

THE INFLUENCE OF PROMOTION TOWARD BRAND MEDICAL TOURISM OF CIMANDE, WEST JAVA– INDONESIA

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THE INFLUENCE OF PROMOTION TOWARD BRAND MEDICAL TOURISM OF CIMANDE, WEST JAVA– INDONESIA

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ABSTRACT

Cimande is the one of Medical Tourism in West Java - Indonesia. Based on this background, the aims of this study is to analyze the effect of promotion in increasing the Brand Medical Tourism in Cimande. The study involved 100 respondents with an incidental sampling technique. Accidental research by spreading research instruments through Google Form. The respondent criteria are peoples who had medical treatment in Cimande, West Java. The analytical method used is multiple regression, testing the closeness of the relationship between variables with correlation analysis and testing the hypothesis with the t test. Based on the research results, it can be concluded that in general, promotion can increase the Cimande brand as a Medical Tourism Destination. Medical tourism can provide economic benefits for the community both as a therapist and the benefits of the multiplier effect from tourism development itself.

Keywords: Medical Tourism, Medical, Herbal, Cimande, West Java

INTRODUCTION

Indonesia has a natural resources consisting of the oceans, sun, beaches and land which if managed properly can provide great benefits for the country. One of its uses is to make the area a tourist destination. It is hoped that the regions that are blessed with exotic natural resources can make a major contribution in providing a source of income (Avenzora et al, 2014; Untari et al, 2018). Especially with the existence of regional autonomy, a district / city is required to be able to live independently. The main characteristic of a region being able to carry out autonomy is in terms of regional financial capacity, meaning that the region must have the authority and ability to explore financial resources, manage and use their own finances which are sufficient to finance the administration of their government (Untari and Satria, 2019; Ali et al, 2019).

Tourism marketing development is the main program of the Directorate General of Tourism Marketing with six main activities, namely developing tourism markets and information, increasing foreign tourism promotion, increasing domestic tourism promotion, enhancing Indonesia's image, increasing special interests, conventions, incentives, and events, as well as

management support and other technical tourism marketing development tasks (Nursal et al, 2019; Untari, 2019).

The level of tourist visits to Indonesia from year to year tends to continue to increase. This proves that the tourism sector is a market-driven industry, so there are so many opportunities to market tourism products in Indonesia (Dharmanto et al, 2019). In marketing tourism product, the involvement of all parties is needed; tourism managers, government and local communities (Williams, 2004). Likewise, in its implementation, the tourism sector must provide added value by getting a touch of science, technology and information starting from market analysis. To analyze the tourism market, information is needed. This information processing is closely related to consumer behavior. When the information has been obtained, the marketing strategy will able to attract tourists.

Indonesia has various tourist destinations that captivate the world (Soehardi and Untari, 2020). Starting from nature, culinary, and culture that are so exotic that captivate tourists. Apart from the tourism sub-sector, there are also things that really need to be developed by Indonesia, namely medical tourism. The opportunities are

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so open, considering the number of foreign tourists who come to Indonesia. Several other Asian regions such as Malaysia, Singapore, Thailand and South Korea have already engaged in medical tourism. Indonesia can reflect on these countries so that they can develop a relatively new type of tourism in the country.

The efforts in marketing medical tourism can be done through branding and promotion (Untari, 2020). And for areas that are unique, they can create this uniqueness into a tourist icon in the area. One tourist destination that has the potential for developing medical tourism is Cimande. Cimande always stressed to all its citizens to have a confidence and good qualities, both in relation to the gods, humans and the environment. Maybe it was one of the moral message to be conveyed by Indigenous Cimande who generally live in her religious values

are strong. If today many people are flocking to enjoy the beauty and coolness of the air peak, it's good now we need a little glance at the neighboring regions Cimande. Cimande is an area where indigenous people still hold strong local culture and wisdom of their ancestral heritage. In one village here, the Village Tarikolot, there is a place of traditional treatment of fractures. Many people do not experience a fracture treatment here.

Some of the potential possessed by Cimande as the capital of tourism development of special interests include public history Cimande, ceremonies (reception, bathing heirlooms, etc.), rituals (Ngabungbang, pilgrimage tomb), heritage objects such as weapons- disarmament, inscriptions, household appliances, musical instruments, the shrine and the result of ideas and ideas such as books, etc., martial arts traditional arts, medicine and traditional

medicine Cimande, hermitage and other historic places, system of social organization, documentation of history the history books ancestors journey of life, songs, pictures, etc., historic sites such as the shrine is used as a place of pilgrimage, custom hermitage, place of meditation or bertafaqur, etc., the embodiment in everyday life Taleq Cimande -day in the midst of indigenous Cimande. Based on this background, this study aims to analyze the effect of promotion in increasing the Brand Medical Tourism in Cimande.

METHODOLOGY

The study involved 100 respondents with an incidental sampling technique. Accidental research by spreading research instruments through Google. The respondent criteria are lecturers who peoples who had medical treatment in Cimande, West Java. The analytical method used is multiple regression, testing the closeness of the relationship between variables with correlation analysis and testing the hypothesis with the t test.

RESULTS AND DISCUSSION

Profile of Cimande Medical Tourism

The Cimande area is administratively located in the Caringin District, Bogor Regency (figure 1). This area always emphasizes all people to have a belief and good qualities, both in relation to God, humans and the environment. The moral message conveyed by the Cimande indigenous people, in general, lives in a strong religious value. So Cimande is known as a traditional area where the people still hold strong local culture and wisdom from their ancestors.

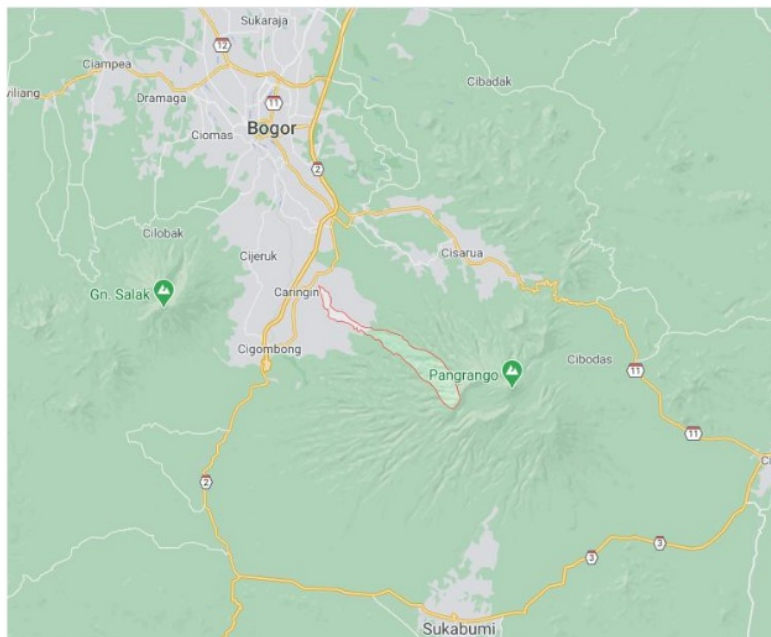


Figure 1. Map of Cimande, Caringin District - Bogor Regency

Cimande has elements in its treatment, namely elements of sharia and elements of essence. The element of sharia in Cimande treatment is an understanding of the anatomy of the human skeleton and nerves that needs to be considered while treating, especially in treating fractures.

The essence of traditional Cimande medicine is a ritual in the form of a prayer before treating, when treating and after treating, the person in the sequence also prays. The traditional method of Cimande treatment is through the process of massage, nerve acupuncture, after 8 weeks

for broken bones, restoration is done to stabilize and awaken the nerves that were previously malfunctioning due to the treatment process. The last process is therapy to restore the body's habits back to normal. Diseases that can be cured in traditional Cimande medicine, namely the process associated with God, for diseases that can be cured such as sprains, whiplash, fractures, gout, and minor strokes.

Interestingly, Cimande treatment with other alternative treatments, namely the drug used in treating it is Cimande oil. Cimande oil is made directly by the Cimande people and the manufacturing process is simple but uses a ritual that is only made at the night of 14 maulids, which only makes Cimande oil once a year. The manufacture of Cimande oil during the ritual actually prepares a large supply of oil for the needs of 1 year. The ingredients of Cimande oil are made from sugar cane, green coconut and sesame oil. Healing in traditional Cimande medicine refers to people who understand and are experienced in healing, namely Hajj. But for Cimande people in general who can master Cimande medicine but do not have the title of Hajj, they are only called "Abah" or "Akang". For in the field area he is called "Guru Singa". The problem that

often occurs in traditional Cimande medicine is that patients who are impatient in the treatment process to recover are like moving too much and violating taboos while in the healing process. Cimande traditional medicine also provides inpatient care for patients who must always be monitored for their healing process so that patients can recover quickly. The difference between Cimande oil and other oils. Cimande oil is divided into two, namely oil and water. The oil is used for the massage process and the water is used to heal it such as broken bones which are useful for healing from the inside of the skin to the bones which is done after the massage process (Ugi and Zakaria, 2017)

Data Processed

Promotion is a means to influence buyers or consumers, this is because promotion is a means of introducing producers, especially regarding products owned by producers. In addition, promotion is also a medium of communication between producers and consumers, a consumer decides to buy if he knows complete information that can be obtained through various promotional programs. The indicators used for promotion and brand are as follows (table 1),

Table 1. Rekapitulation datas per indicators

Indicators of Promotion		Average score per Indicators	Average score per Variables
1	Advertising	2,76	2,73
2	Website	3,11	
3	Publication	3,09	
4	Sales Promotion	1,96	
Indicator of Brand			
1	Effectiveness	2,42	3,22
2	Quality	3,42	
3	Safety	3,22	

Source: data processed (2020).

Based on the results of the above recapitulation, it can be concluded that the scale range of 1 - 5, then the Promotion of Medical Tourism in Cimande is considered not too optimal (2.73). Whereas on the quality variable, the majority of respondents considered that the Brand Medical Tourism in Cimande was quite good (3.22) Correlation analysis aims to test whether there is a relationship between one variable and another. The aim

is to predict or estimate the value of the dependent variable in relation to the value of other variables. The results of the values obtained from the respondents are carried out by a correlation test which functions to test whether there is a relationship between one variable and another. The results of the calculation of the correlation test are carried out as follows (Table 2)

Table 2. Correlation

Coefficients						
	4 Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,172	2,951		2,021	,001
	Promotion	,291	,112	,306	1,726	,054

a. Dependent Variable: Performance

Source: data processed, 2020

Regression equation is

$$Y' = 6.172 + 0.291 X1$$

T test results for the promotion variable (X1) obtained the value of t critical 2,021 > t table (1,962), t test results can be concluded that the promotion variable (X1) give the significant influences to improve the Brand (Y) of Cimande Medical Tourism. So the form of testing the hypothesis is Ha is accepted and Ho is rejected.

CONCLUSION

Based on the research results, it can be concluded that in general, promotion can increase the Cimande brand as a Medical Tourism Destination. Medical tourism can provide economic benefits for the community both as a therapist and the benefits of the multiplier effect from tourism development itself. The results of the study also show that the promotion is not effective enough. The only two well-known promotional media are websites and publications, where these two media are very much supported by the Culture Office and the Ministry of Tourism. However, the

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other two media are still less well known. As for the Cimande Brand as a Medical Tourism Destination it is considered quite good in terms of quality and safety, this is because the treatment in Cimande uses herbal medicine so that it does not have a negative impact on health, especially it does not have a chemical impact on the body.

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