

## TOURIST PERCEPTION OF THE AIDA MODELS IMPLEMENTATION IN THE MEDIA OF PROMOTION IN TOURISM ATTRACTION TESBATAN VILLAGE, KUPANG DISTRICT

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### Abstrak

The Kupang Regency Government continues to make various efforts to increase tourism in its area. One of these efforts is providing information through media of promotion to attract tourists to visit Tesbatan Village. In this effort, it is necessary to identify tourists' perceptions of the AIDA (attention, Interest, Desire, Action) Model in the media of promotion of tourist attraction in Tesbatan Village, Kupang Regency, East Nusa Tenggara. This research is a type of qualitative research using descriptive analysis with the assessment categorization method based on the level of achievement of the respondents. Data collection using a questionnaire based on a Likert scale. The results showed that the perception of visitors about the AIDA Model in the media of promotion for tourist attraction in Tesbatan Village was based on each of the indicators, namely: (1) the element of Attention in the promotional media was categorized as poor with an average percentage of 55%, (2) the element of Interest in the promotional media it is categorized as good enough with an average percentage of 67%, (3) the element of Desire in the promotional media is categorized as good with an average percentage of 70%, (4) the element of Action in the promotional media is categorized as good with an average percentage of 68%.

***Key words: perception, AIDA Model, media of promotion***

### INTRODUCTION

Tesbatan Village is located in Amarasi Sub-district, Kupang Regency, East Nusa Tenggara. This village has a lot of potential as a tourist destination in Kupang Regency. Some of the tourist attractions in this village include Tesbatan waterfalls, magical water, and interesting natural panoramas. In addition, Tesbatan village has an attraction that can be became as an agro-tourism because most of its area is used as gardening and farming land. The majority of the population works as farmers (Population and Livelihood Monograph Data of Tesbatan Village). However, it is unfortunate that the number of tourists from Tesbatan Village has decreased from year to year.

Table 1. Number of Tourists in Tesbatan Village 2009-2013

No	Year	Number of Tourists
1	2009	500
2	2010	2.750
3	2011	2.824
4	2012	1.014
5	2013	800

(Source: Interview from the Head of Tesbatan Village)

Tesbatan Village has several interesting natural attractions that make it a tourist destination. The uniqueness of the natural tourism of Tesbatan Village is something that should be grateful for the community of Tesbatan Village, considering that the existing natural tourism can provide benefits for local residents. However, table 1 shows the number of tourist visits has decreased in the last two years. The decrease in tourist visits can be caused by several factors. One of them is due to the decrease in promotional activities towards the tourist attractions in Tesbatan village so that the uniqueness of the tourist attraction of Tesbatan Village has not been promoted properly. It has an impact that there are still foreign tourists who do not know the tourist attraction of Tesbatan Village.

Promotion is information or a unidirectional persuasion designed to direct a person or organization to the act of creating exchanges in marketing. Promotion can be effective if it succeeds in influencing tourists from being uninterested to being interested until finally at the visiting stage. Without promotion, tourists do not know the tourist attractions that exist in the area so that it will have an impact on



the development of tourism in that area. In addition, promotions should be based on a regular and sustainable plan or program. Effective communication elements in promotional media need to be considered in order to attract attention and eventually lead to tourist action to visit Tesbatan Village. Based on the background above, the problem identified is how the tourists' perceptions of the AIDA (attention, Interest, Desire, Action) Model in the media for the promotion of tourist attraction in Tesbatan Village? The purpose of this scientific paper is to determine the perceptions of tourists towards the AIDA (attention, Interest, Desire, Action) Model in the media for the promotion of tourist attraction in Tesbatan Village.

## REVIEW OF LITERATURE

### 1. Perception

The perception of visitors is also needed in the development of a tourism destination. Knowing what visitors want, want, and expect when traveling to a destination is very important in terms of marketing objects and tourist attractions. Perception is an impression that is obtained by the individual through the five senses and then analyzed (organized), interpreted and then evaluated, so that the individual gets meaning (Kotler, 2005: 216). Perception is a process that involves the entry of messages or information from sensory stimuli into the human brain and gives meaning (Solomon in Restiyanti & Ihallauw, 2005: 67). Through human perception, it is constantly in contact with the environment. This relationship is carried out through the senses, namely the senses of sight, listener, touch, taste, and smell. Therefore, data regarding visitors' perceptions of existing promotional media is needed for the benefit of developing promotional media as a tool in introducing the object and attractiveness of Tesbatan Village.

### 2. Tourism and Tourist Attractions

In Law Number 10 of 2009 concerning Tourism Article 1 Paragraph 3, tourism is a variety of tourist activities and supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is also defined as everything related to tourism and involves businessmen of objects, tourist attractions, and related businesses in that field (Nuriata, 2014). In addition, tourism according to Sarbini (2014) is the movement of people (tourists) either

individually or in groups. Tourism is a travel activity carried out by a person or group of people to have fun, relax, and have recreation within a temporary period not to settle down.

According to the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, Tourist Attraction is described as anything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural and man-made wealth that is the target or tourist visit. According to Ridwan (2012: 5) says that the notion of a tourist attraction or a tourist object is something that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth that is the target or purpose of tourist visits. From the understanding of these experts, it can be concluded that a tourist attraction or a tourist object is something that can be enjoyed, felt and seen by humans, causing feelings of satisfaction and physical and spiritual pleasure as entertainment.

### 3. Media of Promotion

Promotion must be able to communicate its mission through highly influential channels and highly effective media (Wahab, 1996: 78). There are several promotional media used to carry out promotions or what are called promotion tools (Kotler et al., 2014: 398-400), including Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. It is used to build long-term image for a product and to stimulate quick sales.

The advantage of using advertising is that it can reach many people through mass media, such as newspapers, magazines, tv, radio, and bioscopes. Personal selling builds personal relationship, keeps the customers' interest at heart to build long term relationships, and allows personal interactions with customers. (Personal selling builds personal relationships with consumers, maintains customer trust to build long-term relationships, and allows personal interaction with customers). Personal selling involves personal interaction between two or more people, which allows each to observe the other's needs and characteristics and make adjustments quickly. Personal selling also allows all kinds of relationships to grow, from buying and selling relationships to deep personal friendships.

Sales promotion includes an assortment of tools: coupons, contests, cents-off deals, premiums, and others. It attracts the consumer attention and provides information. It creates a stronger and quicker response. (Sales

promotion includes several tools such as coupons, contests, cent-off offers, premiums, etc. It attracts consumers' attention and also provides information. It also creates stronger and faster responses).

Public relations reach prospective buyers and dramatize a company or product. In everyday terms, public relationship is known as public relations, which is a section or section in a company or organization whose purpose is to serve as a spokesperson for the company with other parties who need information about everything about the company.

Direct marketing connections carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer (direct marketing connections to target consumers individually so that both parties get direct responses and foster loyal customer relationships). Direct marketing uses direct messages, telephone, television, e-mail, internet, and others that can communicate directly with consumers.

#### 4. AIDA model

The AIDA theory is called A-A Procedure or from attention to action procedure, is a fairly simple model and can be used as a guide to measure the effectiveness of promotion of tourist destinations (Strong, 1925). According to Ghirvu (2013: 5), AIDA is an acronym for the words Attention, Interest, Desire, Action (activity). The description of the elements of this model is Attention: A person's desire to look for and see something. The first step in designing AIDA's message is to attract attention. Attention can be obtained by designing various forms of communicative and creative promotional media so that they can inform various kinds of uniqueness and tourist attractions (Muskitta et al, 2013). Interest: The feeling of wanting to know more about something that creates an attraction for consumers. Desire: The will that arises from the heart about something that attracts attention. Action: An activity to realize belief and interest in something.

### RESEARCH METHODS

The method of data analysis in this quantitative research uses descriptive analysis with the method of categorizing the assessment based on the level of achievement of the respondents. Data collection uses a questionnaire with a Likert scale determination

to measure respondents' opinions of the object being studied (Sugiarto, 2015: 42). In this study, respondents were asked to determine their level of agreement through a questionnaire on a statement by choosing: score 1. Strongly Agree (SS), score 2. Agree (S), score 3. Neutral (N), score 4. Disagree (ST), score 5. Strongly Disagree (STS). The purpose of this method is to answer the research hypothesis. The sample used in this study were 94 local tourists. The data that has been collected using a questionnaire is processed, tabulated, and to interpret the data from the questionnaire results, it is necessary to make a qualitative level interval, to make it necessary steps (Arikunto, 2010) as follows:

1. Very good category:  
= > (Mi + 1.5 Sdi)
2. Good category:  
= (Mi + 0.5 Sdi) - < (Mi + 1.5 Sdi)
3. Good enough category  
= (Mi - 0.5 Sdi) - < (Mi + 0.5 Sdi)
4. Poor category:  
= (Mi - 1.5 Sdi) - < (Mi - 0.5 Sdi)
5. Bad categories:  
= < (Mi - 1.5 Sdi)

Determining the ideal average score using normal curve benchmarks as follows:

$$Mi = \frac{1}{2} (\text{maximum ideal score} + \text{minimum ideal score})$$

$$Sdi = \frac{1}{6} (\text{maximum ideal score} - \text{minimum ideal score})$$

### RESEARCH RESULT

#### Validity Test

The validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. The validity test was calculated using the SPSS 16.0 program by comparing the calculated r value (correlated item-total correlation) with the r table value. If  $r_{\text{count}} > r_{\text{table}}$  (at the 5% significance level) then the statement is declared valid (Sugiyono, 2008: 183).

Before the researcher distributed the questionnaire to the respondents, the researcher tested the validity and reliability of the questionnaire to 30 respondents from Tesbatan Village. The results of the validity test can be seen in the following table:

Table 2.  
Validity Test

Variable	Sub Var	r count	r table	mark
Attention	X <sub>1.1</sub>	0,664	0,361	Valid
	X <sub>1.2</sub>	0,673	0,361	Valid
	X <sub>1.3</sub>	0,678	0,361	Valid
	X <sub>1.4</sub>	0,571	0,361	Valid
	X <sub>1.5</sub>	0,750	0,361	Valid
	X <sub>1.6</sub>	0,465	0,361	Valid
Interest	X <sub>2.1</sub>	0,893	0,361	Valid
	X <sub>2.2</sub>	0,560	0,361	Valid
	X <sub>2.3</sub>	0,875	0,361	Valid
Desire	X <sub>3.1</sub>	0,836	0,361	Valid
	X <sub>3.2</sub>	0,917	0,361	Valid
Action	X <sub>4.1</sub>	0,870	0,361	Valid
	X <sub>4.2</sub>	0,921	0,361	Valid

(Source: Results of SPSS Data)

Table 2 shows that all indicators used to measure the validity of each variable have a correlation coefficient greater than r table (0.361). That way, all indicators are declared valid.

#### Reliability Test

Reliability testing in this study uses the Cronbach's alpha ( $\alpha$ ) formula. The results of reliability testing that is using SPSS 16.0 are as follows:

Table 3. Reliability Test

Variable	Cronbach's alpha	alpha	Ket
Perhatian ( <i>attention</i> )	0,697	0,60	Reliabl e
Ketertarikan ( <i>interest</i> )	0,675	0,60	Reliabl e
Minat ( <i>desire</i> )	0,685	0,60	Reliabl e
Tindakan ( <i>action</i> )	0,744	0,60	Reliabl e

(Source: Results of SPSS Data)

Table 3 above shows that the reliability testing results of all variables in this study; have a Cronbach's alpha ( $\alpha$ ) value greater than the alpha value (0.60). That way every statement of the four variables in this questionnaire is reliable for use in this study.

#### Element of Attention in Promotion Media

To see the tourists' perception of the attention element in the media of promotion for Tourism Attraction in Tesbatan Village can be seen in the following table:

Table 4.  
Tourists' Perception of Attention in Media of Promotion

No	Indicator	Score	Category	Presentasi (%)
1	Provision of information from word of mouth	385	Very good	77
2	Providing information from Facebook	299	Good enough	60
3	Providing information from the government website	211	Bad	42
4	Promotion attracts attention	227	Bad	45
5	Interesting way of presenting information	215	Bad	43
6	Clarity of language used in promotional media	322	Good	64
	<b>Average</b>	<b>277</b>	<b>Poor</b>	<b>55</b>

Based on the categorization of scores and the average value in the research data, it can be seen that the average value of tourists' perceptions of the attention element in the promotional media for Tourism Attraction in Tesbatan Village obtained an average score of 277, a percentage of 55% in the unfavorable category. The indicator that gets the smallest score is "providing information obtained from government websites" at 42%. This is because the promotion through the government website regarding tourist attractions in Kupang Regency has not been well managed, especially on the attractiveness of the village of Tesbatan.

#### Element of Interest in Promotion Media

To see the tourists' perception of the interest element in the promotional media for the Tourism Attraction in Tesbatan Village can be seen in the following table:

Table 5.  
Tourists' Perception of Interest in Media of Promotion

No	Indicator	Score	Category	Presentat ion (%)
1	Including images	309	Not Good	62
2	Interesting sentences	345	Good	69
3	Information provided as needed	326	Poor	65
4	Promotional media provide introduction	367	Very good	73
	<b>Average</b>	<b>337</b>	<b>Good enough</b>	<b>67</b>

Based on the categorization of scores and the average value in the research data, it can be seen that the average value of tourists' perceptions of interest element in the promotion media for the tourism attraction in Tesbatan Village obtained an average score of 337, 67% perception is good enough category. The indicator that received the smallest score was "Including images" of 62%. This is because tourists who come know it through word of mouth which is only conveyed verbally without showing a picture of the existing attraction.

#### Element of Desire in Promotion Media

To see the tourists' perception of the desire element in the promotion media for the Tourism Attraction in Tesbatan Village can be seen in the following table:

Table 6.  
Tourists' Perception of Desire in Media of Promotion

No	Indicator	Score	Category	Presentat ion (%)
1	Current information	389	Very good	78
2	Reliable information	351	Good	70
3	Looking for additional information	289	Bad	58
4	Willingness to visit	361	Good	72
	<b>Average</b>	<b>348</b>	<b>Good</b>	<b>70</b>

Based on the categorization of scores and the average value in the research data, it can be seen that the average value of tourists' perceptions of the Desire element in the promotional media for Tourism Attraction in Tesbatan Village obtained an average score of 348, 70% perception is in good category. The indicator that received the smallest score was "Looking for additional information" at 58%. This is because when tourists want to find more information, there is still a lack of promotion media that introduces the attractiveness of Tesbatan Village.

#### Element of Action in the Promotion Media

To see the tourists' perception of the action element in the promotion media for the Tourism Attraction in Tesbatan Village can be seen in the following table:

Table 7.  
Tourists' Perception of Action in Media of Promotion

No	Indicator	Score	Category	Presentat ion (%)
1	Describe existing tourist attractions	323	Good enough	65
2	Taking a visiting action	377	Very good	75
3	Revisiting a tourist attraction	281	Bad	56
4	Visiting any attraction	371	Very good	74
	<b>Average</b>	<b>338</b>	<b>Good</b>	<b>68</b>

Based on the categorization of scores and the average value in the research data, it can be seen that the average value of tourists' perceptions of the elements of Action in the promotional media for Tourism Attraction at Tesbatan Village obtained an average score of

338, 68% perception with good category. The indicator that received the smallest score was "Revisiting a tourist attraction" at 56%. This is because tourists also consider that access to several attractions is not good and the lack of supporting facilities at these tourist attractions.

### **DISCUSSION**

Based on table 4 above, it shows that the average value of tourist perceptions of "attention in promotion media is 277 with a poor category." This is due to the lack of promotional media for the tourist attraction of Tesbatan Village carried out by the local government, Tesbatan Village officials, or the local community. The current promotional media is still limited to word of mouth and facebook.

Tourists who come to visit know the existing tourist attractions through the stories of other tourists who have come to Tesbatan Village.

Another type of promotional media used to introduce attractiveness is through facebook. Tourists who have come to visit posted a photo accompanied by a sentence describing the attraction on their facebook account. However, the explanation sentence is not comprehensive.

From the tourist perception data in table 4, the indicator that got the highest score was "information through word of mouth" at 77%. Word of mouth communication remains the most dominant marketing practice in consumer purchasing decisions for any product (Sumardy et al, 2011). Other people's talk about a tourist attraction is part of the consumer's consideration for choosing a product. Alternative evaluation is carried out by tourists when they will make a decision to visit with the most interesting word of mouth. Tourists tend to trust the ratings of others more in evaluating a product than ads. The story and experience of a person visiting a tourist attraction sounds more interesting which influences the listener to come to visit the place.

Based on the answers to the respondents' questionnaires, respondents who came to visit tended to know the tourist attractions in Tesbatan Village from word of mouth. Meanwhile, respondents rarely know information about Tesbatan Village from Facebook and the website. Judging from the characteristics of the tourists who come, most of them are 21-30 years old and under 20 years old. At this age, more people access the internet to do various things (Pradipta and Purwanto, 2013). This is where promotional media can be used via the internet such as

Facebook, websites, and others to inform the tourist attractions in Tesbatan Village. Apart from that, attention and creativity from the Kupang Regency Government is also needed for media promotion by more aggressively promoting the attractiveness of Tesbatan Village through various promotion media.

The average value of tourists' perceptions of "Interest in promotional media in Tesbatan Village" is 337 with a good enough category. This is because the element of interest in the promotional media about Tesbatan Village is carried out quite well. The delivery of information about Tesbatan Village includes photos of existing tourist objects, the sentences used are interesting, and also what tourists expect. This is what gives interest in the tourist attractions in Tesbatan Village, which raises the desire to take visiting actions.

The average value of tourists' perceptions of desire in promotion media in Tesbatan Village is 348 with a good category. This is due to the element of desire in the promotional media about Tesbatan Village being carried out quite well, so that interest affects tourist visits in Tesbatan Village. The element of interest in visiting is quite good because the information obtained about Tesbatan Village is the latest information about the state and condition of the tourist attractions in the village. With this information, tourists are more motivated to visit Tesbatan Village.

The average value of tourist perceptions of action in promotional media in Tesbatan Village" is 338 with a good category. This is because the action element in the promotional media about Tesbatan Village is carried out quite well, so that the action affects tourist visits in Tesbatan Village. Generally, tourists who come to Tesbatan Village are for the first time and live in Kupang City. The people of Kupang City, whose daily activities are at school, campus, or at the office that need entertainment to release boredom, decided to travel to Tesbatan Village because in this village there are several tourist objects that can be enjoyed.

### **CLOSING**

Based on the results of the study, it can be concluded that the attention variable is in the bad category, while the variable of interest, desire, and action on the promotional media is in the good and good category. In other words, the attention element of the promotional media needs to be improved so that the effectiveness of the promotional media can influence tourist

visits to Tesbatan Village. This study also suggests that the Kupang Regency Tourism and Culture Office to more aggressively promote tourist attractions in Tesbatan Village by paying attention to the elements of persuasive communication in the promotion itself, such as elements of attention, interest, desire, and action in order to create an effective promotion in attracting tourist visits.

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