

Bundling Strategies of Tourism Development Products in Bondowoso Regency, East Java, Indonesia

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Abstract: This study focuses on developing bundling product strategies in the marketing of objects and tourism attractions. The purpose of this research is to examine the application of the bundling product concept as the development of the competitive strategy of tourist destinations. The research was conducted in Bondowoso district, East Java, Indonesia, which has various potential tourism assets. The method used is a descriptive method to analyze data and information relate to the opportunities and development of tourism in Bondowoso. The results indicated that the form of policy direction bundling strategy of Bondowoso tourism products have the opportunity to optimize the product bundling strategy with promotional packages to provide value of customer. The preference of the variety bundle is expected to be higher in the combined evaluation mode rather than in the separate evaluation mode. The Special Interest Tourism is the suitable type of tourism development. The attributes of the destination are expected to satisfy the needs of tourists also the aspects of performance quality which based on emotional motives. Marketing bundling products through promotion can be done by using e-marketing and viral marketing with several forms of social media.

Keywords: Bundling Product Strategy, Geo Tourism, Megalithic Tourism, Village Tourism

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Introduction

Tourism has become an economic development option due to depleted renewable resources (Lestari, 2015). Therefore, the tourism sector is expected to provide business opportunities and simultaneously and sustainably new job creation. Tourism is one of the options for economic development in many countries. Tourism becomes an agent of change that creates new opportunities and challenges that drive the emergence of new ideas, creativity, and knowledge. Now tourism has been projected to be the driving engine of growth in various aspects of life, economy, social mobility industry, and creative industries (Purwanto, 2017). The potential of the tourism industry is giving rise to the challenges of increasingly tight competition.

Tourism industry 4.0 is a challenge for every country in the world as an unavoidable phenomenon and must be faced with carefulness (Isdarmanto, et.al., 2020). Digital technology is the foundation of the future management of the tourism industry. Travel trends have changed in population trends, digital technology, and sustainable development goals. Tourism management can use the Smart tourism destination strategy used to engage tourists, local communities, governments, and the environment to integrate all the needs of tourism stakeholders (Bahar, 2016).

Product bundling is a sales strategy implemented in marketing. Product bundling has the aim to maximize profits in various marketing that is commonly done in the field of research in the form of products and prices (Yang & Lai., 2006). Customers will love products that offer the best quality, performance, and innovative features. Therefore, companies should be able to make sustainable product improvements (Kotler, and Armstrong, 2010). Therefore, how the

implementation of product bundling can be applied in the field of product development of tourist destinations.

Answering marketing challenges in the industrial 4.0 era, marketing mix planning begins with formulating a product offering to meet the wants or needs of target customers. Therefore, understanding consumer perception of a product category (product involvement) is very important. Product involvement is based on consumer needs, values, and interests (Bian and Moutinho, 2011). Spacey (2017) details product involvement into six types, namely: 1) Interest, a consumer who is passionate about product categories will spend a lot of time reading information about a product package; 2) Knowledgeable, is a consumer who is very understanding with concepts and terms related to the product; 3) Attention, consumers who pay attention to marketing messages in certain categories; 4) Customer needs, consumers who are heavily involved in the category of products that do not need; 5) Situational and Transactional, consumers may be heavily involved in product categories for a short time due to temporary interests or needs; 6) Aspirational, consumers who often research product categories but rarely or never make purchases due to budget constraints. The latest type will delay until the budget is sufficient.

Five tourism development planning approaches need to be known and applied in the development and development of tourism, namely, the approach of local community empowerment, sustainable approach, systemic approach, regional approach, and approach in terms of supply and demand (Ridwan, 2012). Challenges and threats in the industry 4.0. is emphasizing the pattern of the digital economy, artificial intelligence, big data, robotics, as known as the disruptive innovation phenomenon. The current industrial revolution 4.0, has spawned what is known as the industrial culture. Cultural industry is an industry that utilizes the creativity of individuals and groups and relates to culture somewhere (Spacey, 2017). The cultural industry can be adapted and implemented into other industrial sectors such as the tourism industry sector. Utilizing the high diversity of natural tourism and cultural tourism potential faced with the challenge of making itself the best in the industrial era 4.0. In the industrial 4.0 era, the marketing approach refers to the pattern of consumer behavior in the digital era known as the 5A framework (Aware, Appeal, Ask, Act, and Advocate).

Bundling is a marketing strategy that combines several different products in one promotional package. This kind of marketing strategy can encourage consumers to buy more products from the same brand so that the bias increases the sales of products that have been promoted. Product bundling is defined as the integration and sale of two or more separate products or services at any price, and this integration generally provides at least some consumers with added value, such as compactness, seamless interaction, nonduplicating coverage, reduce risk, interconnectivity, enhanced performance, or convenience from the integrated bill, and the greater value raises consumers reservation prices for the product bundle compared with the some of the conditional reservation prices of the separate products (Tellis and Stremersch, 2006).

Bundling strategies are increasingly being used because it provides benefits for both parties, manufacturers use as a competitive strategy to increase demand, build new markets, and to differentiate products from their competitors. While consumers can save costs incurred (Putri, and Wibowo, 2017). Bundling product is a marketing strategy that involves offering two or more products for sale as a unit of sale. Usually, a price given in a package of bundling or combination products will have a cheaper price than the price per unit of the product if the consumer will buy it through units or purchase separately (Derdenger and Kumar, 2013). A product bundling that gives rise to the desire of consumers to buy in greater quantities than when offered separately. Customers see this package gives a higher customer value (Irawan, 2012). Moderation effect of evaluation mode on consumer responses to variations in product bundles found that consumer preferences for varieties of bundles (relative to non-variety bundles) were higher in combined evaluation mode than in separate evaluation mode (Wang, et al, 2013).

The practice of bundling strategy is also widely applied in the marketing of products in the tourism industry. Product bundling strategy is often used in the promotion of package sales (bundling) tours, such as natural tourism activities and cultural tourism and also other outbound activities. Therefore, this study was conducted to study the concept of product bundling strategy

and its application as a model of product marketing strategy or tourism promotion in Bondowoso Regency, East Java, Indonesia.

Methodology

A qualitative method with a descriptive approach is a method that has the principle of wanting to give, explain and critically describe an event in depth (Yusuf, 2014). Data analysis is the process of interpreting data based on text or images that have been obtained. This stage is a process of segmentation and sorting data and reordering it (Creswell, 2016). Data analysis includes; 1) Data reduction, 2) Data display, and 3) Conclusion drawing/verification (Miles and Huberman, 2009). The data is a literature review related to tourism product planning, potential tourist objects and attractions, potential accessibility development, and the existence of supporting facilities.

Results and Discussions

Results

Potential Assets of Bondowoso Megalithic Civilization

Pre-historical assets owned Bondowoso district is very potential developed as a megalithic tourist attraction. Those prehistoric sites describe the existence of human civilization before human history was recorded. The megalithic community in the Besuki region and centered in Bondowoso would be a pity if it was not studied and understood how the life of human past civilizations in Bondowoso. History can provide facts so that history is an indispensable science for the education of human life (Kochhar, 2008). The urgency of knowing and understanding history even pre-history as a megalithic civilization is a tourist asset that can be utilized optimally. It is necessary to branding historical education tourism in Bondowoso so that in addition to not squandering this high-value historical/ pre-historical relic, it also provides awareness to the current generation about the benefits of studying history and the benefits of knowing the history of megalithic (Mastika, et al., 2020).

Bondowoso Geotourism Potential

The topographical condition of Bondowoso Regency, which is almost half of which is a plateau in the form of mountains and hills. The Mount Ijen has been very famous to foreign countries with the vast crater charm and a beautiful blue fire. The color of sulfur miners is make impression of unique tourism Ijen. Another mountain is the ascent of Mount Raung which is much in demand by climbers, The slopes of Mount Argopuro, Wurung Crater, Patirana Hill with the famous name is P28. The physical aspect that is used as a tourist attraction can be in the form of geological conditions, types of rocks and mineral content in it, or other things that are still related to geology (Hermawan, 2010). Maintaining the values of local wisdom, important ecological protection, diversity of biological elements, and other life support systems (Insula & Bricker, 2001). Has aspects in the field of education as knowledge of geodiversity diversity of earth heritage that needs to be preserved (Nainggolan, 2016). The existence of geo-tourism is expected to provide benefits for the surrounding communities (Ginting et al., 2017). Able to present a beautiful tourist attraction, unique, original, and educational value accompanied by appropriate supporting infrastructure and supported by excellent service (Hermawan, 2017).

Potential of Bondowoso Tourism Village

Considering the spread of megalithic sites in about 52 villages, it is conceivable that the potential of tourism village development in Bondowoso Regency. The aspects of physical assessment analysis", as one of the requirements in situational analysis in the development of tourism destinations in an area to explore and recognize the tourism potential of the area. However, needs to be examined aspects of social-cultural assessment regarding harmonious interaction between tourists (guests) and residents. Another assesment is human research analysis which is very important to find information about the quality and quantity of human resources in the tourism development village area. The information obtained from this assessment

can be followed up as material for the development of various education and training programs in the field of tourism needed. The existence of this training program will help villagers to have employment opportunities in the field of rural tourism, also improvement the welfare of residents, and sustainable tourism in this village. The residents can be involved as private tour operators and local guide. It is found to be quite successful as shown by the increasing trend of visitors every year. Such a move should be appreciated by jointly bringing a sense of security and comfort to visitors and by collectively conducting nature conservation and historical sites (Hadi, et.al., 2019). Following the concept of Community Based Tourism, the community is actively involved in the selection, planning, and evaluation of tourism development. The impact of community involvement will be able to contribute to improving the economy and living standards in the local community, sustainability of tourism, and environmental preservation (Soemardiono, et, al., 2021).

Discussions

Aspects of Tourism Product Planning

A product has three levels that exist at each level of the product (Kotler and Armstrong 2010), including 1) Core customer value, is the most basic level when designing a product then a marketer must first define the core, the benefits of problem-solving or service that customers see; 2) Actual product, in this second level marketer must turn the core benefits into actual products. It is necessary to develop products and features of services, design, and level of quality, brand name, and packaging; and 3) Augmented products, at the final level of product planning should build additional products around core benefits and actual products by offering additional benefits and customer service.

In the field of marketing is known the concept of "Consumer Products", namely; products or services purchased by the end consumer for personal consumption. Consumer products are usually classified based on how consumers attempt to buy them. (Kotler and Armstrong, 2010) classified into: 1) Convenience products are consumer products or services that are usually purchased repeatedly, frequently, and directly purchased by consumers with little comparison and purchase effort; 2) Shopping products are consumer products or services that are less often purchased. Customers compare it carefully to suitability, price-quality, and style. When buying products, consumers spend a lot of time collecting information and making comparisons; 3) Specialty products are consumer products or services with unique characteristics or brand identification for a significant group of buyers who are willing to make a special purchase attempt; 4) Unsought products are consumer products where consumers do not know or know but do not usually think to buy. The main thing is an innovation that is not sought until consumers realize it through advertising.

Also important to note is the attributes of the product that is characteristic of the product or service that produces the ability to satisfy the needs of consumers. Kotler and Armstrong (2010), detail as follows: 1) Product quality is one of the main positioning tools in marketing that has a direct impact on product performance and is closely connected to customer value and satisfaction. Product quality has 2 dimensions: (a) Performance quality is the ability of a product to perform its functions and product durability; and (b) Conformance quality is a product free from defects or damage and consistent in providing performance level targets; 2) Product features, a product can be offered in a variety of features, the company creates a higher level of the model by adding more features. Features are a competitive means to differentiate the company's products from competitors; 3) Product style and design, is another way to add value to customers.

The next stage is related to the purchase decision which is an individual activity that is directly involved in the decision making to purchase the products offered. Purchasing decisions are a stage in the buyer decision-making process where consumers buy (Kotler and Armstrong, 2010). Purchasing decisions are a stage in the buyer decision-making process where consumers buy (Kotler and Armstrong, 2010). Purchasing decisions are based on rational motives, emotional motives, or both. Rational motives involve the logical evaluation of product attributes such as price, quality, and usability. Emotional motives involve non-objective factors including social,

imitating others, and aesthetics (Ebert and Griffin, 2009). This study will discuss both purchasing decision motives consisting of rational motives (price, quality, and usefulness) as well as emotional motives (friendliness and aesthetics) as dimensions of purchasing decisions. In the context of marketing is known marketing tactics tools are known as the marketing mix. Marketing Mix is a set of variables that a marketer can exercise control over in creating and offering for exchange (Elliot, et al, 2012). Mill and Morrison (2013) divide the hospitality marketing mix into 8 P's consisting of product, price, promotion, place, packaging, programming, people, and partnership.

Product Bundling Indicator

The success of bundling depends on the implementation of bundling itself. According to Frans M. Royan (2004), there are several indicators in bundling, so that consumers are interested in the products promoted, namely: 1) Accuracy, is an effort in implementing bundling program by the planning to achieve the objectives, including the accuracy of bundling as a promotional media, the timeliness of the implementation of bundling promotion and the accuracy of the period of implementation of bundling that has been determined by the company; 2) Price, covering the price of the product itself, the price of the product is seen from its quality and following the number of products combined; 3) Attractiveness, namely consumer interest in products that use bundling promotion; 4) How to combine products, namely the activities of manufacturers in combining the main products and supporting products in a balanced and by the needs of consumers. Bundling can be successful if done by maximizing the way the product is combined appropriately.

Brand and Image

According to Kotler (2012), a Brand is a name, term, sign, symbol, or design, or combination of all, intended to identify the goods or services of a single seller or group of sellers and differentiate products or services from competitors. Buchory (2010) states a brand is a name, term, sign, emblem, or design or combination of all, which is expected to identify goods or services from a group of sellers and is expected to distinguish such goods or services from competitor products. While according to Aaker (2004) said the brand can be said as a promise of a seller or company to consistently provide value, benefits, features, and certain performance for its buyers. The promise must be the right promise and must be kept to the buyer so that the promising brand can deliver all the promised things, and also provide more value than they promise.

The company's image doesn't happen overnight, on the contrary, the company's image must be built by the company to provide a positive impression and perception for consumers. Image is a set of beliefs, ideas, and impressions that a person has of an object (Kotler & Keller, 2013). Image is the impression that a person obtains based on his knowledge and understanding of facts or facts (Soemirat, 2010). In the tourism industry, the attributes of destinations (attractions, accessibility, and amenities), promotions, and imagery of destinations influence the satisfaction of tourists and are very important to provide innovation because domestic tourists will be more likely to make repeated visits when there are new things that they must experience (Rahmiati and Winata, 2020).

E-Marketing and Viral Marketing

In line with the rapid development of information technology, the conventional marketing process is pushing towards modern internet-based marketing known as electronic marketing (e-marketing). E-marketing is a process of marketing products and services using web media as a philosophy and modern business practice (Ling and Lie, 2006; El-Gohary, 2010). Strauss & Frost (2014) emphasizes that e-marketing with the use of information technology in the process of making, communicating, and delivering value and establishing relationships to customers through profitable means for companies and customers. E-marketing in its application emphasizes more on the speed of dissemination of promotional information using internet-based tools. Promotion as part of the marketing mix is a marketing communication strategy aimed at influencing the

consumer market to make purchases (Kotler and Keller, 2016). The use of modern information technology messages or promotional activities can directly reach the intended target market by using social media.

Viral marketing is known as a marketing communication technique utilizing social networks marketing as well as exponential dissemination of a message. Viral marketing causes everyone who receives the message then wants to spread the marketing message further to others to generate a lot of attention and brand awareness (Bath et al., 2016). Viral marketing methods can use social media, text messaging, video or person-to-person or commonly referred to as endorse that will accelerate or expand marketing information about products and services. Viral marketing content is well designed and provides interesting information to consumers related to products and services. Viral marketing methods are increasingly known and applied quickly such as viruses that are very helpful for customers to be interested and cause purchases of a brand or product (Yeo, et al., 2020). e-WOM (electronic word of mouth) has a positive and significant impact on the image of the destination, the value felt, and the return to visit, as well as the image of the destination, has a positive and significant impact on the perceived value, furthermore, the perceived value has a positive influence and a significant impact on the return visit, so that almost all variables affect the intention to revisit (Prayogo, 2021).

Digitalization of Tourism

Digitalization of tourism or e-tourism is increasingly needed in line with the development of technology 4.0 and 5.0 through the participation of millennial travelers who are tech-savvy. Digitalization of tourism is a form of implementation of the concept of e-marketing that is widely applied in modern business marketing activities. Digitalization is a process of switching media from print, video, and audio to digital. The digitalization of tourism covers all the processes and value chains of the tourism industry, including tourist products consisting of attractions, accessibility, and amenities. The existence of e-tourism allows tourism organizations to maximize tourism potential effectively and efficiently.

E-tourism increases the determination of competition of tourism organizations. E-tourism uses various methods of cloud computing through the internet, allowing management to access and control the entire marketing process as well as the travel process. Cloud computing makes the internet a server hub for managing user data and applications and connecting at the same time. Cloud computing is the utilization of internet-based computing technology that offers resource-sharing facilities without additional devices, more affordable costs, and unlimited data storage (Wahyudi, 2013). Cloud technology is responsible for delivering and serving video and audio content, serving so many social media applications and other applications that utilize this cloud technology.

Bondowoso Tourism Product Bundling Design

Bondowoso regency with its range of mountains has a fairly cool air temperature ranging from 15.40 °C-25.10 °C. Kendeng Mountains in the north with the peak of Mount Raung and Mount Ijen. On the east side of the slopes of the Hyang mountains with the peak of Mount Argopuro, while Mount Kerincing and Mount Kilap are on the west. In addition to the natural conditions in the form of mountain ranges, Bondowoso also has a plenty of Megalithic sites that can be categorized as educational tourism objects.

The type of tourism that is suitably developed in bundling Bondowoso tourist products is Special Interest Tourism. This type of travel product prioritizes the elements: 1) Rewarding, namely appreciation attitude towards nature and its sustainability; 2) Enriching, which is an attraction that can provide self-enrichment or to improve business; 3) Adventure, to fulfill a high interest in adventure; 4) Learning, able to stir the desire to learn new things. On the product level aspect is more to the "core customer value", by highlighting the core definition, the benefits of service that customers see. Similarly, at the "augmented product" level, at the final level of product planning must build additional products around a core and actual product benefits by offering additional benefits and customer service. Furthermore, the classification of consumer products, emphasizes more on the concept of "specialty products", namely consumer products or

services with unique characteristics or brand identification for a significant group of buyers who are willing to make special purchase efforts.

From the aspect of product attributes that are characteristics of products or services that can satisfy the needs of tourists is in the aspect of "performance quality" is the ability of a product to perform its function in providing satisfaction to consumers. The results research of Sakti and Hurriyati (2018) stated that product quality variables have an important element in building customer satisfaction in the application of bundling product strategies. While the response of buyers from the market or consumers is expected to be a response based on "emotional motives", namely involving non-objective factors including social, imitating others, and aesthetics, by the combination of travel products offered, certainly does not ignore the existence of rational motives.

In realizing bundling products, the important initial indicators are 1) How to combine products, namely activities in combining the main products and supporting products must be balanced and under the needs of consumers; 2) Attractiveness, namely consumer interest in products that use bundling promotion; 3) Accuracy, implementation of bundling program to be following the planning to achieve the objectives, including the accuracy of bundling as a promotional media, the timeliness of bundling promotion and the accuracy of the period of implementation of bundling that has been determined; and the last is 4) Price, covering the price of the product itself, the price of the product is seen from its quality and according to the number of products combined. Marketing bundling products through the promotion of course refers to the trend and role of communication technology is very dominant and very effective in reaching the target market (market segment). The concept of e-Marketing or online marketing, or viral marketing is very popular among social media users. Some types of social media, such as; Youtube, Whatsapp, Facebook, Instagram, and more.

Conclusions

Based on theoretical studies on bundling products and paying attention to the potential of tourism products and tourism development opportunities in Bondowoso Regency can be drawn some conclusions. This conclusion is the main point as a direction for the development of product bundling policy and promotion of Bondowoso tour packages. The points are as follows. Bundling product is a marketing strategy that involves offering two or more products to be marketed as a single unit in marketing or promotional communications.

Through the market, bundling product strategy sees the promotional package to provide higher customer value. Travelers preference for variety bundles is expected to be higher in the combined evaluation mode than in the separate evaluation mode. The type of tourism that is suitably developed in bundling Bondowoso tourist products is Special Interest Tourism. In the product level aspect is more to the "core customer value" and "augmented product", and emphasizes the concept of "specialty products", namely products and services with unique characteristics or brand identification for a significant group of buyers who are willing to make a special purchase effort. From the aspect of the product, attributes that are characteristic of products or services that can satisfy the needs of tourists are in the aspect of "performance quality" and based on "emotional motives", namely involving non-objective factors, but does not ignore the existence of rational motives. In realizing bundling products, the focus on indicators "How to combine products, Attractiveness, Accuracy of bundling program implementation, and new prices that include the price of the product itself according to the quality and number of products combined. In marketing communication bundling products through promotion can be done by using the e-tourism method using several forms of social media.

The results of the study are the form of policy direction in planning the development of tourism products bundling in the Bondowoso Regency. The conclusion is case study and only applies to bundling tourism products in Bondowoso according to existing empirical data. This condition is at once a limitation of research because the results obtained are specific. Based on these limitations, the author suggests a further study to create and design (branding) the tour bundling model as a promotional content. The sales of tour packages or promotions use through web media known as e-marketing or e-WOM (word of mouth) or viral marketing as a medium of

promotion of packages (bundling) tours that include tourist attractions, accessibility, and other means of supporting tourist activities.

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