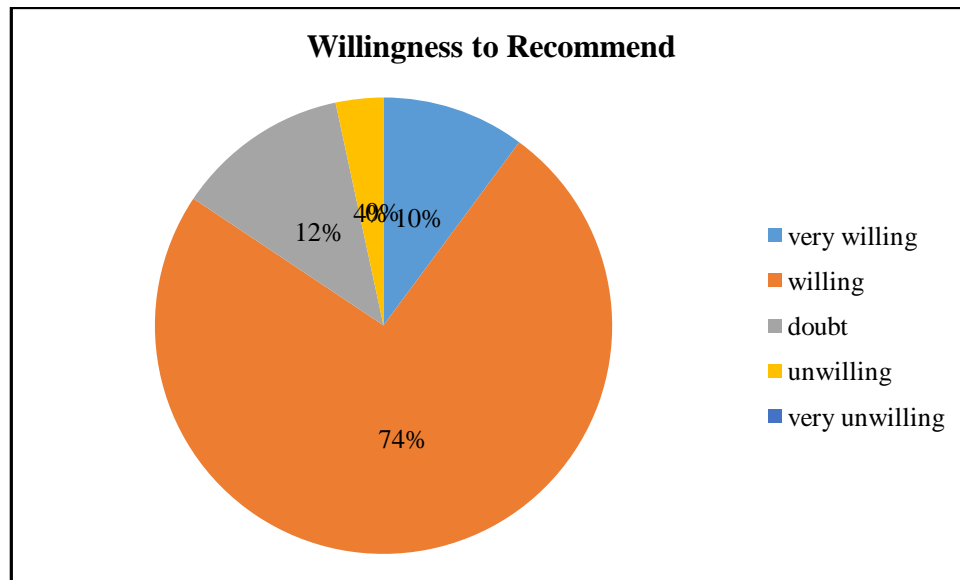


Figure 4: Willingness to Recommend

## 5. Discussion

Knowledge about customer profile is used to arrange a marketing strategy. Some research that underlie the importance of this market profile is research that as done by Muliawan, Haryono, Dokhi (2016) who mentioned that market profile will decide the marketing strategy that created. Another research of Wang, Li dan Liu (2016), stated that tourist profile has some advantage for the decision making of tourism management. Then, according to Muliawan, Haryono, Sugandini (2015), their research result stated that each province that become the research object has their own market characteristics, so it needs a portfolio of marketing strategy such as DOT, BAS, and POS that is different from each other.

Buffa (2015) is grouping the tourism profile based on personal profile, motivational profile, and behavioral profile. The recommendation of research result is that it is required a different marketing strategy for different profile. According to Ordian, Rativa dan Gheres (2013), based on the research result were found four tourist segments which are ordinary tourists, average tourists, idle tourists, and frequent tourists. The recommendation of this research result is the development of tourism marketing must base on these profiles.

Candrea, Constantin, dan Ispas (2012) in their research result recommended that in order to formulate the strategy rightly, then it needs to be understand the profile of each segments. The purpose is for the destination to be more competitive the national or international market. According to Qirici (2011), the tourism market profile can be used to make plan and development of tourism. The market profile shows the market behavior so it can be used for development of tourism market.

Based on the research result, it is known that the most respondents come from provinces near the tourism object which is Central Java and Yogyakarta, this means that local tourism is dominating, and it can be because of the factors of location proximity and cheap budget. But it is also known that the province origins from the tourists who visit this tourism destination in Gunungkidul are spreading from almost the entire province in Indonesia. This signed that the tourism destination in Gunungkidul Regency has been known widely. It is also known that most respondents are aged 16 to 29 years old which dominating about 71%. Their latest educations are mostly high school, which means that they are now a college student. This fact shows that the archipelago tourists who come is dominated by young people.

Nature tourism is become favorite choices of the archipelago tourists, it is dominating around 78%. This happen because Gunungkidul is famous with its nature tourism either beach or mountain. Beach is the most destined destination which is 50%. Based on the research result is also known that 73% of the tourists are not stay. This is because the amount of local tourists who come from the location near the tourism destination is so dominating. Meanwhile, 27% of tourists who stay are mostly using accommodation in their friend or family home, just 26% of the tourists who use hotel. The length of their stay is mostly (41%) one night and 42% two nights.

The transportation that is used by 70% of the archipelago tourists who visit Gunungkidul and become respondents of this research is using private vehicle. This is because based on origin of the tourists, the nearest province with this destination is Central Java, Yogyakarta, and East Java. Because of this location proximity, then private vehicle is become the main choice to go to tourism destination on Gunungkidul Regency. Meanwhile, 86% of them are using social media to access the information. The social media that they used to access the tourism destination which will be visited are mostly (25%) using Instagram and 15% of them are using Facebook. This reality shows the potency of social media to promote tourism product. This finding is a fact that social media should be used to promote tourism product or tourism destination.

Based on the research result is also known that 62% of the archipelago tourists who visit are using internet media to access the sources of travel information, only 11% who use the source of family or friend's information. Internet is the main information source that is

chosen because of ease factor, flexibility, and efficiency. With internet, the tourists can easily be looking for information with flexible time and cheap budget. It is also known that the most expenses for this trip is for food and beverage (29%), then fuel (17%), and hotel (11%). This happens because most of them are a local tourist who does not need an expensive transportation budget such as plane or train, and expensive hotel budget.

## 6. Conclusion

Based on the research result, it can be concluded some things as follows: The market profile of archipelago tourists who visit tourist's destination in Gunungkidul are mostly (71%) is a market segment on young age between 15 to 29. Their latest educations are mostly (52%) high school. Based on those characteristics, then it can be expected that the market segments of Gunungkidul tourism is young people with distinctive preference feature. It is proved that most of them (62%) are accessing information through social media, and the social media that is used is Instagram. This is not wrong, because Instagram is a social media that uses picture. They visit the tourism destination in Gunungkidul because of the picture in Instagram.

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