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IJISSET - International Journal of Innovative Science, Engineering & Technology, Vol. 8 Issue 7, July 2021ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72www.ijiset.comMarketing Strategy of Khazanah Ramadhan Events in Promoting West Nusa Tenggara Province as a Halal Tourism DestinationAndrian Wijanarko¹, Lalu Suparman², Handry Sudiarta³Magister of Management, Faculty of Economics and Business, University of Mataram, Mataram, Indonesia^{2,3}Management, Faculty of Economics and Business, University of Mataram, Mataram, Indonesia¹andrianwijanarkoo@gmail.com, 2lalusuparman77@gmail.com (corresponding author), 3handrysudiarta@gmail.comABSTRACTThe West Nusa Tenggara Provincial Government has initiated various activity programs during the month of Ramadan in Lombok in an event called Pesona Khazanah Ramadhan.

This event is a communication strategy to the wider community to build an image that the Pesona Khazanah Ramadhan activity promotes West Nusa Tenggara as a world halal tourism destination. The purpose of this research is to find out how the marketing strategies and goals to be achieved in the Enchantment of Khazanah Ramadhan activities. This study used a descriptive qualitative approach with resource persons from the West Nusa Tenggara Provincial Tourism Office and activity executives. The data were collected using observation, interview, and document study techniques. The analytical method used is descriptive analysis.

The results of this study indicate that in marketing the Pesona Khazanah Ramadhan event, The West Nusa Tenggara Provincial Tourism Office uses marketing strategies such as advertising, sales promotion, personal selling, public relations, direct marketing, and interactive marketing. The marketing activities carried out are aimed at promoting West Nusa Tenggara as a halal tourist destination and strengthening the image of West Nusa Tenggara as a world halal tourism destination. Keywords: Marketing, Halal Tourism Destination, West Nusa TenggaraINTRODUCTIONIn 2021, halal tourism is increasingly in demand by foreign tourists so that it is predicted that it will have promising prospects. Therefore, the halal tourism industry needs to be worked on professionally so that it has strong competitiveness on the global stage which in turn will further strengthen foreign exchange earnings for the country.

Seeing this new phenomenon related to the development of halal tourism, can Indonesia in the future develop halal tourism destinations by exploring the rich resources that God has bestowed on the Indonesian nation so far. West Nusa Tenggara province, especially Lombok Island, which is known as the Island of Thousand Mosques, has a variety of tourism potentials, including natural tourism potential and cultural tourism potential. The obsession is to make Lombok a world-class halal tourism area with many ideas carried out by the current government according to the moment. Among other things, the Enchantment of the Khazanah Ramadhan program at the Hubbul Wathan Islamic Center Mosque in368IJISSET - International Journal of Innovative Science, Engineering & Technology, Vol.

8 Issue 7, July 2021ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72www.ijiset.comWest Nusa Tenggara, which shows the world community that the holy month of Ramadan is not synonymous with passivity or loosening the enthusiasm for activities.However, it is necessary to show that the month which is

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full of grace, and blessing needs to be filled with various activities with the nuances of worship to God. This is one of the philosophical considerations of the Governor of West Nusa Tenggara to create the Enchantment of the Treasure of Ramadan which is considered unique creativity in the world of tourism so that in the future it is hoped that it will add to the selling value of Lombok as a center of halal destinations that should be visited and taken into account.

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With the emergence of a lot of new creativity and innovation, it is very logical that West Nusa Tenggara should become a model, as well as give a lot of new inspiration to other regions in the archipelago. Especially after West Nusa Tenggara has received world-class appreciation with the various international awards it has won. With the emergence of a lot of new creativity and innovation, it is very logical that West Nusa Tenggara should become a model, as well as give a lot of new inspiration to other regions in the archipelago. Especially after West Nusa Tenggara has received world-class appreciation with the various international awards it has won.

With the emergence of a lot of new creativity and innovation, it is very logical that West Nusa Tenggara should become a model, as well as give a lot of new inspiration to other regions in the archipelago. Especially after West Nusa Tenggara has received world-class appreciation with the various international awards it has won. The charm of Khazanah Ramadhan is an effort of the West Nusa Tenggara provincial government as momentum to mobilize Muslim activities during the holy month of Ramadan. Enchantment of the Khazanah Ramadan is also held as the greatness of Islam in an area known as the Island of a Thousand Mosques.

The West Nusa Tenggara provincial government wants Lombok to emulate conditions in the holy land of Makkah when the fasting month arrives. There, Ramadan is one of the peak seasons with many people who want to feel the sensation of fasting in the holy land. The West Nusa Tenggara provincial government wants to make the month of Ramadan a momentum to move the halal tourism sector which has become the branding of the province, namely how halal tourism can ultimately provide a spiritual experience for people who travel to Lombok Ramadan. The West Nusa Tenggara Provincial Government, supported by Republika, held the Festival of Enchantment of the Khazanah Ramadhan for the first time in the month of Ramadan 2017, this event starts on a free day without vehicles or the car-free day on Udayana street, Mataram. The Enchantment Festival of the Khazanah Ramadan is held for one month. Starting from May until ending in June, Idul Fitri 1438 Hijriyah.

The aim of the Ramadan Khazanah Enchantment Festival is expected that tourists visiting West Nusa Tenggara can experience and get a spiritual experience of Ramadan that is different from other places. The activities of the Ramadan Khazanah Enchantment Festival are centered at the Hubbul Wathan Islamic Center Mosque in Mataram City. There are 28 activities that have been prepared during the implementation of the Enchantment of the Khazanah Ramadan Festival, the 28 activities include an exhibition of Islamic cultural arts, seminars, handicraft product exhibition, bazaar, hijab competition or Muslim dress, halal culinary, Islamic book exhibition, book review, free medical treatment by the medical team and exhibition of halal tourist destination packages.

In addition, photo and blog competitions were also held, including those presented by Qori and Qoriah who won the 26th National MTQ event which was held in Mataram in 2016 as a reunion for the best reciter during the event. Hussain's research (2012) entitled Impacts of Cultural Events on Tourism in Finland, suggests that it is true that organizing events can have a major impact on the tourism sector in Finland. This can be increased again by holding many cultural events which will also increase the interest in visiting tourists. This research has shown that holding events can make an area popular globally such as the Cannes film festival, Dubai shopping festival, and Paris fashion week, etc. Such large events in Finland are quite popular around the world and can attract more tourists.

Other research by Muttaqillah, Abidin, and Permadi (2018) describe and explain how the existing 369 IJISSET - International Journal of Innovative Science, Engineering & Technology, Vol. 8 Issue 7, July 2021 ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72 www.ijiset.com marketing communication strategy in building a brand image of halal tourism in Sambelia District, East Lombok Regency, where the Halal Enchantment branding in Sambelia District as the centering of the regional image as halal tourism needs to be done immediately considering the trend of halal tourism and its potential. world halal tourism is so big.

Furthermore, Syafitri's research (2018) states that tourism marketing communications through destination brands have been carried out by the West Nusa Tenggara Tourism Office. The Tourism Office collaborates with various stakeholders in communicating halal tourism in Lombok. However, the efforts made have not run optimally, because there are some people such as local tourists and foreign tourists who do not know about halal tourism and what is meant by halal tourism itself. For this reason, even more, active efforts are needed so that the public knows about halal tourism. This study aims to determine how the marketing strategy and goals to be achieved in the Enchantment of the Khazanah Ramadhan activities along with the implementation of the event marketing activities of The charm of Khazanah Ramadhan strength the branding of WEST NUSA TENGGARA as a world halal tourist destination. LITERATURE REVIEW Strategy The term strategy comes from the Greek word Strategos.

Strategos can be interpreted as a military commander in the Athenian democratic era, which is defined as an attempt to achieve victory. This concept is relevant to the situation in the past which was often characterized by war, but nowadays the term strategy is used in various fields which have relatively the same essence. Strategy is a planning process that will be implemented and achieve maximum results. Strategy in essence is planning which is a long-term plan to achieve goals. Meanwhile, according to some experts, as expressed by Pearce and Robinson (2014), defines strategy is a set of decisions and actions that result in the formulation and implementation of plans designed to achieve goals.

According to Porter (2008), strategy is a tool to achieve a competitive advantage. Strategy is a shared means of long-term goals to be achieved. According to the general Indonesian dictionary, strategy is the science of war tactics or reason to achieve a goal. However, in its current development, the term strategy is used in a broader sense as the way a person or organization takes the form of a set of decisions or actions that results in the formulation and implementation of plans designed to achieve the desired goals. Marketing Marketing is an activity carried out by a company to promote a product or service it has. Marketing includes advertising, selling, and delivering products to consumers or other companies.

Marketing has a role to help consumers find products according to what they need. To find out the wants and needs of consumers, each company conducts marketing research. Marketing research aims to determine the true wants and needs of consumers. According to Kotler (2008), Marketing is a process that forms relationships between producers and individuals, or groups in delivering types of goods and services, carried out to meet needs and desires, to achieve a higher level of satisfaction through the creation of quality products. According to Hiam and Schewe (1994), marketing is the result of all activities that keep the company paying attention to its customers and good management, ensuring that the products or services offered by the company are valued by its customers.

Marketing activities include sales, promotion, advertising, and publication activities. Meanwhile, the definition of marketing according to the American Marketing Association (AMA) states that marketing is an organizational function and a series of processes for creating, communicating and delivering value to customers, as well as managing customer relationships in such a way as to benefit the organization and its stakeholders. 370 | IJSET - International Journal of Innovative Science, Engineering & Technology, Vol. 8 Issue 7, July 2021 | ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72 | www.ijset.com Promotion Promotion is an activity carried out to introduce a product or service to the public so that they are interested in buying it.

Promotion is a marketing activity using communication techniques aimed at providing information to many people in the hope that the company's goals are achieved, namely an increase in income (profit) as a result of additional use of services or the purchase of products offered. The definition of promotion according to Stanton, quoted by Saladin (2004). Promotion is one of the elements in the company's marketing mix that is used to inform, persuade, and remind about the company's products. In marketing, promotion is an activity to make potential buyers aware of a company's product. So that if the audience needs the product they will try to find it by visiting the sales places closest to their place of residence. But to attract prospective buyers to a new product, the company must be able to convince and foster attractiveness to the product.

Because sales activities are only possible when people have attended so that in the end they voluntarily buy the products offered. Effective promotion can grow and arouse buyer intention. Likewise, the tourism promotion that is held is to notify, persuade or increase consumers or tourists so that the tourists concerned have the

desire to come to visit the area that has been promoted. Therefore promotion must be carried out through effective communication media because the people who are the target of the promotion have different tastes and desires. From a promotional perspective, consumers intend to target because they have needs. Apart from consumers, travel agents and opinion-makers, such as travel journalists, also need to prospect so that they can create and disseminate opinions and information that can influence potential consumers or tourists. Tourism Event According to Allen (2011), the definition of an event is a special ritual of appointment, appearance, or celebration that is definitely planned to achieve social, cultural, or common goals.

The characteristics of the event are open to the public, its main purpose is to commemorate or exhibit certain themes, it is held for a year or less, there are opening and closing events. The organizational structure that is formed is not permanent, the program consists of several activities, all activities are held at the same place and location in one area. According to Getz (1990), his book "Festivals, Special Events and Tourism", provides an overview of event tourism from the supply side. There are seven elements in a tourist destination for the event category. The seven elements, namely: infrastructure, accommodation, transportation, attractions, catering, retailers, recreational or entertainment facilities. Events can be divided into two things, packed with positive goals and packaged with negative goals.

Events packaged with positive goals are organizing festivals, carnivals, social events, political events, sports events, and wedding events. Meanwhile, events that are packaged with negative objectives can be seen from their goals in this case such as demonstrations, riots, and bomb explosions. Meanwhile, an unpackaged event is an event that usually occurs suddenly, unexpectedly, without planning, and without requiring an organizer. Examples of unpackaged events are events such as tsunamis, floods, landslides, earthquakes, full moon phenomena, and so on. Getz also added that event types can be divided into public events and private events.

Public events are held for activities related to the celebration of arts and culture, entertainment, business, sports competitions, education, science, recreation, and politics. Meanwhile, privacy events are held for events that are closed, such as anniversaries, family holidays, weddings, birthday parties, and social events such as parties, gala, and reunion events. 371 | IJSET - International Journal of Innovative Science, Engineering & Technology, Vol. 8 Issue 7, July 2021 | ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72 | www.ijiset.com Although there are many types, not all celebrations can be categorized as tourism events. An event can be categorized as a tourism event if it is different from attractions in permanent form (statues, temples, buildings).

Also, these events must have certainty or conditions of activity (fixed time), have a short period of time, involve the community or certain groups, and can stand alone without having to be tied to permanent attractions. Destination of the Tourism Event According to Getz (1990), the important role of events in tourism development is divided into (four) things, including: 1. Event as an attraction, tourism event activities is an interesting attraction to be seen/enjoyed for a destination. 2. Event as an image-maker, through event activities a destination can market itself to give an impression and view of the destinations offered. 3. Event as a driving force for the growth of tourist attractions (animators of static attractions) which can be demonstrated by all forms of attractions displayed during the activities and creativity of the event actors. 4.

Event as a driving force for the growth of development in other sectors (catalyst for other development). Through events, the growth of other sectors indirectly grows to complement the activities of the events being carried out. However, not all of the events offered can attract tourists. There are times when tourists come at the same time as event activities just to see the opportunities they can do during the event, for example for business. There are restrictions that state that the purpose of a tourism event is to have fun and spend money. An event that is carefully prepared will have high economic values and will bring benefits to the region. The most important thing from the concept above is that the event is an effective promotional event that can develop tourism for the region and the host country. From the concept described in the event above, what is meant by the Enchantment of Khazanah Ramadhan event in this study is a tourism event held by the Regional Government openly with a positive goal of becoming a tourist attraction. Halal Travel Destinations According to Mansouri (2014), halal tourism is a tourist destination that is well done and made an option according to a sharia perspective because, in this tourist atmosphere, efforts are made to avoid any contamination that is prohibiting, whereas what is meant by halal tourist destinations is a geographical area that is in an area.

or more from an administrative area in which there are tourist attractions, religious and public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism following sharia principles. West Nusa Tenggara Province is one of several priority destinations for halal tourism in Indonesia, where the tourism industry in West Nusa Tenggara Province continues to progress quite well. This is inseparable from the openness of the people of West Nusa Tenggara. In the context of halal tourism itself, West Nusa Tenggara tourism has had several achievements. Some of the achievements of West Nusa Tenggara tourism include the attractiveness of leading tourist destinations which will be developed into halal tourist destinations.

These halal tourist destinations include the Islamic Center, Senggigi, Kuta Mandalika, Sembalun, Sendang Gile, Samota, Raja Bima Palace. 372 IJISSET - International Journal of Innovative Science, Engineering & Technology, Vol. 8 Issue 7, July 2021 ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72 www.ijiset.com

METHODS This research uses a qualitative method. Based on the opinion of Bogdan and Taylor in Moleong (2018), qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. Qualitative research emphasizes an understanding of problems in social life based on reality in a natural setting.

In qualitative research, the process and meaning (the subject's perspective) is emphasized, the researcher interacts with the facts being studied so that it is more subjective, not value-free, and tends to be biased. Meanwhile, descriptive research is a study that provides a certain characteristic/characteristic of a problem phenomenon that occurs. According to Sugiarto et al (2015), qualitative research is much more subjective than quantitative research, using very different methods of gathering information, focusing in-depth attention on individuals being interviewed in depth. To obtain information in this study, it was determined by purposive sampling, which is a sampling technique based on certain considerations, which are considered suitable with the characteristics of the specified sample and used as the sample (Malhotra, 2014). Obtaining data was obtained through observation, interviews, and document study.

Collecting data by conducting interviews both directly and virtually with sources such as Head of Marketing for the West Nusa Tenggara Tourism Office, Head of the Tourism Promotion Section, Head of the Market Analysis Section, Head of Section for the Development of UPT Islamic Center Tourism Attractions, and the Head of the 2017 Ramadhan Enchantment Event from the Daily Republika. The data obtained were then performed data reduction, data presentation, verification, and conclusion (Miles & Huberman, 2009).

RESULTS AND DISCUSSION Strategies for Increasing Community Participation and Tourist Visits The West Nusa Tenggara Provincial Government, supported by Republika, has initiated various activity programs during the month of Ramadan in Lombok, West Nusa Tenggara. The Ramadhan month event to attract tourists to Lombok is the Enchantment of the Khazanah Ramadhan event.

This event is interesting and important because besides being held during the month of Ramadan, this event is an effort to promote and introduce halal tourism in West Nusa Tenggara. This activity is based on the uniqueness of the people of West Nusa Tenggara who are very close to Islamic cultures. In the Enchantment of Khazanah Ramadan event, the community is always active in every series of activities. This activity can be an alternative as well as an attraction for local people and tourists outside the region to interpret Ramadan meaningfully during the month of Ramadan as well as to strengthen ties between people by enlivening various supporting activities such as exhibitions/bazaars, various competitions, talk shows, social activities, and others.

Several marketing activities have been carried out to maximize the promotion of a series of cultural-themed activities of the Enchantment of the Khazanah Ramadhan to be remembered by the tourists who come and be able to create new experiences for the tourists who visit. Alhamdulillah, according to the report, is quite good, even the bazaar arena and Islamic culture exhibition have quite a lot of visitors. Likewise, the Islamic book exhibition, culinary delights are quite busy, even one stand can transact tens to hundreds of millions per day. The average interest of visitors reaches hundreds of people from morning to night. Then the Tabligh Akbar, Tarawih, and Dawn Prayers with the Grand Imam almost all the rooms are full.

On average, the congregation who attended felt that PKR gave new nuances to enliven Ramadan (Indra Wisnu Wardhana, Daily Republika, Chief Executive of Pesona Khazanah Ramadhan 2017). The marketing

activities that have been implemented by the West Nusa Tenggara Provincial Tourism Office are currently not being carried out optimally. Things that still need to be a concern in implementing marketing to promote the Enchantment of the Khazanah Ramadan event are

373IJSET - International Journal of Innovative Science, Engineering & Technology, Vol. 8 Issue 7, July 2021 ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72 www.ijiset.com related to long-term relationships with tourists.

So far, the relationship created with the tourists is a short-term relationship in the sense that it only occurs during the month of Ramadan. The organizers must provide a form of marketing from all lines so that they are not only fixated on the mass media as well. However, therefore, the delivery of the Pesona Khazanah Ramadan event must go through a series of promotional activities that are integrated with the various types of channels available. All existing elements have been carried out properly following the form of marketing, it's just that there are still some elements that are not optimal so that if the management is still neglected, it will worsen the marketing promotion. As

a strategy in the context of the interests of the tourism industry, both the government, the private sector, all elements of society work together to develop halal tourism, making the Enchantment of Ramadan Treasures one of the events that can be sold to attract tourists to visit West Nusa Tenggara because the Enchantment of Ramadan Treasures is the main potential by using value -the value of Islamic culture as a vehicle for its actualization, to create a dynamic reciprocal relationship between tourism and culture which makes them develop synergistically, harmoniously and sustainably to provide prosperity to the community and strengthen the image of West Nusa Tenggara as a world halal tourist destination. Forms of Promotion Activities for the Enchantment of the Khazanah Ramadan Event As one of the best halal tourist destinations in Indonesia and even in the world, West Nusa Tenggara must continue to preserve culture with a religious dimension, including Islamic tradition, which is reflected in the Enchantment of the Khazanah Ramadhan activities. This event is not only one way to fill activities in the month of Ramadan, but also the media in promoting a variety of beautiful destinations.

The organizer of the Pesona Khazanah Ramadhan event always strives to develop its superior programs with various forms of activities. Through a promotion with various forms, one of which is advertising. Advertising is considered to be a method that will provide considerable benefits. The advertisement for the Pesona Khazanah Ramadan event is quite a lot contained in electronic media and printed media such as:

1. Print/Online Media One example of the form of news carried out by the media is the Daily Republika/Republika.co.id in the first launching of the Pesona Khazanah Ramadhan event starting with the news of the Rembuk Republik event as a series of events from Pesona Khazanah Ramadhan.

The event was attended by both the government, practitioners, and academics who are competent in their respective fields according to the themes discussed.

2. Television Media Not only through print / online media, but local and national television stations have also participated in covering several activities in Pesona Khazanah Ramadhan, such as TVRI, Hubbul Wathan TV, and the Pesona Khazanah Ramadhan youtube channel. One example of the results of the coverage carried out by TVRI television media during the 2017 Ramadhan bazaar event. Where the culinary bazaar is held every afternoon during the month of Ramadan to provide opportunities for business people to market their products. Various kinds of food and drinks to welcome iftar time are available at the bazaar.

Not only that, but cheap groceries and fresh fruit are also sold by traders. This bazaar is open from 3 pm to 10 pm. This activity received enthusiastic responses from buyers and traders. Buyers who come admit that the price of traditional and modern halal culinary at the Ramadan bazaar festival is relatively cheap and friendly. There is also a booth for selling Muslim clothing and trinkets and accessories.

3. Social Media Not only published by several online media, but the dissemination of information regarding the Enchantment of the Khazanah Ramadhan is also being strived for by the organizer of the Enchantment of the Khazanah Ramadhan event itself. This activity was carried out to optimize the

374IJSET - International Journal of Innovative Science, Engineering & Technology, Vol. 8 Issue 7, July 2021 ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72 www.ijiset.com duties and roles of each committee member because in the executive membership there were also young people. Where young people actually have a lot of time to use social media. For example, to be able to watch live Pesona Khazanah Ramadhan 2020 activities, people can visit Facebook (West Nusa Tenggara Province Tourism), Youtube (Pesona Khazanah Ramadhan), and Instagram

(@disparprovWest Nusa Tenggara.official) accounts.

The Instagram account owned by the West Nusa Tenggara Provincial Tourism Office, namely @disparprovWest Nusa Tenggara.official is directly held and controlled by young people. Therefore, the information will always be updated following the agreed delivery format. One of the activities that have been posted is a vlog competition, which is to perpetuate a series of events by participating in a vlog competition with the theme of the Enchantment of the Khazanah Ramadhan in Lombok in the form of a video contest.⁴ Outdoor Media The outdoor media used by the executor is the installation of a large enough banner. The banner installation was carried out to promote the event that the Pesona Khazanah Ramadhan will hold.

The Enchantment of Khazanah Ramadhan event itself is one of the tourist attractions included in the "100 Calendar of Events" released by the Ministry of Tourism every year. The Pesona Khasanah Ramadhan substation is installed at the entrance to the Islamic Center of Mataram city. The banner on the side of the road is installed to inform all people who are passing the road around the Islamic Center Mosque, which is one of the main roads in downtown of Mataram. Application of Marketing Strategies to Strengthen Halal Tourism Branding The central government through the Indonesian Ministry of Tourism continues to pay attention to West Nusa Tenggara in developing its tourism sector.

This moment must of course be captured as an opportunity for the West Nusa Tenggara government, including its tourism industry players so that the tourism sector in West Nusa Tenggara can develop optimally. In marketing the products of the West Nusa Tenggara tourism industry, the government should have had specific strategies. One of them is by holding events that can be used for tourism promotion purposes both domestically and abroad. The Enchantment of Khazanah Ramadan event is an Islamic tourism promotion event that is held in the month of Ramadan. Besides holding various kinds of activities and competitions with Islamic nuances, the committee also promotes halal tour packages. Through this event, it is hoped that the image of the province of West Nusa Tenggara will be created as a world halal tourist destination. Because through a strong positive image, a destination can be widely recognized by the world community. The strategies used in the marketing of this event include massive publications through print, online, electronic, and social media.

In collaboration with the Tourism Office, group meetings were also held in various provinces to introduce PKR by inviting tourism stakeholders. To attract millennial children, PKR also deliberately held a vlog contest about the experience of participating in the ongoing PKR event "(Indra Wisnu Wardhana, Republika Daily, Chief Executive of Pesona Khazanah Ramadhan 2017). The West Nusa Tenggara Tourism Office and the Organizing Committee are making efforts to continue to disseminate information about the Enchantment of Khazanah Ramadan event. The organizer of the Pesona Khazanah Ramadhan event carried out the promotion by conducting a marketing mix.

Promotional activities carried out by the organizers include advertising, sales promotion, personal selling, public relations, direct marketing, and interactive marketing in the form of print media, electronic media, social media, and outdoor media. Promotional activities carried out by the committee in terms of promoting halal tourism and religious nuances in West Nusa Tenggara through the Enchantment of the Khazanah Ramadan event is by making the Khazanah Ramadhan charm village in the Islamic Center area, where the Islamic Center apart from being a place of worship is also a center for Islamic activities. There are various interesting activities for the community. One of them is through a culinary bazaar where culinary entrepreneurs and tourism³⁷⁵ IJSET - International Journal of Innovative Science, Engineering & Technology, Vol. 8 Issue 7, July 2021 ISSN (Online) 2348 – 7968 | Impact Factor (2020) – 6.72 www.ijset.com services market their products. This culinary bazaar activity is quite effective in inviting tourists to visit the Islamic Center during the Enchantment of the Khazanah Ramadan event. CONCLUSION The Enchantment of Khazanah Ramadhan event is an activity initiated by the West Nusa Tenggara provincial government in the context of spreading Islam in the month of Ramadan as well as comparing the world halal tourism award that was obtained by West Nusa Tenggara. At that time, halal tourism was still a question mark and was not considered a magnet to attract tourists from abroad.

The series of events in the Pesona Khazanah Ramadhan event have contributed to promoting West Nusa Tenggara as a world halal tourist destination. In marketing the Pesona Khazanah Ramadhan Event, the West

Nusa Tenggara Tourism Office uses marketing strategies such as advertising, sales promotion, personal selling, public relations, direct marketing, and interactive marketing in the form of print media, electronic media, social media, and outdoor media. Several forms of promotion have also been carried out by the event organizers well. The marketing strategy implemented so far by the organizer of the Pesona Khazanah Ramadhan event aims to introduce the event as well as promote halal tourism in West Nusa Tenggara.

The promotion of halal tourism in West Nusa Tenggara is one of the determinants for informing halal tourism in West Nusa Tenggara so that through the promotion of halal tourism information it will be easier for the public to know. Therefore, a very precise promotional media is needed to promote halal tourism in West Nusa Tenggara through the Enchantment of the Khazanah Ramadhan event. The choice of the Pesona Khazanah Ramadhan event as a form of tourism marketing strategy carried out by the West Nusa Tenggara provincial government aims to introduce religious tourism, spiritual tourism, and cultural tourism, improve the image of West Nusa Tenggara as a halal tourist destination that is good in the eyes of tourists. Besides, this event is held to add value and change the image that the implementation of halal awareness for tourism business actors in West Nusa Tenggara is quite good.

So that it is hoped that halal tourism will become the attraction of West Nusa Tenggara for Muslim tourists around the world. RECOMMENDATIONS All of West Nusa Tenggara tourism stakeholders should fully support the Enchantment of the Khazanah Ramadhan event. Marketing halal tourism through the Enchantment of Khazanah Ramadan event has the aim of increasing the number of tourist visits to West Nusa Tenggara. Thus, the arrival of tourists to West Nusa Tenggara has a positive effect on hotels, restaurants, travel, and others. Halal tourism will develop if an opinion has been formed about the meaning of halal tourism in society. Therefore, the Pesona Khazanah Ramadan event can be an effective publication medium. This publication can be done using online media in collaboration with existing da'wah institutions.

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