



Marketing training at the arts padepokan in order to develop an arts educational tourism destination

Wuryan Andayani¹, Diyah Sukanti Cahyaningsih², Ana Sofia Aryati¹, Retna Safriliana², Prihat Assih², Anorti Ika Wijaya³, Purweni Widhianingrum⁴, Silvi Asna Prestianawati⁵

¹Department of Accounting, Faculty of Economics and Business, ³Department of Management, Faculty of Economics and Business, ⁵Department of Economic Development, Faculty of Economics and Business, Universitas Brawijaya Jl. Veteran No. 10-11, Malang, 65145, Indonesia

²Department of Accounting, Faculty of Economics and Business, University of Merdeka Malang Jl. Terusan Raya Dieng No. 62-64 Malang, 65146, Indonesia

⁴Department of Accounting Education, Faculty of Teacher Training and Education, IKIP PGRI Madiun Jl. Setia Budi No. 85, Kanigoro, Madiun, 63118, Indonesia

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ABSTRACT

The community service team conducted a mentoring program at the Asmoro Bangun Mask Arts Center in the Pakisaji District of Malang City, focusing on marketing management. The Arts Center as a tourist destination will be more widely known and capable of increasing the number of visits if its marketing is handled properly. This marketing mentoring emphasizes the completeness of a tourist destination, including the existence of promotional media that contain important and interesting information about this destination. In order to reach the target market, this mentoring begins with a study of the problems faced by the art center related to marketing. Market surveys are then conducted to map potential markets. From the results of these surveys, brochures are prepared as promotional media. In addition, the servants also provide insights and mentoring so that the group managing the art center has the skills to promote through social media using promotional materials directed by the servant team. In terms of products, namely facilities and activities, the servants provide input on the arrangement of activities that can attract tourists from their arrival to their departure from this art center. This service is carried out within one semester, and its impact is measured by gathering responses from schools that have received brochures and proposals through the schools' official email. The results show that 40% of the schools that received emails responded positively and showed a significant interest in visiting this art center.

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1. INTRODUCTION

The Panji Asmoro Bangun Mask Art Padepokan is a place for artistic creation that has been managed for generations. This hermitage has many advantages, including the unique traditional culture practiced there. The typical East Javanese mask culture which is carved using various media to suit its purpose is the main advantage. The mask dance which shows energetic movements symbolizing

the Panji Asmoro Bangun knights is one of the interesting offerings for tourists. Masked puppet performances accompanied by complete gamelan on certain events show the nobility of the cultural richness of this hermitage. In its development as an arts education tourism destination, this hermitage provides educational and interactive tourism. Providing visitors with the opportunity to color masks and practice mask dancing also provides a very valuable experience for visitors. The involvement of tourists in these arts educational experience will be promoted by the service in directing the hermitage to market its activities.

Marketing of a tourist destination is based on theory which emphasizes that in planning and implementing marketing strategies it is important to understand consumer needs and preferences (Rhama, 2017) . So, market segmentation needs to be carried out. This segmentation can be started by collecting and analyzing market data. With the existing data, criteria can then be determined and a segment profile can be drawn up (Rosca, 2017) . The segment profile will direct how marketing strategies are developed and marketing campaigns are implemented.

Panji Asmoro Bangun Mask Art Padepokan is an arts education destination. This type of destination's main market segment is students, although it does not rule out other markets. In the student segment, it is necessary to understand their profile and needs. Considering specific tour packages with activities that match their learning theme at school has marketing potential. In this segment, price is an important consideration, so it is necessary to calculate the basic price of the tour package carefully to determine a reasonable selling price (Liu & Zhang, 2012) . Collaborating with educational institutions, establishing partnerships to synergize with teach interests, visits to these hermitages can be made into a routine program in certain semesters.

The marketing related matters above have not received proper attention from the management of this Padepokan. So, in order to provide marketing strengthening, the service team conducted a market survey in a series of providing assistance, the full service process of which can be seen from the chart in Figure 1.



Figure 1. Problem solving solution framework

At the initial visit stage, the service team conducted an interview with the management of the Panji Asmoro Bangun Art Padepokan. The results of the interviews show that managers still lack understanding of how to market their educational tourism products. The service team conducted a market survey by distributing questionnaires to capture potential markets. From the survey results, a marketing training and assistance program was prepared. Training is provided regarding drafting the concept of tourist activities/events offered, how to present it in an attractive brochure, and how to introduce this tourism to potential markets. The service ends with an evaluation of the results of the activity.

2. METHODS

This assistance was carried out at the Panji Asmoro Bangun art hermitage, Kedungmonggo Hamlet, Karangpandan Village, Pakisaji District, Malang Regency. The service partners are a group of arts activists at the Padepokan Seni, which consists of a chairman and 12 members.

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Preliminary Survey

The Service Team conducted a preliminary survey of the service program with the aim of exploring the problems faced by partners and developing solutions that can be implemented within 1 semester.

Method Activity

In this service program, the team carries out activities in several stages, such: (1) Market Survey. This survey was still carried out by the service even though we had an initial suspicion that the market segment was students. This survey aims to ensure that the segmentation carried out has a reliable study basis, and is useful for future marketing development. This survey begins with market demographics and psychographics; (2) Marketing Training. Training is carried out in several stages, considering that partners have quite busy schedules. The first stage is exposure to provide an understanding of marketing. The second stage conveys the survey results and develops market priorities. The third stage is a discussion to calculate the cost price and determine a reasonable selling price; (3) Assistance in preparing Marketing Programs. Service provides assistance to see progress and evaluate marketing priorities prepared by partners; (4) Marketing Program Implementation. After training and mentoring is carried out, the service team provides physical assistance as a form of support for partner problems; (5) Evaluation Stage. At the end of the mentoring period, an evaluation is carried out to determine the impact that occurred from the mentoring process carried out.

3. RESULTS AND DISCUSSION

Results

This service strengthens the management of Padepokan as a tourist destination. The team has carried out the stages described within 1 semester as the implementation stage.

Market survey

At this stage, the service analyzes the recorded visit data for the last 2 years. Even though the notes taken are very simple and incomplete, these notes are quite helpful. Apart from the existing data, the service distributes questionnaires randomly to pupils and students in the greater Malang area to find out whether they are familiar with this destination, there are important things related to decision making in choosing this tourist destination. More details of the results of this survey are presented in the Figure 2.

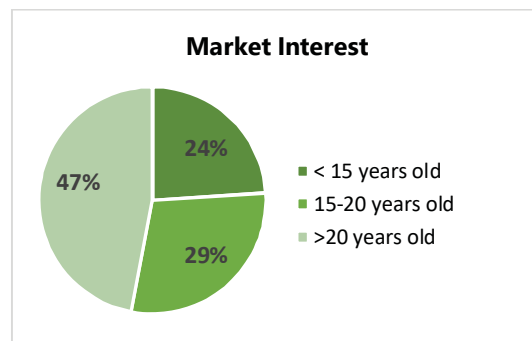


Figure 2. Interest diagram

Based on age group, the greatest interest is in the 15-20 year age group. At this age, it can be categorized as Middle School Students to College Students. Based on travel experience, it turns out that the Panji Asmoro Bangun art educational tour is not widely known among students, 58% of the 67 respondents stated that they did not know about it, in detail it is presented in Figure 3.

Then, to be able to reach the ticket price for this educational tour package, potential visitors/markets have the capacity of IDR 25,000 – IDR 50,000, which can be seen in Figure 4.

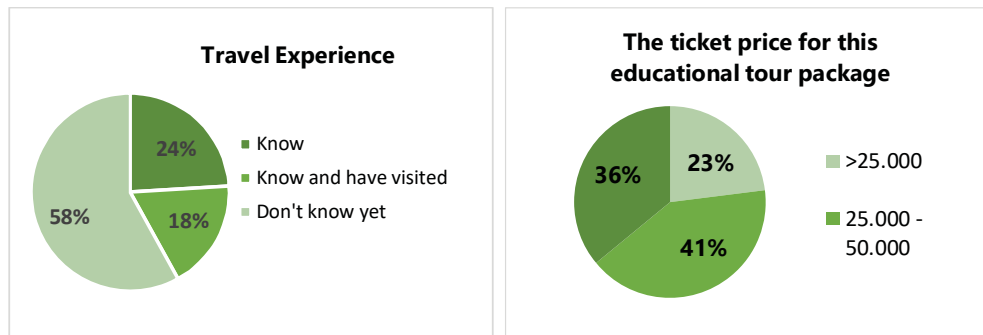


Figure 3. Travel experience
Figure 4. Ticket price diagram

Marketing training

Training is carried out in 3 stages as presented in Table 1.

Table 1. Training stages

Stage 1	
Activity	General Marketing Explanation
Objective	<ul style="list-style-type: none"> - Provide an explanation about <i>awareness</i>. Partners can use effective marketing strategies to increase tourist awareness of the advantages of this arts education destination and form a positive image in the eyes of tourists as consumers - Provide an explanation about <i>the brand</i> and image. Cultural excellence that does not exist anywhere else is the main wealth, partners should realize this as a strength that must be maintained to gain consumer trust. - Providing an understanding that destination branding is the key to highlighting the uniqueness, distinctiveness, and cultural values that you want to convey to visitors. - Provides insight into service development. Art educational tourism destinations have the characteristic that they do not need to be repeated in the frequency of visits, so the completeness of the supporting facilities needed by consumers will have a positive impact. - Provides insight into the management of activity costs. This is important so that partners can calculate income and expenses more precisely.
Stage 2	
Activity	Presentation of Survey Results
Objective	<ul style="list-style-type: none"> - By knowing the results of partner surveys, you can develop more specific marketing strategies - Partners can manage resources more efficiently, because they focus on potential segments. - Partners can carry out innovations that are more targeted. - Assist partners in making strategic decisions.
Stage 3	
Activity	Determination of Selling Price
Objective	<ul style="list-style-type: none"> - This tourist destination often receives guests in groups, so partners are directed to be able to outline the cost components incurred, both fixed costs and variable costs. - Partners are directed to be able to calculate the break-even point. - Partners are assisted in calculating a reasonable selling price.

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Assistance in preparing marketing programs

This stage is a stage that actively involves partners to be able to develop marketing programs. The program that has been prepared should be able to be carried out by partners on an ongoing basis even though the mentoring program has ended. The program prepared is as follows: (1) Creative tour package offers. This package consists of a presentation or educational video on the Malang mask, mask coloring, and mask dancing practice. Story telling *provides* a unique experience for visitors through stories about the history of masks in Kedung Mongo hamlet, Pakisaji District. Revealing traditions that have been passed down from generation to generation. Describing the journey of adapting to current society's life in an interesting way will create an emotional bond for visitors to this destination (Komariah et al., 2018); (2) Arts and culture training program. This program is offered for a fairly long duration on a regular basis for mask dance training. This training includes training sessions, demonstration sessions, and performances. This program has great potential in gaining visitor interest, and can be offered in synergy with school extracurricular activities (Sarbaitinil & Pristiwasa, 2018); (3) Affordable prices for students. Special prices for student packages are formulated to attract group visits; (4) Collaboration with schools and educational institutions. Forming partnerships with schools can ensure regular and sustainable visit schedules, in addition to carrying out the educational mission of Malang masks which need to be preserved. In this collaboration, marketing will be more effective using brochures that explain the advantages of this art educational tourism; (5) Online marketing involving student influencers. Involving students who are active on social media as *influencers* is quite effective in arousing their peers' interest in arts and culture tourism (Komariah et al., 2018; Sutanto, 2016).



Figure 5. Training activities are also provided with recordings for participants to repeat

Marketing program implementation

One of the program implementations assisted by the service is determining the prices of tour packages and making brochures. Determining the price of a tour package by considering several things as depicted in Figure 6.

Pricing requires several important considerations. When a partner offers a tour package, what experience tourists get at that destination is the main product (Evans, 2015). In this type of manufacturing business, the price of experience is the same as the cost of production. To determine the selling price, it is not enough to look at the cost of production, operational costs also need to be considered. Apart from internal factors, partners need to consider market segments, market segments can describe the maximum price range that can be achieved by the potential market (Dunković et al., 2010), in this service the survey results show that the potential market is students and college students. So there is a great opportunity to form a partnership with the school, this partnership can also consider selling prices for tour packages that are more economical. In this type of tourism, the season or trend of visits

actually occurs during the active school period, not during the holidays. Partners can consider this as an opportunity to earn income outside of the holiday period. The partner's experience so far during the holiday period is that most visits are from general citizens who are interested in mask souvenirs. Through partnerships with schools, seasonality, or the trend of visiting on weekdays will provide added economic value.



Figure 6. Pricing considerations



Figure 7. Brochure draft

Preparing attractive and complete tourist brochures will make it easier to offer art education tour packages to schools. Brochures are promotional media that make it easier for the market to get an idea of the products being offered (Wynn & Olayinka, 2021). Service team Compiling the components of excellence in this brochure involves several important points that the school needs to know as a potential market, including: (1) Unique educational experience; (2) Development of students' creativity and artistic expression; (3) Integration of extracurricular curriculum; (4) Development of student potential; (5) Introduction to local traditional arts; (6) Cultural enrichment and multi-culturalism; (7) Empowerment of school communities; (8) Increased student motivation and participation; (9) Creation of precious memories; (10) Formation of collaboration with external parties

Discussion

The community service program has been carried out stage by stage to provide marketing strengthening. The stages carried out also refer to efforts to fulfill partner expectations, be able to become a solution and provide a positive impact, ultimately providing a positive impact for partners (Cahyaningsih et al., 2023). The advantage of the program carried out at the mask art center focuses on understanding marketing for this art center which is practical, applicable and sustainable. Cultural heritage, which is a mainstay commodity, must be packaged in a package of educational activities that provide a pleasant experience while increasing insight and fostering a sense of love for local culture (Widayati et al., 2023).

Management of a destination *brand* which is an art commodity includes elements such as artistic identity, graphic elements, audio visuals, and the experience of being involved in this art (Liu & Zhang, 2012). So, the activities in this destination which have been prepared starting with *a story telling* of the history of the Panji Asmoro Bangun mask to visitors are expected to introduce the history of mask art, what meaning is contained in mask art and how this art has developed over time. The delivery of this story is even more interesting with the support of visualizations depicting the story of Panji Asmoro wakes up.

The second activity of the tourist activity at the hermitage was continued with the performance of mask dancers, this activity was then continued with *the audience* being directly involved in following the dancers' movements with guidance. Each visitor gets a scarf and mask to join in the dancing. Padepokan officers as *tour guides* helped document this activity from the smartphone of one of the members of the visitor group. From the documentation that will later be distributed to groups of visitors, it is hoped that visitors will have memories of their experiences and can also share them on their social media. This gives the impression that the hermitage is happy to receive visitors and provides services sincerely.

The next activity at this hermitage is coloring masks. Padepokan provides tables, chairs, equipment, and coloring materials. The white mask provided after the coloring process can be taken home as a souvenir. It is hoped that this activity can provide pleasure by expressing the artistic taste of each visitor. Coloring can give visitors the freedom to choose colors that can shape the facial expression of the mask. For students, this activity hones motor skills and creativity. Coloring is also a form of relaxation therapy to achieve the goal of traveling, namely rejuvenating the body and soul. The experience of having your own art collection provides valuable experiences and memories, some students even stated that they wanted to travel to the hermitage again to color again. This is where the success of a destination is in winning the hearts of customers.

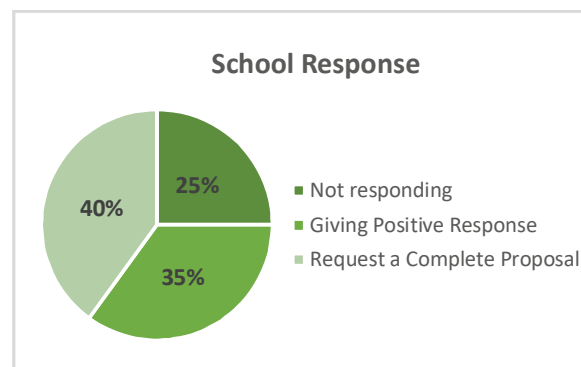


Figure 8. School response

At the end of the service stage, a survey was conducted to see responses from schools as potential markets for this cultural literacy tourism regarding the brochures that had been sent by the service team on behalf of partners to introduce this artistic literacy tourism package. The survey results show the data as in Figure 8.

These results show that 40% of the potential market gave a signal to consider this destination in study tour activities which are part of school activities. This positive response provides an opportunity for the Panji Asmoro Bangun Art Padepokan to collaborate with the school, which in the future could become a routine agenda for the school to carry out art education activities at this hermitage.

The Panji Asmoro Bangun mask art school, which has been assisted in marketing management, can now manage a more structured marketing program. This program has clear objectives, target markets, detailed strategies, and follow-up plans. This program allows the hermitage to avoid sporadic marketing efforts without considering all aspects in an organized manner. Art education activities as tourism activities at the hermitage are arranged in such a way as to strengthen the brand. The visit schedule is arranged and adapted to the needs of the visitor group. After obtaining a reasonable tour package price, the ordering and payment system is arranged in such a way and communicated well by contact persons. The three tourist activities, namely story telling, dance and coloring above, are stated as advantages in the brochure as promotional media.

4. CONCLUSION AND RECOMMENDATIONS

This community service program will be able to provide provisions for the Panji Asmoro Bangun mask art hermitage to have a targeted marketing program. With this program, it is hoped that partners will be able to achieve their targets gradually and be able to develop this mask art education destination well. It is hoped that an effective marketing strategy will be able to increase the number of visitors significantly. Public recognition of the Asmoro Bangun Panji Mask *brand* is getting stronger. It is hoped that the increase in tourist visits will also have a positive impact on the economy of the surrounding community as supporters of tourist facilities, such as food outlets around the hermitage. Apart from increasing turnover, the positive impact expected from this program is to provide partners with the ability to establish positive relationships with related parties in realizing the educational mission of preserving local culture in tourism packaging.

The limitations of this activity still do not cover all aspects of marketing, only some aspects of marketing management, namely market segmentation, promotional media, and determining affordable tour package prices. There are still many aspects of marketing and marketing sustainability that can be explored by future service providers to become a material for empowerment in this destination. For example, fulfilling accessibility, supporting facilities, and strengthening the Malangan Mask branding which is the core of this tourist destination.

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