

The Effectiveness of Tourism Business through Positioning Method in Kandri Tourism Village, Gunungpati District

Ida Rohmawati ¹, Nina Mistriani ²

^{1,2} Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia

Email: ninamistriani@stiepari.ac.id ¹, ida.20531018@student.stiepari.ac.id ²

Abstract. This research examines the effectiveness of tourism business through positioning method in Kandri Tourism Village, Gunungpati District, Semarang City. The study analyzes tourism business development through market positioning strategies and tourist perceptions based on their experiences. The research was conducted using descriptive qualitative method with eight informants. Data was collected through interviews, observations, library research, and documentation. The findings indicate that Kandri Tourism Village's tourism business is currently effective in implementing positioning strategies in marketing and utilizing tourist perceptions based on their travel experiences. The village implements positioning through attributes (natural attractions, traditions), products (tour packages, crafts), and pricing strategies. Tourist perceptions demonstrate satisfaction with facilities, services, and unique experiences offered. This enables continuous development and innovation to compete with other tourism villages and attract repeat visitors.

Keywords: Tourism Business, Positioning Method, Effectiveness, Tourist Perception

1. INTRODUCTION

Tourism development plays a significant role in providing services, expanding facilities, and promotion (Bagasta *et al.*, 2021; Boari, 2024; Ghani, Anggi *et al.*, 2022). Tourism villages have become a priority sector for continuous development, particularly due to their ability to highlight environmental potential and local wisdom as alternative attractions (Hadi *et al.*, 2021)

Kandri Tourism Village in Gunungpati Semarang is one of 818 tourism villages in Central Java. Established as a tourism village in 2013, Kandri Tourism Village has successfully developed various tourism potential ranging from nature tourism, culture, to education. This uniqueness needs to be properly positioned in the tourism market through effective positioning methods.

Table 1: Key Achievements 2020-2023 Kandri Tourism Village

Year	Achievement	Level
2020	Sustainable Tourism Village Certification	National
2021	Top 100 Indonesian Tourism Village Awards	National
2022	Winner of Semarang Sustainable Tourism Award	City
2023	Winner of Pokdarwis Jamboree	City

The formation of Kandri as a tourism village stemmed from the strong desire of the Kandri village community. The community regularly holds forum meetings such as RT, RW meetings and religious gatherings. From these meetings, the community took the initiative to transform Kandri into a tourism village by exploring all existing potential, developing plans, organizing the environment, opening mindsets, conducting comparative studies, and training (Khouroh et al., 2021)

This research aims to analyze two main aspects: (1) market positioning strategy through the application of positioning methods, (2) Positioning utilizing tourist perceptions based on travel experiences. Using a descriptive qualitative approach with eight key informants, this research collected data through interviews, observations, literature studies, and documentation.

The results show the effectiveness of the positioning strategy implemented, reflected in increased tourist visits and the development of supporting tourism businesses. These findings provide practical contributions for the development of other tourism villages in implementing effective positioning strategies to enhance competitiveness and tourism business sustainability.

2. LITERATURE REVIEW

A. Tourism Business

Research (Anandhyta, A. R., & Kinseng, 2020) defines tourism business as the provision of goods and services to meet tourist needs. This sector has the potential to increase foreign exchange and community income. However, (Khouroh *et al.*, 2021) emphasizes the importance of developing sustainable business models, especially in the new normal era.

B. Tourism Village

Hadiwijoyo (2012) defines tourism village as an area with authentic atmosphere, encompassing socio-economic life, culture, and distinctive architecture. Damanik (2023) identifies three driving factors for rural tourism development: authentic natural and cultural potential, pristine environment, and local economic development needs. (Junaid *et al.*, 2022; Wesnawa, 2022).

C. Positioning Method

Positioning Method The implementation of STP strategy and product differentiation can enhance company competitiveness, and positioning strategy effectiveness can be achieved through proper market segmentation and clear positioning communication (Chayani *et al*, 2023; Sandy, 2020). The effectiveness of STP (*Segmenting, Targeting, Positioning*) strategies in business development is supported by research (Islam, 2020; Moreira & Luna-Nevarez, 2020; Schlegelmilch, 2022).

D. Tourist Perception

Research by Achsa (2022) emphasizes the importance of understanding tourist perceptions to improve the effectiveness of tourism village development programs. According to tourist perceptions, if the quality of a destination's attractions is low or less appealing, tourist interest in visiting will also decline. The decline in attraction quality has a significant impact on reducing tourist visit interest (Wiradiputra, 2016).

E. Tourist Experience

Tourism development can occur through destination image, tourism experience, and loyalty (Shariffuddin *et al*, 2023). Tourist experience can be observed in tourist satisfaction while fully at the destination, mediating the effects of cultural image and partially mediating the effects of socio-economic and environmental image on destination loyalty (Lee, S.W., Xue, 2020). The perceived impact of destination image on tourist satisfaction means that the experience felt by tourists impacts destination loyalty (Jeong, Y., Kim, 2020).

F. Research Gap

While many studies discuss tourism villages and positioning strategies separately, research analyzing the effectiveness of positioning in the context of village tourism business remains limited. This research fills this gap by analyzing the relationship between positioning strategy, tourist perception, and tourism business effectiveness in Kandri Tourism Village.

3. METHOD

This research employs a descriptive qualitative method to analyze the effectiveness of tourism business through positioning method in Kandri Tourism Village. This approach was chosen to gain an in-depth understanding of the phenomenon studied in its natural

context. The research was conducted in Kandri Tourism Village, Gunungpati District, Semarang City.

The selection of informants used purposive sampling technique with eight key informants representing various stakeholders: Head of Pokdarwis Pandanaran, two tour guides, Head of UMKM, Head of RW, one community member, and two tourists. This diversity of informants enabled comprehensive data collection from various perspectives.

Data collection was conducted through a combination of four methods: in-depth interviews with key informants, direct observation of tourism activities, documentation study of management and promotional documents, and literature study from relevant sources. The collected data was then analyzed using an interactive model comprising data collection, data reduction, data presentation, and conclusion drawing stages.

To ensure the validity of research findings, source triangulation technique was used by comparing data from various informants and data collection methods. This approach enables cross-verification of information and enhances the credibility of research results.

4. RESULTS

Research findings on tourism business effectiveness through positioning method in Kandri Tourism Village show significant development in several key aspects.

A. Positioning Strategy in Marketing

The positioning strategy in marketing is implemented through attribute positioning (natural attractions, traditions) which successfully builds a unique identity through a combination of nature and cultural tourism. Kandri Tourism Village positions itself with main attractions like Gua Kreo and Jatibarang Reservoir, along with cultural traditions such as Nyadran Sendang and Obang-abing Festival.

Nyadran Sendang is a traditional ritual reflecting the gratitude of Kandri Village community for abundant spring water blessings. The ritual begins at night with water collection from seven springs in Kandri Village, followed by placement at the RW Head's house and overnight vigil at Sendang Gede. The next day, the water is paraded along with a buffalo head, traditional snacks, gong, and ceremonial offerings from Sendang Kidul to Sendang Gede. The procession ends with Kembul Bujono or communal feast symbolizing community togetherness and gratitude.

The Obang-abing Festival showcases Kandri Village farmers' local wisdom in pest control, particularly for rice crops. "Obang-abing" or scarecrows are community creations designed to scare away pests rather than eliminate them. This festival not only preserves agricultural traditions but also serves as a tourist attraction educating visitors about local wisdom in sustainable agriculture. Held in accordance with planting seasons, this festival reflects the harmonization between agricultural activities, culture, and tourism in Kandri Tourism Village.

Kandri Tourism Village implements a comprehensive pricing strategy to maximize value for tourists while maintaining tourism business sustainability. The pricing system is designed based on market segmentation and varied tourism experiences offered.

The village has developed structured market segmentation to accommodate various tourist groups. The education segment includes early childhood/kindergarten/elementary schools focusing on creative activities and interactive learning, junior/senior high schools emphasizing cultural learning and practical skills, and universities for comparative studies and research. General tourist groups consist of families enjoying nature and cultural tourism, communities interested in outbound activities, and individual tourists seeking authentic homestay and culinary experiences. The institutional segment includes government, corporations, and educational institutions with specific needs related to tourism village development and educational activities.

Experience variations are designed to meet each market segment's needs. Nature tourism offers adventures at Gua Kreo and Jatibarang Reservoir, while cultural aspects are represented by Nyadran Sendang tradition and Obang-abing Festival. Educational experiences include learning about agriculture, animal husbandry, and fisheries. Culinary tourism features cooking classes and signature dishes like Sego Kethek. Craft activities involve batik making and traditional hat painting, while accommodation experiences offer opportunities to stay in locally managed homestays.

Pokdarwis Pandanaran ensures each segment receives appropriate experiences through professional management systems. This strategy proves effective in increasing tourist visits and creating high visitor satisfaction while maintaining village tourism authenticity and sustainability.

Tourism package offerings vary among Kandri Tourism Village's products as shown in the following figure:



Figure 1. QR Code for Kandri Tourism Village Tourism Products

The distribution of tour package management results:

Table 2: Tour Package Management Percentage

No	Component	Percentage
1	Marketing	12.5%
2	Tour Guide	12.5%
3	Operational Activities	62.5%
4	Regional Treasury	2.5%
5	Pokdarwis Treasury	10%

The value proposition in the pricing strategy includes:

- a. Complete package with welcome drink, snacks, and lunch
- b. Minimum 30 participants for operational cost efficiency
- c. Homestay includes breakfast and shuttle service, Flexible duration based on tourist needs

B. Positioning Utilizing Tourist Perceptions Based on Travel Experience.

Kandri Tourism Village has established the branding "Kandri Wae" with the tagline 'kandri ojo ngasi sepi' (Kandri should never be quiet), aiming to create a tourism village that delivers satisfying service, commercial value, competitiveness, encourages longer stays, and creates memorable experiences that inspire return visits.

Tourist perceptions of Kandri Tourism Village show high satisfaction levels based on two main aspects. Regarding facilities, tourists appreciate the adequate infrastructure, from comfortable homestays to well-organized tourism areas. Guest feedback in homestays consistently shows satisfaction with cleanliness, comfort, and comprehensive facilities provided.

The service aspect receives positive evaluations, particularly regarding local community and tour guide hospitality. Tourists feel welcomed like family members, creating memorable personal experiences. Management's professionalism in organizing tourism activities, from welcome reception to program implementation, also receives high appreciation from visitors.

The offered tourist experiences are considered unique and educational. Visitors value the opportunity to participate directly in traditional activities like Nyadran Sendang and the Obang-abing Festival. The combination of nature, culture, and educational tourism creates a comprehensive experience that attracts repeat visits. This is reflected in the increasing number of return visits and positive recommendations spread through social media. Kandri Tourism Village's social media links are: <https://www.instagram.com/desawisatakandri/?hl=en>

5. DISCUSSION

This research analyzes the effectiveness of tourism business through positioning method in Kandri Tourism Village. The findings show two significant contributions to tourism village development.

First, Kandri Tourism Village's positioning strategy aligns with Nurlena *et al.* (2022) tentang konsep *positioning*. 's positioning concept. The village successfully establishes positioning through natural-cultural attractions and educational experiences. This reinforces (Abdillah & Bimantaka, 2023) findings about the importance of differentiation in positioning strategy.

Second, positioning of tourist perceptions towards tourist experiences in Kandri Tourism Village supports (Achsa, A., 2022) research on the importance of understanding tourist perceptions for tourism village development. The "Kandri Wae" branding and achieved accolades contribute positively to destination image formation, aligned with (Shariffuddin *et al.*, 2023) findings about tourist experiences and service loyalty enhancing destination image for visit interest.

Research limitations include specific geographic focus and limited data collection period. Future research could analyze positioning effectiveness comparisons between tourism villages or digitalization impact on positioning strategy.

Managerial implications include: (1) strengthening digital branding, (2) market segmentation-based tourism product diversification, and (3) optimizing strategic partnerships for tourism business sustainability.

6. CONCLUSION

Research on tourism business effectiveness through positioning method in Kandri Tourism Village yields three main conclusions. First, the implementation of positioning strategy through marketing. Second, tourist perceptions of Kandri Tourism Village's positioning are positive, supported by consistent branding and good service quality. Third, alignment between positioning and tourist experience is realized through supporting business sector development and strategic partnerships.

Research limitations include geographic scope restricted to one tourism village, relatively short data collection period, and focus on positioning aspects without in-depth analysis of tourism business financial aspects. These factors may affect finding generalization for broader contexts.

Recommendations for future research include comparative analysis of positioning effectiveness between tourism villages, longitudinal studies on positioning strategy impact on tourism business sustainability, and exploration of digitalization influence on tourism village positioning strategy. For tourism village managers, recommendations include strengthening digital branding, developing market segmentation-based tourism product variations, and optimizing strategic partnerships.

7. LIMITATIONS

Research on tourism business effectiveness through positioning method in Kandri Tourism Village faces several methodological limitations. The use of qualitative methods with eight informants limits the generalizability of research findings. The data collection period does not fully cover tourism seasonal variations, potentially affecting understanding of tourist visit fluctuations and positioning effectiveness throughout the year.

Geographic and contextual constraints are also significant considerations. Research focus on a single location in Kandri Tourism Village limits comparative understanding with other tourism villages. Local characteristics of Kandri Tourism Village may not be fully

relevant for tourism villages with different characteristics, affecting the transferability of positioning strategies identified in this research.

In analytical aspects, the research focuses on positioning effectiveness without in-depth analysis of financial aspects and quantitative economic impacts. The influence of digitalization on positioning effectiveness is not comprehensively explored. These limitations imply unmeasured long-term effectiveness of positioning strategy holistically, and unaccommodated external factors such as tourism trend changes and technological developments in the analysis.

8. REFERENCES

- Abdillah, M. Y., & Bimantaka, Y. (2023). Analisis Strategi Segmenting , Targeting , dan Positioning pada Restoran Mie Aceh Agam Jaya. *06(2)*, 180–186.
- Achsa, A., et al. (2022). Evaluasi dan Strategi Pengembangan Desa Wisata dengan Importance-Performance Analysis (IPA). *Jurnal Ilmiah Hospitality Management*, *8(2)*, 250–261.
- Adifa Risa Bagasta, Cahya Iswara, A. L. (2021). Analisis Potensi Wisata Menggunakan Informasi Geografis dan Strategi Pengembangan Pariwisata Berkelanjutan Berbasis Masyarakat di Desa Sumberagung, Grobogan, Jawa Tengah. *Jurnal Kepariwisata Indonesia*, *15(2)*.
- Anandhyta, A. R., & Kinseng, R. A. (2020). Hubungan Tingkat Partisipasi dengan Tingkat Kesejahteraan Masyarakat dalam Pengembangan Wisata Pesisir: Kasus Kelompok Sadar Wisata Baron Indah, Desa Kemadang, Kecamatan Tanjungsari, Kabupaten Gunungkidul, Daerah Istimewa Yogyakarta. *Jurnal Nasional Pariwisata*, *12(1)*, 68–81.
- Boari, Y. Y. A. M. R. A. B. S. (2024). Analisis Strategi Promosi Dan Pelayanan Pariwisata Dalam Meningkatkan Jumlah Pengunjung Wisata Di Indonesia. *Edunomika*, *08(02)*, 1–15.
- Chayani, N. F., & Rahmawati, F. (2023). Analisis STP (Segmenting, Targeting, dan Positioning) terhadap Penentuan Strategi Pemasaran pada Waroenk Ramen Bekasi. *Madani: Jurnal Ilmiah Multidisiplin*, *1(2)*, 460–475.
- Faikar Adam Wiradiputra, E. B. (2016). Analisis persepsi wisatawan mengenai penurunan kualitas daya tarik wisata terhadap minat berkunjung. *Jurnal Pariwisata*, *III(2)*, 129–137.
- Hadi, W., Widyaningsih, H., Ekonomi, F., Bisnis, D., Bina, U., Informatika, S., Yogyakarta, A. P., Bayan, T., Yogyakarta, S., & Pesona, S. (2021). Persepsi Wisatawan Dengan Sapta Pesona Di Candi Ijo Desa Sambirejo , Perception Of Tourists With Sapta Pesona In The Ijo Temple Of Sambirejo Village , Prambanan , Sleman. *12*, 39–48. <https://doi.org/10.31294/khi.v12i1.10140>
- Hadiwijoyo, S. S. (2012). Perencanaan Pariwisata Pedesaan Berbasis Masyarakat: Sebuah Pendekatan Konsep. *Graha Ilmu*.

- Islam, M. M. (2020). Segmenting, targeting and positioning in Islamic marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>
- Jeong, Y., Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/APJML-02-2019-0101>
- Junaid, I., Dewi, W. O., Said, A., & Hanafi, H. (2022). Pengembangan Desa Wisata Berkelanjutan: Studi Kasus di Desa Paccekke, Sulawesi Selatan. *Jurnal Perencanaan Pembangunan Wilayah Dan Perdesaan*, 6(3), 287–301.
- Khourouh, U., Ratnaningsih, C. S., & Rahayudi, B. (2021). Pengembangan Model Bisnis Desa Wisata di Era New Normal. *Prosiding Seminar Nasional Kepariwisata (SENORITA) #2 2021*.
- Lee, S.W., Xue, K. (2020). A model of destination loyalty: integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25(4), 393–408. <https://doi.org/10.1080/10941665.2020.1713185>
- Mior Shariffuddin, N.S., Azinuddin, M., Hanafiah, M.H., Wan Mohd Zain, W. M. . (2023). A comprehensive review on tourism destination competitiveness (TDC) literature. *Competitiveness Review*, 33(4). <https://doi.org/10.1108/CR-04-2021-0054>
- Moreira, G. J., & Luna-Nevarez, C. (2020). An Abstract on the Effects of Psychological Distance on Nostalgic Cultural Brands and Consumers' Purchase Intentions: A Construal Level Theory Perspective. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 415–416. https://doi.org/10.1007/978-3-030-39165-2_166
- Nurlena, Musadad, R. R. (2022). Implementasi Strategi Stp (Segmentation , Targeting & Implementasi Strategi Stp (Segmentation , Targeting & Positioning) Di Desa Wisata Rumah Dome , Sleman .. September 2018. <https://doi.org/10.30813/ncci.v0i0.1250>
- Sandy, W. K. (2020). Strategi Segmenting, Targeting, Positioning dan Diferensiasi Produk dalam Memenangkan Persaingan Bisnis. *Jurnal EMBA*, 6(3), 210–225.
- Schlegelmilch, B. B. (2022). Segmenting Targeting and Positioning in Global Markets. *Management for Professionals, Part F357*, 129–159. https://doi.org/10.1007/978-3-030-90665-8_6
- Wesnawa, I. G. A. (2022). Pengembangan Pariwisata Perdesaan Bali: Integrasi Potensi, Kearifan Lokal, dan Ekonomi Kreatif. *Urnal Ilmu Sosial Dan Humaniora*, 11(1), 149–156.
- Yosef Abdul Ghani, Anggi Fitriani, Regina Nurfitriyani Anissa, A. D. (2022). Pengaruh Promosi Digital dan Fasilitas Wisata terhadap Keputusan Berkunjung di Desa Wisata Bunihayu Kabupaten Subang. *Service Management Triangle: Jurnal Manajemen Jasa*, 2(2).