

## MARKETING TOURISM BASED COMMUNITY BASED TOURISM (CBT) IN ACEH SELATAN

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### ABSTRACT

This article discusses community-based tourism marketing (CBT) in South Aceh Regency. The objective of this research is to explore the concept of community-based tourism marketing and its potential for future development. These include marketing to both domestic and international travelers, to attract investors interested in the professional management of tourist attractions. This research discusses the role of the community in creating and developing tourist attractions by promoting them in their own way, without relying on assistance from the government. This research discusses the role of the community in creating/developing tourist attractions by promoting them in their way, without relying on assistance from the government. Data was analyzed using content analysis. This research uses a Community-Based Tourism (CBT) approach. This approach is very appropriate to use for developing community-based tourism programs. The findings in this research show the role of communities in South Aceh in developing tourist attractions in their environment so that they can generate economic income to support the general economy of the community and their businesses in the tourism sector without expecting assistance from the government.

**Keywords:** *Marketing Communication, Tourism, Community Based Tourism, Aceh Selatan*

### ABSTRAK

Artikel ini membahas tentang pemasaran pariwisata berbasis masyarakat (CBT) di Kabupaten Aceh Selatan. Tujuan dari penelitian ini adalah untuk mengeksplorasi konsep pasar pariwisata berbasis masyarakat dan potensinya untuk pengembangan ke depan. Ini termasuk pemasaran kepada wisatawan domestik dan internasional, untuk menarik investor yang tertarik dengan manajemen profesional atraksi wisata. Penelitian ini membahas peran masyarakat dalam menciptakan dan mengembangkan tempat wisata dengan mempromosikannya dengan caranya sendiri, tanpa bergantung pada bantuan dari pemerintah. Penelitian ini membahas peran masyarakat dalam menciptakan/mengembangkan tempat wisata dengan mempromosikannya dengan caranya sendiri, tanpa bergantung pada bantuan dari pemerintah. Data dianalisis menggunakan analisis konten. Penelitian ini menggunakan pendekatan Pariwisata Berbasis Masyarakat (CBT). Pendekatan ini sangat tepat digunakan untuk mengembangkan program pariwisata berbasis masyarakat. Temuan dalam penelitian ini menunjukkan peran kemasyarakatan di Aceh Selatan dalam mengembangkan tempat wisata di lingkungannya sehingga dapat menghasilkan pendapatan ekonomi untuk mendukung perekonomian masyarakat secara umum dan keusahaannya di sektor pariwisata tanpa mengharapkan bantuan dari pemerintah.

**Kata Kunci:** *Komunikasi Pemasaran, Pariwisata, Berbasis Masyarakat, Aceh Selatan*

## **Pendahuluan**

South Aceh Regency is a well-known tourist destination in Aceh Province, offering several attractions, including the legendary Tapaktuan tourist attraction (Gunung Lampu, Kolam Pemandian Putri Naga, Makam Tuan Tapa) and a variety of natural and marine tourism sites. The beauty of these attractions is comparable to that of other popular destinations in Indonesia, such as Bali and Raja Ampat. In 2022, the number of tourist destinations in South Aceh increased. Previously, only a few locations became regional tourist destinations, such as Tapaktuan Legend Tourism, Level Seven Waterfall, Cold Water in Samadua District, and Pulau Dua tourist attraction in Bakong District.

In recent years (2015-2022), several new tourist objects have appeared in several areas in the South Aceh district, such as, Pala Indah Garden, Pasie Setumpok, Ujong Seurudong Island, Batee Meucanang Cave, Tangga Seribu Waterfall, Ujong Batee Beach, Batee Puteh Beach, Bidari Samadua Beach, Lhok Nibong Beach, Lhok Mamplam Beach, Talago Batu, and Lawe Melang River. Several tourist destinations in Aceh, including Batu Putri Batupang, Puncak Gemilang hill, Batu Berlayar, Lhokreukam Beach, Seubadeh Beach, Batu Hitam Beach, Jambo Hatta, Istiqamah Tapaktuan Mosque, Bangko Sea Lake, Air Pinang Waterfall, Telago Batu Mersak Waterfall, and Bakongan Timur Beach (Mardhiah, 2022).

The background of this research lies in the fact that South Aceh Regency has a high appeal for tourism through the Community Based Tourism (CBT) model, attributed to the active involvement of the local community in creating potential tourist attractions. The community's role in establishing new tourism attractions is referred to as community-based tourism (CBT). Recently, the community in South Aceh has been actively participating in the revitalization of new tourist attractions without the significant involvement of the local government. This is driven by economic pressures on families, particularly due to the unproductive nature of nutmeg plantations, which have traditionally been the mainstay of the local economy in this regency. For instance, in places like Tapaktuan, various tourist facilities such as toilets, places of worship, and clean water channels are constructed independently by the community without government assistance.

Community-based tourism development aims to empower local communities in the creative economy sector to grow and develop in harmony with the development of the tourism sector itself so that it is directly felt by the community. If managed professionally, the development of tourist destinations based on CBT in South Aceh District has the potential to boost the local economy in the future. However, it is crucial to prioritize effectiveness and efficiency while maintaining a focus on long-term customer satisfaction and environmental sustainability (Yeh et al., 2013).

In regards to the environment, the community, government, and business actors need to work together in the development of the tourism finance and management sectors, because planning for the development of the tourism industry must involve other sectors, such as the environment, health, agriculture, and culture. This collaboration must be continuously maintained and cannot be left to one particular party. It must be firmly included in the framework of institutional coordination and inter-functional planning (Rapp, 1999; Wolf, 2013).

Tourism development in South Aceh can be accelerated by building connectivity with other sectors such as parks, roads, electricity, clean water, finance/banks, health clinics, and tourism education. This will create the potential for community awareness and increase community income and Regional Original Income (PAD). Related to community participation in development, Community-Based Development (CBD) is a concept of development that involves the community in the planning, implementation, and communication of development programs at the local or village level. This concept emphasizes the importance of understanding and utilizing local resources and needs to achieve sustainable development (Narayan, 2002).

Tourism has become a promising industry from an economic standpoint. According to Sultan (2013), it is the largest industry in the world and has the potential to improve the GDP of each country through tourist arrivals, creating job opportunities for workers.

The economic benefits of a new tourist attraction in South Aceh District have not been fully realized by the community. Several factors may contribute to the issue, including a lack of tourism to new destinations, a lack of creativity in the community in building opportunities to become new economic sources, and an underdeveloped open culture of the society in receiving tourists, especially tourists from outside the area.

According to Ridwan (2012) argues that the development of natural and cultural tourism, from the perspective of local self-reliance, is a collective manifestation of the community order, which is carried out independently by the order itself, to improve the quality of the order while maintaining the preservation of nature and local cultural values, as well as natural tourism objects and cultural tourism. The development of natural tourism and cultural tourism, in the perspective of local self-reliance, is a collective manifestation of the community order, which is carried out independently by the order itself to improve the quality of the order while maintaining the preservation of nature and local cultural values, as well as natural tourism objects and cultural tourism. In connection with the above, tourism development planning is currently being directed towards using a community approach or community-based tourism. In this case, the local community will build, own, and directly manage tourism facilities and services, so that in this way the community is expected to receive direct economic benefits and reduce urbanization.

According to Eworx, Enat & Team stated that the tourism sector has a significant impact on regional, national, and global economies (Ribeiro et al., 2018). According to the World Travel and Tourism Council (WTTC, 2016), the industry generates US \$7.2 trillion, which accounts for 9.8% of global GDP, and supports 284 million jobs worldwide. The Travel & Tourism sector is already important and its growth prospects (3.5% rise in 2016) indicate that it will continue to expand in the coming years. In the European Union, 17 million people work in this sector, which accounts for almost 10% of the EU GDP. It is worth noting that accessible tourism is one of the specific markets with the highest growth forecast within this sector.

A qualitative approach was employed in this research because it allows the researcher to gain in-depth insights into the experiences and perceptions of tourism stakeholders, as well as the experiences of tourists visiting the tourist attractions. Through methods such as interviews, observations, or narrative analysis, qualitative research can unveil the motivations, expectations, and emotional impacts of the tourism stakeholders. Additionally, secondary data in the form of books, journals, research reports, and other important documents related to the tourism program in South Aceh Regency is also required.

Many people misunderstand the concept of marketing, often equating it with advertising or sales. However, as Kotler & Bliemel explain in Anismar (2018), marketing in tourism refers to a social and managerial process through which individuals and groups obtain what they want by creating and exchanging something of value with others. Marketing is not solely about selling products but also about providing long-term consumer satisfaction. At the same time, marketing is to identify customers' needs and meet them appropriately so that products can sell themselves. The uniqueness of tourism marketing lies in the marketer's ability to find, identify, respond to, and anticipate consumers by combining promotion, price, access, and branding messages.

Community-based Tourism (CBT) originated from a study conducted by Murphy (2013) on tourism development in developing countries. Since then, the concept of CBT has gained immense popularity in academic and tourism development practices (Asker et al., 2010).

CBT is considered an approach to alleviating poverty, mitigating the negative impacts of mass tourism, and increasing community capacity (Yanes et al., 2019).

Community-based Tourism approach is suitable for the development of tourism villages. A tourism village is an organization established by village communities to create, manage, and benefit from tourism development in the village area (Yanes et al., 2019). In Indonesia, tourism villages developed as CBT destinations, with the local community serving as the proprietor, manager, and beneficiary of the tourist activities and attractions developed in their rural area. According to the United Nations World Tourism Organization (U.N.W.T.O., 2020), tourism villages are rural villages that have the potential to utilize tourism to preserve their traditions, heritage, and landscapes while also improving the well-being of their people.

The tourism community developed as a form of CBT contributes significantly to the natural resource and cultural values conservation and socio-economic development. The community plays a significant role in creating and managing local tourism (Dewi et al., 2022). The development of tourism destinations contributes to poverty alleviation, empowerment of local communities, and diversification of livelihoods (Dodds et al., 2018).

Creative tourism is a derivation of cultural tourism. Cultural tourism is the type of tourism in which the attraction, resource, and cultural event or festival are the main sources of the tourism product (Carvalho et al., 2016; Stipanović & Rudan, 2015). Tourists are motivated to visit or stay in a destination due to cultural and artistic factors. Cultural tourism offers tourists the opportunity to learn about other cultures beyond their own.

However, creative tourism differs from cultural tourism, especially when it involves visits to various cultural and historical sites associated with mass tourism. According to the United Nations World Tourism Organization (UNWTO), cultural tourism refers to the movement of individuals to cultural attractions in cities outside of their usual places of residency to acquire new information and experiences to satisfy their cultural needs. The itinerary may include visits to cultural attractions such as heritage sites and artistic and cultural events (Whyte et al., 2012).

A fundamental change in tourist behavior has occurred. Tourists now seek new and unique experiences, look for liberation from their busy and pressing lives, and be emotionally and spiritually inspired (Agarwal et al., 2018). They respond to tourism products that engage and involve active participation, eliciting feelings of fun rather than purely utilitarian. In short, consumers seek hedonic experiences and the fulfillment of their dreams (Schmitt, 1999). To stay competitive in response to this new trend, tourism destinations and hospitality companies must formulate and offer a creative and distinctive value proposition: an original experience built on solid values that creates emotional connections with tourists (MOND, 2007).

## **METHOD**

This research was conducted using a qualitative approach with a literature research method that employs Critical Discourse Analysis (CDA). According to Chiluya (2019), CDA involves various forms of description, explanation, and interpretation of data, focusing on analyzing the relationship between language use and socio-cultural and political contexts. Therefore, the analytical process involves (1) text, (2) discursive practices (text production, interpretation, and consumption), and (3) social and political practices within the text. The technical analysis includes tracing primary and secondary data sources, grouping data based on research issues, data processing, referencing, data presentation, data abstraction, data interpretation, and drawing conclusions (Darmalaksana, 2020).

In practice, the research data was obtained from interviews and direct field observations of the activities conducted by the community in revitalizing new tourist attractions, as well as the community's efforts to promote them, through social media platforms such as Instagram, Facebook, YouTube, TikTok, or other media.

The data was collected through relevant informants and internet sources using Google and Google Scholar. Data sources were traced by typing keywords such as "Marketing Communication, Tourism, Community Based Tourism, South Aceh." Subsequently, the researchers read and recorded texts relevant to the research issues. Data were analyzed using critical discourse analysis with the following steps: (1) describing the text to identify characteristics such as vocabulary, sentences, and grammar in the text; (2) categorizing data based on research issues; (3) analyzing the relationship between the text and context.

The study mentioned utilized interviews and observations to collect data. To ensure that the informants could provide a comprehensive understanding of the research questions, the researchers selected leaders and active members of the village tourism institution as key informants. Seven informants from each tourism village were interviewed using a semi-structured approach, where the questions were kept brief to reveal the factors that contributed to the success of the tourism villages in creating creative tourism products. The researchers also observed relevant documents such as tour packages, websites, and social media accounts of the tourism villages. This study collected data through interviews and observations. Interviews were conducted with key informants in each tourism village. Observation of documents in the form of a list of tour packages, tourism villages' website and social media accounts and other relevant documents. According to Azizan & Sorooshian (2018), informants selected for a qualitative study should be able to explain the phenomena related to the research questions during the research process.

## **Result and Discussion**

### **Description of Research Locations**

South Aceh Regency is located on the west-south coast of Aceh Province and is a Regency in Aceh Province with the capital city of Tapaktuan. The regency includes several sub-districts, ranging from Labuhan Haji Sub-district, which borders Southwest Aceh Regency, to East Trumon Sub-district, which borders Subussalam City. From an economic growth perspective, this area is strategically important for tourism development. It is located amid fresh sea and mountains, and the local community is friendly to all visitors. The capital city, known as 'Taluak' in the Aneuk Jamee language, means bay.

Tapaktuan is a renowned tourist attraction located in Tapaktuan District. The city is famous for its natural beauty, history, culture, and religion. The Legend of the Dragon Princess and Tuan Tapa, which has become folklore for generations, is associated with the history. This history is the basis for Tapaktuan known as Dragon City, Tapaktuan Legend is a popular tourist destination among visitors from different regions.

### **Social, Cultural and Tourist Destinations**

States that the inhabitants of Tapaktuan city are from the Aneuk Jamee tribe. The term Aneuk Jamee (Acehnese) means 'visiting child' or 'newcomer' and describes the Minang people who migrated to the area from Lubuk Sikaping, Pariaman, Rao, and Pasaman in the 17th century (Manan, 2015; Tjoetra, 2023). Over time, they assimilated with the Acehnese in the area, facilitated by their shared Islamic beliefs. However, in the end, they belonged to a new society with its own culture and language, distinct from Acehnese and Minangkabau. In addition to South Aceh District, Aneuk Jamee tribes also reside in Samadua District, North Kleut District, South Kleut, and Labuhan Haji District.

Tourist destinations in South Aceh Regency have developed rapidly since 2015, at the beginning of 2023, compared to tourist destinations about eight years ago. This is because the community's demand to open new tourist destinations in their respective regions is significant.

A comparison between old tourist destinations and those based on the CBT model can be seen in the following table.

**Table 1**  
**Tourist Destinations in Aceh Selatan**

Old Tourist Destination	Tourist Destinations Based on the CBT
<ul style="list-style-type: none"> <li>- Tuan Tapa Footprints</li> <li>- Tuan Tapa's Stick and Hat on Mount Lampu (a legendary tourist attraction of Tapaktuan)</li> <li>- Beautiful Nutmeg Park</li> <li>- Lhokreukam Beach</li> <li>- Seubadeh Beach</li> <li>- Jambo Hatta</li> <li>- Dragon Princess Bath</li> <li>- Samadua Waterfall</li> <li>- Tujoh Level Pool</li> </ul>	<ul style="list-style-type: none"> <li>- Setumpok beach</li> <li>- Ujong Seurudong Island</li> <li>- Batee Meucanang Cave</li> <li>- Thousand Stairs Waterfall</li> <li>- Ujong Batee Beach</li> <li>- Batee Puteh Beach</li> <li>- Bidari Samadua Beach</li> <li>- Lhok Nibong Beach</li> <li>- Lhok Mamplam Beach</li> <li>- Talago Batu</li> <li>- Sungai Lawe Melang</li> <li>- Batupang Princess Stone</li> <li>- Puncak Gemilang Hill</li> <li>- Sailing Rock</li> <li>- Black Stone Beach</li> <li>- Istiqamah Mosque</li> <li>- Bangko Sea Lake</li> <li>- Air Pinang Waterfall</li> <li>- Telago Waterfall</li> <li>- Mersak Stone</li> <li>- East Bakongan Beach</li> </ul>

*Sumber: Researcher Analysis, 2023*

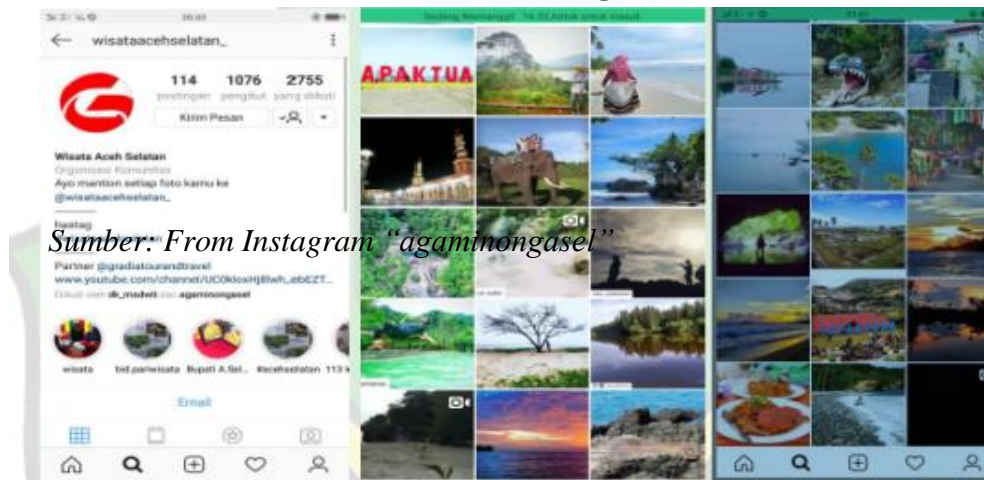
**Tourism Object Marketing Strategy Based on the CBT model**

According to the researcher's interview with the Head of the South Aceh Regency Tourism Office on January 9, 2023, the community plays a crucial role in promoting tourism due to their interest in increasing family income. Therefore, they take the initiative to promote tourist attractions, even with limited media. To ensure a positive experience for tourists, the community needs to maintain an ethical and welcoming personality when hosting them at tourist sites. Includes providing a safe, comfortable, and clean environment. By prioritizing tourist satisfaction, they will return for future visits.

From the Department of Tourism, according to the Head of Service (9 January 2023), the South Aceh Regency government aims to enhance the local economic system through a tourism program. The Tourism Office has guided several tourism groups through the 'hospitality management' program. This program is crucial to ensure that the community, as tourism actors, understands global ethics in service and food provision.

According to the Head of the South Aceh Tourism Office, Mukhsin, ST (interviewed on January 9, 2023), marketing efforts to establish South Aceh as a Tourist Destination Area (DTW) conducted through social media, print media (e.g. brochures, calendars), special events, and exhibitions. The objective is to educate the public about the area's tourism offerings. Tapaktuan Tourism's social media addresses can be accessed via Facebook's 'Tapak Tuan Kota Wisata Aceh.'”

**Figure 1**  
**Screenshot from Instagram**



Furthermore, Mukhsin, ST explained that the government provided guidance through the "Tourism Awareness" group and promoted it through the Pekan Kebudayaan Aceh (PKA) event. In August 2018, South Aceh District won the overall prize in the 7th PKA. According to Mukhsin (interview on January 9, 2023), the South Aceh Regent promoted tourism in the area to Mayor Byron of Australia. The Regent believes that South Aceh has the potential to become a tourist destination, similar to Byron Shire Council. The two areas share similarities in geography and natural beauty, with both surrounded by oceans and hills.

The Community Based Tourism (CBT) program in South Aceh District has fulfilled four main concepts: supporting natural resources, good management, lessons as a form of knowledge distribution, and surrounding community organizations. Ludema (2021) identifies three main elements necessary for the success of the tourism industry: leadership, planning processes, and technical assistance. However, the limited use of social media for marketing purposes suggests that marketing efforts are still underdeveloped.

Argues that marketing can generate revenue in business, create opportunities and promote competitive advantage by building commercialization to attract tourists to tourist destinations. Marketing is considered successful when it can convert potential markets into actual markets. It involves planning travel schedules, estimating necessary expenses, selecting destinations, and promoting through word of mouth, online and offline (Epstein & Yuthas, 2017).

For underdeveloped regions, the Community-Based Tourism (CBT) model is the appropriate choice for tourism development due to limited funds. In general, a tourism program should involve local communities as it aims to articulate ideas and expectations for the physical development and size of the destination, identify problem opportunities and proposed tourism activities, generate ideas, provide input on proposed tourism development and marketing objectives, and evaluate the effectiveness of tourism initiatives.

A tourism program based on the Community-Based Tourism (CBT) model requires a strategy and plan for community participation in all stages, from planning and programming to implementation, to enhance the tourist appeal of South Aceh. When developing the natural tourism potential, it is necessary to consider the aspects of taste or motivation. The demand for ecotourism is strongly related to the level of awareness and attention to conservation or environmental protection. To develop nature tourism in South Aceh, it is also necessary to take references from other countries or regions. The demand for ecotourism depends on the consciousness and attention to conservation and environmental protection. Authenticity is a top

priority in environmental preservation, so repairs and maintenance should adhere to preservation principles.

Therefore, it is necessary to develop strategies and plans for preserving or conserving the natural and cultural environment to meet the tastes of tourists who need authentic values. The local government and community must plan the preservation and development of South Aceh's natural potential and tourism assets, including Tapak, Topo, Tongkat Tuan Tapa, Batee Meucanang Geotourism Cave, Petruk Cave, West Cave, Manganti Beach, and Pasir Beach, clearly and logically to attract more tourists. Currently, visitors to South Aceh are primarily interested in nature tourism. Therefore, it is essential to develop the potential of non-natural or historical attractions such as Tuan Tapa's historical tours, forest tours, etc.

The community-based tourism (CBT) model emphasizes shared responsibility among the government, private sector, and community. The community takes the lead in planning, managing, and developing the project, and the community must actively be involved in the planning, management, and development of the tourism project. At every stage of development, from planning and management to monitoring and evaluation, the community must be actively involved and allowed to participate. This is because the ultimate goal is to improve people's welfare.

In recent years, the community has been responsible for the planning and developing a tourist attractions in the South Aceh District. With proper development, these attractions have potential to become popular tourist destinations. Among these are the Air Terjun Tangga Seribu and Pulau Dua attractions in Bakongan District, based on community-based tourism (CBT). They are unique and beautiful in their way, making them rare finds in other places. These two tourist attractions have become popular destinations for local and domestic tourists.

The community-based tourism (CBT) model can engage communities as active participants in tourism programs in partnership with government and private entities to develop profitable industries in the future. Furthermore, The CBT model promotes community awareness, norms, and ideology, fostering a mutual understanding and ownership of local knowledge and strategies and encouraging self-directed development.

Advancing tourism programs requires marketing and technical assistance, typically in the form of expertise and resources (human, physical, and financial). Assistance from external sources may come from local government, businesses, universities, private consultants (for-profit or not-for-profit), or organizations whose purpose is to provide community development assistance. In CBT-based marketing, tourists can search for a wide range of existing tourism destinations by substituting one for another. The brand plays a significant function in this case, so the brand has a strategic value. The brand plays a significant role in the perceptual image of the destination. A strong destination brand will be able to provide a perceptual image when in a place that is visited (Eduardo Oliveira, 2014). A strong destination brand will be able to create a perceptual image when in a place that is visited.

The tourism program in South Aceh District, which is based on the CBT model, has not yet implemented integrated marketing. Currently, it relies solely on social media owned by the public or tourists who visit the tourist sites. Fandy (2019) identifies five elements of integrated marketing, each with its characteristics: advertising, sales promotion, public relations, personal selling, and direct marketing. The use of social media for promoting tourist attractions based on the CBT model in South Aceh District is due to its two interrelated promotional functions. Firstly, social media enables companies to communicate with customers. Secondly, customers can use social media to communicate with fellow customers.

Utilization of social media in marketing is considered appropriate but not yet effective. Many companies are still experimenting with using social media effectively, and the results are difficult to measure. Additionally, social media tends to be more controlled by users. Promoting



tourist attractions through social media can be challenging, and dealing with fake news or hoaxes on these platforms can be equally difficult to control.

For integrated marketing, community businesses, government, or private parties should use media other than social media, such as television, brochures, and print advertisements. Advertising is necessary because the advantage of advertising is that advertisers have control over message content, budget size, and frequency of broadcasts about destinations, hotels, travel packages, or attractions through various online, offline, and other print media to maximize market response to product offerings. Getting the potential tourists, sellers often use special media to form or raise awareness of potential tourists.

Marketing cannot function optimally by relying solely on promotions or sales. Instead, all marketing activities must work synergistically to generate customer interest in the product. The primary objective of marketing is to sell products to consumers. Therefore, marketers must be able to sell products to people through various sales channels. In a tourism program, the target audience is tourists. The marketer must conduct a campaign individually or in collaboration with other components.

Tourism advertising campaigns aim to inform and attract tourists to various destinations, highlighting their social, natural, and cultural benefits. According to Huang et al (2022), print media is a usual method for tourism advertising. The creation of advertising content and distribution of advertising materials in this promotion aims to achieve three objectives: cognitive (reputation), affective (attitude), and behavior. Advertising stimulates the desired brand image in the minds of tourists, leading to purchase actions.

The dynamics of information exchange among tourism industry players have undergone significant changes. The industry has become more complex due to considerable changes in distribution and sales. The need for online advertising is increasing. However, if the management of the tourism program lacks a solid brand position, the delivery of advertisements will not be effective. It must acknowledge that Internet applications related to tourism businesses, such as hotels, airlines, and travel, have become increasingly popular as product marketing strategies (Zelenka, 2009).

In marketing, the function of a brand is crucial in determining the sales of a product. Therefore, a brand architecture must reflect all the main components of the destination brand, including good positioning that reflects the benefits of rational (head), emotional (taste), religion (heart), and association, along with the brand personality (Singh, 2014). According to Albert Barreda (2013), the success of a destination brand is determined by how well its personality resonates with the target market. To achieve this, destination managers may require the assistance of marketing experts to develop a brand architecture that positions them ahead of their competitors.

In tourism programs, it is not only brands that people need to build their culture but also cultural values in every community activity in protecting their local culture. Communities should equip with marketing knowledge to engage with the business world. As Weatheril (2013) notes, detailed knowledge about tourists is crucial in direct marketing. Secondly, utilize the gathered information to improve the efficiency of the response process and convert awareness into sales.

In general, tourism marketing must be carried out in an integrated manner with all components, not only products, brand packaging, and community culture, but also must pay attention to other market strategies such as consumer behavior (tourists), pricing strategies, and purchasing decisions from consumers (tourists). In the CBT model in the South Aceh District, it is essential to consider and plan all marketing components carefully. According to Mukhsin, the government of ST Aceh Selatan Regency is committed to boosting the local economy through tourism.

Tourism marketing based on CBT in South Aceh has not considered crucial factors such as consumer behavior and pricing strategies. The current marketing efforts have solely on promoting tourism, hospitality, and culinary attractions. However, it is crucial to consider consumer behavior and pricing to influence tourists' purchasing decisions.

According to Schiffman (2015), consumer behavior refers to the actions taken by consumers when seeking, purchasing, using, evaluating, and discontinuing products and services in hopes of satisfying their needs. This concept is closely related to tourist satisfaction with the services they receive. There are four reasons to consider when understanding consumer (tourist) behavior. The first reason is to improve business performance. By understanding consumer behavior, marketers can gain insight into what tourists expect, why they visit destinations, and why they avoid others. Secondly, our goal is to influence public policy. By gaining a comprehensive understanding of consumer behavior, we can advocate for the betterment of people's welfare and promote public policies (regulations) that can protect the interests of consumers (tourists).

Third, the goal is to educate, empower, and assist tourists in making informed purchasing and consumption decisions. It is necessary to acknowledge the fact that everyone is a consumer (tourist). Therefore, it is also necessary to learn how to be a wise and responsible consumer to make optimal purchasing decisions. Consumers should avoid destructive behaviors known as the "dark side of consumerism" in the form of consumer actions that are unhealthy, unethical, illegal, and potentially harmful to individuals or society, such as misuse of tourist attractions, overuse of tourist attractions, coercion of behavior, piracy of digital products, and others. Fourth, consumer behavior may involve multiple individuals with different roles, such as the initiator, who is the person that first suggests or considers the idea of purchasing a specific product or service.

In general, at the location of South Aceh Regency tourists object there is no certainty, such as an entrance ticket to a destination, it changes every day, especially on certain days such as holidays, weekends, and Eid, so also with the price of food and drink. Setting the appropriate price can facilitate product sales, provided that the product is of high quality and possesses the necessary features and benefits for the buyer.

Determining the price of a product or activity is closely related to decisions of consumers, also known as tourists. Solomon (2018) identifies three of purchasing decision processes: cognitive, intuitive, and affective. Cognitive decision-making involves rational decision-making processes, which integrate as much information as possible, evaluate the advantages and disadvantages of each alternative, and select the most satisfactory decision. This process is gradual, going through a series of stages leading one specific product among various choices, and is deliberate, requiring attention to many options in detail. In contrast, habitual decision-making is automatic, unconscious, routine, and behavioral. Meanwhile, effective decision-making is emotional and tends to be instant. It is important to consider this tourist psychology as a strategy for ensuring consumer (tourist) satisfaction when choosing a destination.

In the current era of information technology, competition among tourist destinations is intense. More and more producers are involved in fulfilling consumer needs and desires. As a result, every company related to tourism programs must prioritize customer satisfaction as one of its primary goals. There are three types of advertising that can use to market tourism objects based on the CBT model in Aceh Selatan:

### **Brand advertising**

the most effective approach is to develop a strong advertising campaign that fully conveys the attractive features of the tourist destination. In South Aceh, the natural beauty is the most attractive feature. Marketers should collaborate with advertising agencies to create advertising campaigns and destination brands that evoke feelings and drive desire among potential

travelers. Marketers should select a marketing campaign action plan that aligns with the target audience and market conditions. (Brow, 2013).

### **Print Media Advertising**

Tourism advertising plays a significant role in providing information about tourist destinations. Informative documents, such as leaflets, brochures, guides, and catalogs, are designed and distributed by companies or distribution chains (such as travel agents, tour operators, transportation companies, resorts, tourist areas, or tourism promotion bureaus) with varying degrees of use, benefits, and effectiveness. According to Vedmitra (2012), sales promotion and merchandising in meeting short-term demand in tourism business marketing.

### **Advertising Posters**

The oldest form of tourism promotion is displaying posters on the walls of roadside buildings or other easily visible transit advertisements. These posters should include a graphic representation.

- They can distribute through relevant government agencies, tourism promotion agencies or bureaus, tourism exhibitions, billboards, or public transportation.
- Posters should be placed at airports, train stations (including subway stations), intersections, shopping centers, and other high-traffic areas.
- They should include interesting images, pictures, Bulletin board, and then the address and telephone number of the travel services. Avoid using long and complex arguments in the poster's content (Abbas Tavallai et al., 2014).

Of the existing types of advertising, all of them can use to be promoted with various media, because the potential of society and the environment is very supportive, such as; (1) Guaranteed environmental sustainability; (2) Community pride is also promoted; (3) Involvement from the start of community members in every aspect; (4) Improved quality of life; (5) Recognize, support and promote community ownership of tourism; (6) Preserving the unique character and culture of the local area; (7) Respect cultural differences and human dignity; (8) Fostering cross-cultural learning; (9) Distributing the results obtained fairly among community members; (10) Contribute fixed income gains to community projects.

### **CONCLUSION**

The results of the study found that community participation in tourism program activities based on the Community-Based Tourism (CBT) model in South Aceh was very high, this was evidenced by the many new tourist objects visited in recent years by tourists, and the community's desire to advance these attractions carry out promotions through social media such as Facebook, Twitter, Tiktok, Instagram, and WhatsApp.

However, the tourism program in South Aceh District, which is based on the CBT model, has not been marketed with integrity. It relies solely on social media owned by the community or tourists who visit these tourist attractions. As a result, the community has not received maximum benefits, particularly in terms of the economic benefits of the tourism sector. Several factors may contribute to the lack of tourism in new destinations, including a lack of creativity in developing economic opportunities and an underdeveloped culture of hospitality towards tourists, particularly those from outside the area. Integrated advertising campaigns, such as television commercials, short films, and promotional programs, can attract a wider audience. It is important to avoid subjective evaluations and biased language and to use precise technical vocabulary when appropriate. The text should also adhere to conventional academic structure and formatting, with clear and concise language and a logical flow of information.

To increase people's income around tourist objects based on the CBT model, the government has conducted a coaching program for several tourism groups through the "management hospitality " program. This program needs to be carried out so that the community as tourism actors understands global ethics in service and food provision.

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