

Marketing Mix Strategy for Pilgrimage Tourism at the Cathedral Museum Jakarta in Efforts to Enhance the Attraction for International Tourists

Prayogo Susanto^{a*}, Dea Fernanda^b

^{a*}Universitas Bunda Mulia, Indonesia, psusanto@bundamulia.ac.id

^b Universitas Bunda Mulia, Indonesia, s19210109@student.ubm.ac.id

*Correspondence: psusanto@bundamulia.ac.id

Abstract

The Cathedral Museum is the only Catholic religious museum in Jakarta. Located in the Jakarta Cathedral Church in Central Jakarta, the museum narrates the history of Catholicism's development in Indonesia. The research aims to analyze the marketing mix strategy for pilgrimage tourism to enhance the attraction of international tourists to visit the Jakarta Cathedral Museum, thereby increasing the country's foreign exchange earnings. The researcher seeks to further understand the appropriate marketing mix communication strategies. The purpose of this research is to identify suitable marketing mix strategies that can be recommended to the museum. This type of research employs qualitative methods, including data collection through observation, interviews, and documentation. The research utilizes marketing mix theory and communication strategies to make future adjustments. This paper intends to conduct further research on the Jakarta Cathedral Museum to help international tourists learn about and visit the museum. Additionally, it aims to apply these findings to other museums and hopes to encourage the establishment of more religious museums that detail the arrival of religions in Indonesia.

Keywords: *Marketing Mix, Tourist Attraction, International Tourists, Cathedral Museum.*

1. Introduction

Tourism is the process by which an individual or a group of people temporarily travels to a location outside their usual place of residence. The tourism industry has developed rapidly worldwide, making it a growing global business and recreational activity. Tourism encompasses various forms, such as leisure travel, nature adventures, recreation, cultural experiences, and agro-tourism. This industry makes a significant contribution to economic growth, including job creation, and has a positive impact on culture, the environment, and intercultural interactions. Tourism has become one of the main sources of income in several countries, including Indonesia. Indonesia has established tourism as a primary target to increase national revenue sources. According to the Ministry of Tourism and Creative Economy, foreign exchange earnings from the tourism sector reached 4.26 billion US dollars during the 2022 period. This value increased by 769.39% compared to the previous year.

DKI Jakarta, the capital city of Indonesia, serves as the main gateway for foreign tourists visiting Indonesia. Jakarta, also known as the City of Jakarta, is a city with rapid development and progress in terms of economy, government, and tourism.

Jakarta is not only famous for its skyscrapers but also for its diverse tourist attractions, ranging from natural, artificial, religious, to historical tourism. Frequently heard tourist attractions include the National Monument (Monas), Taman Mini Indonesia Indah, Ancol, Kota Tua, and the National Museum. In 2022, the number of tourists visiting Indonesia increased by 26.7 million people, according to the Central Statistics Agency (2023). The increase in tourist

visits to Jakarta has had a positive impact on the regional economy, such as increased tourism sector revenue, the creation of new jobs, and improved community welfare.

According to the Central Statistics Agency of Jakarta (2023), the number of tourists visiting museums in 2022 reached 6,074.04%, indicating that museums in Jakarta have their own appeal to tourists who want to gain knowledge and get to know Indonesia's history and culture better. Besides history and culture, museums are also related to religion, one of which is the Cathedral Museum in Jakarta, which was originally established on April 28, 1991. According to A. Yoeti (1985) in Widjianto (2019), a tourist attraction is anything that draws people to visit a particular place. The Cathedral Museum in Jakarta has a mission to preserve the history of the early spread of Catholicism in Batavia (colonial Jakarta) and to house religious artifacts such as prayer books, worship furniture and tools, and paintings. These artifacts not only hold historical value but also serve as silent witnesses that tell important stories from the past. In the museum, visitors can see historical photos and two large maps depicting the history of Batavia. Additionally, the museum provides information on the history of Catholicism's spread and the equipment used by significant figures in the history of Catholicism in Jakarta. Visitors to the Cathedral Museum in Jakarta can enjoy the museum's facilities free of charge. Despite its attractions, the Cathedral Museum in Jakarta has not fully capitalized on its potential due to inconsistent opening hours, which sometimes prevent visitors from enjoying its facilities. Furthermore, the lack of promotion and information about the museum means that many tourists are unaware of its existence and uniqueness.

Hanif et al. (2016:45) in their book state that destination image is the belief or knowledge about a destination and what tourists feel while traveling. According to Handawan (2015), destination image is also crucial in fostering the intention to visit a tourist destination. Echner & Ritchie in Human (1999) describe destination image as an "impression of a place" or "area perception" held by individuals. Although the Cathedral Museum in Jakarta offers a variety of attractions, including historical artifacts, many people are still unaware of its existence. One factor contributing to the lack of tourist interest is the low awareness of the museum's presence, which can be attributed to insufficient efforts by the Cathedral Museum in Jakarta to promote itself to tourists. The museum's low visibility is further compounded by the stronger image of Jakarta Cathedral as a historic building with Neo-Gothic architecture, overshadowing the Cathedral Museum. However, in 2018, the Cathedral Museum was moved to the old rectory building and inaugurated on November 14, 2018. Due to the Covid-19 pandemic, the number of visitors declined, and the museum was closed until it finally reopened in July 2022. Since its reopening, the number of visitors has remained low, with only 8,740 visitors from July to December. This is far from the expected number for a museum located in Jakarta. Information about the museum is still difficult to find through social media or the internet.

Based on this background, in order to market the museum to foreign tourists, a marketing strategy is needed to reach the desired target market. Marketing is the process of promoting a product or service to the public. One effective marketing strategy is the application of the marketing mix, which consists of the 7P. Therefore, this study will further explore the implementation of the marketing mix strategy at the Cathedral Museum.

2. Method

This research is a descriptive study using a qualitative approach with the application of triangulation in the marketing mix. The aim of this study is to explain the potential of pilgrimage tourism through the Cathedral Museum using field notes, photographs, and interview transcripts. Thus, the research is supported by a direct field approach. The objective of this study is to identify the appropriate marketing strategies for the Cathedral Museum to attract international tourists.

Data and Data Collection Techniques

This research will employ qualitative techniques, involving data analysis methods using information in both oral and written forms. The steps for data analysis in this research are as follows:

Data Collection

In this research, the researchers collected data by conducting direct observations, interviewing Pastor Rudolphus Kurrus and foreign tourists, and then using documentation as direct supporting evidence.

Data Reduction

Obtaining the desired data does not necessarily mean that the researcher understands the phenomenon being studied. Since qualitative research aims to deeply explore what happens in an event from the participants' perspective, interview recordings and transcripts are akin to a researcher's 'treasure' that needs to be understood and closely connected with the qualitative data obtained. There is no more effective way to truly connect with the data than by reading and rereading the interview transcripts, and even listening to the interview recordings again or rewatching the video recordings made during the data collection process. The interview recordings can become an important source in the data analysis process, as the researcher can gain valuable information or insights from the conversations conducted with the participants. Therefore, the researcher should take the time to listen to the recordings at least once. The primary goal in this initial stage is for the researcher to start understanding the content of the data obtained and begin to identify elements in the data that relate to the research question. To achieve this, it is quite common for the researcher to read the interview transcript at least once, twice, or even three times until they truly feel they understand and are 'close' to the data.

Data Presentation

After data reduction, the next step is data presentation, which can be done in the form of brief descriptions, tables, relationships between categories, and so on. In qualitative research, the presented data is usually in a narrative text form.

Conclusion Drawing and Verification

Conclusion drawing and verification is the final stage, which is the result of the previous steps. This stage involves finding or understanding meanings, regularities, patterns, explanations, cause-and-effect flows, or comparisons.

Types and Sources of Data

In this research, the data includes both primary and secondary data. Primary data consists of the researcher's observations and the results from Focus Group Discussions (FGDs). Secondary data includes magazines, reports, previous research findings, and information available from the Jakarta Cathedral.

Table 1
Sources of Informan, Reason, and Consideration

No	Sources of Informan	Reasons and Considerations
1	Person in Charge	To seek information about the museum, including its economic development
2	Visitors	To identify what aspects of the museum need improvement

Location and Time of Research

The research location is the Jakarta Cathedral, Jl. Katedral, Ps. Baru, Sawah Besar District, Central Jakarta City, Special Capital Region of Jakarta 10710.

Figure 1

Location of the Jakarta Cathedral Museum



3. Results and Discussion

Characteristics of Informants

Romo Albertus Rudi Hartoko, SJ. as Pastor Kepala Gereja Katedral Jakarta
Li Wu foreign tourists from Singapore

The Cathedral Museum was inaugurated on April 28, 1991, by Mgr. Julius Darmaatmadja and was initially named the Church of the Assumption of Mary. The museum is located in Central Jakarta at Jl. Katedral, Ps. Baru, Sawah Besar District, Central Jakarta City, DKI Jakarta 10701, as stated by Pastor Albertus Rudi Hartoko, SJ.

In this study, the researcher aims to conclude the marketing mix strategy through 7P for pilgrimage tourism at the Cathedral Museum, including:

Product: A product is something offered to consumers to gain attention, be purchased, or consumed to satisfy the desires or needs of its users (Hanggraito, 2020). The Cathedral Museum is displayed on two floors and is divided into several zones:

- The first zone is the Reception Room Zone, which features a replica of Pastor Rudolphus Kurris, the founder of the Cathedral Museum, and a statue of the first parish priest of the Cathedral Church. Visitors can also see relics of Pastor Rudolphus Kurris, such as a typewriter and a robe.

- The second zone is the Historical Panorama Zone, where visitors can watch a short video about the founding of the Catholic Church and how Catholicism was brought to Indonesia by missionaries up to the present diocese era.
 - The third zone is the Underground Church Zone, which covers the period before the existence of congregational leaders when worship was conducted secretly from the VOC.
 - The fourth zone is the Prefecture, Vicariate, and Episcopate Zone, which provides information about the leaders of these three periods.
- The fifth zone is the Cathedral Collection Zone, which contains the history of the Cathedral Church from its inception, including baptism books and the first marriage blessing book. This zone also features a mini theater with a capacity of 40 people, showing religious films about Catholicism.
- The sixth zone is the Past Times Zone, which collects old books and choir items from the Cathedral Church.
 - The seventh zone is the Martyrdom Zone, which displays sacred relics of those who died defending their faith, such as bone fragments and pendants.
 - The eighth zone is the Visiting Zone, which contains souvenirs from the Pope's visit to the Cathedral Church.
 - The ninth zone is the Liturgy Zone, showcasing collections of robes, bishop's garments, and more.
 - The tenth zone is the Relics Zone, which houses a monstrance from the 1700s.

Figure 2.

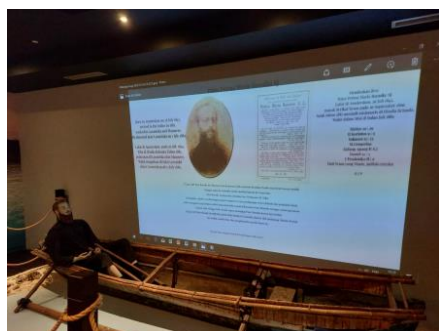
Zone Museum



In figure 2, this is the museum zone that displays a collection of historical objects owned by the museum, including items belonging to former and current bishops such as robes, cassocks, rochets, mozzettas, zucchetos, birettas, rings, bishop's croziers, mitres, palliums, and cappa magnas.

Figure 3.

Explanation



In Figure 3, there is a digital explanation that provides detailed information about the figures who spread the Catholic faith. The explanation is comprehensive and available in two languages, Indonesian and English, so that foreign tourists can also understand it.

Price: Price or tariff is an element in the marketing mix that not only determines profitability but also signals a product/tourist destination. Visiting the Cathedral Museum is free of charge (Henilia, 2016). This applies to both local and international tourists, making it an appealing strategy for attracting foreign visitors and schoolchildren.

Place: The Cathedral Museum is located on the balcony inside the Jakarta Cathedral. It is situated in a very strategic area in Central Jakarta, near Masjid Istiqlal and the National Monument (Monas), making it easily accessible by private vehicles and public transportation. Visitors using private vehicles can follow directions to Jalan Merdeka Timur, while those using public transport can alight at Juanda Station and continue by online taxi for about 5 minutes. Alternatively, the Transjakarta bus service, which has English direction signs, is very helpful for international tourists, as noted by Li Wu, a visitor from Singapore.

Figure 4.

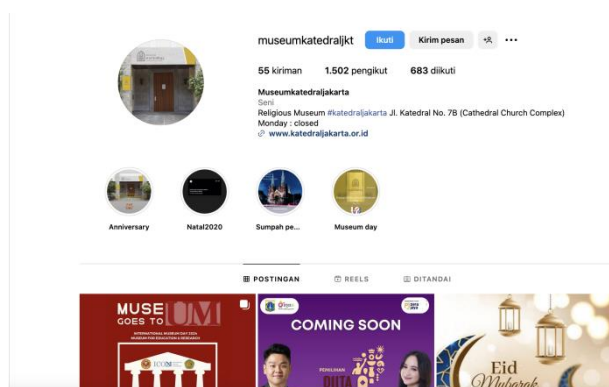
Katedral Jakarta



The figure 4 shows a grand Gothic-style cathedral with two towering spires. The structure is characterized by its pointed arches, intricate stonework, and large circular stained glass window above the entrance. The cathedral has an imposing presence, with several vehicles parked in front of it, adding to the sense of scale. The sky is cloudy, with sunlight faintly breaking through.

Promotion: The museum uses social media, such as its Instagram account @museumkatedraljkt, to share photos of visitors and exhibits, although the promotion is not very active. The museum also has a website linked to "www.katedraljakarta.or.id," which provides information in English for foreign tourists.

Figure 5.
Social Media



In figure 5, there is a source of information that can be accessed through social media, specifically Instagram, and a website that can be directly accessed via smartphone. This makes it easier for foreign tourists to obtain information and helps with the promotion carried out by the cathedral

Process: Process is a procedure or mechanism used to deliver the desired goods or services, this was stated by Kotler and Armstrong in the Amanah study (2015). In this process, researchers observed the contents of the Cathedral Museum which is divided into several zones, namely the reception room zone in this zone for an explanation of the figure of Father Rudolphus Kurris who is the founder of the Cathedral Museum. The Panorama History Zone explains the history of the entry of Catholicism into Indonesia. The Underground Church Zone explains the conditions during the VOC colonial era. The Prefeltorate, Vicariate, and Episcopate zones display Catholic religious leaders in Indonesia and there is an explanation of their life histories. The mini theater room which has a capacity of 40 people to show religious films about Catholic teachings and all of these zones already have explanations in English and Indonesian so that foreign tourists can understand and comprehend them too.

Figure 6.
History



In image 6, it shows a historical process that narrates the development of the cathedral from its initial construction to the present day. This information is displayed in a dedicated room where it is placed on the walls.

People: The smooth operation of a museum relies on its staff to ensure that it remains in optimal condition. This concept is supported by Kotler and Armstrong (2012:62), who argue that all

actors involved in service delivery can impact customer perceptions. Key elements include museum employees and foreign tourists. The presence of international tourists can enhance the global recognition of the Cathedral Museum and contribute to its development.

Physical Evidence: The Cathedral Museum is situated in a strategically advantageous location, enhancing its accessibility and appeal. The surrounding environment is meticulously maintained, with regular cleaning services ensuring a high standard of cleanliness. This careful attention to the physical surroundings contributes to a positive visitor experience and reinforces the museum's commitment to providing a welcoming and well-preserved space. The well-maintained facilities, including clear signage and organized exhibit areas, further support the museum's professional image and help create a memorable and engaging experience for visitors.

4. Conclusion

Based on the seven marketing mix indicators that have been collected and analyzed, several strategies still do not align with the development of religious tourism in Jakarta. Although there is already a social media presence on Instagram, promotions are rarely conducted. Social media should be utilized more actively to aid in promotions. The museum needs to be more active on social media, and the Jakarta government, particularly the Tourism Department, should also play a role in promoting Catholic religious tourism on an international scale. Additionally, the government can assist in improving public transportation to ensure that foreign tourists have a safe and convenient visit, ultimately contributing to the advancement of Indonesia's tourism sector.

Acknowledgments

To all parties who have assisted in this research, I, as the author, express my deepest gratitude to the research team for their invaluable insights and perspectives that greatly influenced this study. I also extend my thanks to the Museum for allowing me to conduct my research, to Bunda Mulia University for providing the opportunity for this research, and to Gema Wiralodra for the opportunity to publish my journal. Thank you.

5. References

- Amanah, Diah. (2015). Pengaruh Bauran Pemasaran Terhadap Kinerja Usaha Kecil dan Menengah. *Jurnal Pengabdian Kepada Masyarakat*. Vol 21(81).
- Ardiansyah, I., & Maulida, R. G. (2020). Kajian atraksi, amenities dan aksesibilitas untuk pengembangan kepariwisataan di Taman Wisata Alam Gunung Pancar kabupaten Bogor. *Jurnal Inovasi Penelitian*, 1(4), 707-716.
- BPS DKI Jakarta. (2022, July 26). Jumlah Pengunjung Museum Menurut Jenis Museum di Provinsi DKI Jakarta 2019-2021. Jakarta.Bps.Go.Id.
- BPS DKI Jakarta. (2023, March 2). Jumlah Kunjungan Wisatawan ke Obyek Wisata Unggulan Menurut Lokasi di DKI Jakarta 2020-2022. Jakarta.Bps.Go.Id. <https://jakarta.bps.go.id/indicator/16/777/1/jumlah-kunjungan-wisatawan-keobyek-wisata-unggulan-menurut-lokasi-di-dki-jakarta.html>
- Dewantara, Y. F., & Susanto, P. (2020). Analisis Dampak Positif terhadap Kesejahteraan dan Pertumbuhan Ekonomi dalam Penerapan Konsep Desa Wisata di Desa Batulayang, Kabupaten Bogor. *Destinesia: Jurnal Hospitaliti dan Pariwisata*, 2(1), 9-19.
- Handawan, Y. G. (2015). Pengaruh Citra destinasi pariwisata Waduk Sermo terhadap minat wisatawan berkunjung ulang. Universitas Sanata Dharma Yogyakarta

- Hanggraito, A. A., Wiratama, A. S., & Saifuddin, R. A. (2020). Alternatif Strategi Bauran Pemasaran 7P Museum Batik Yogyakarta. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 4(2), 72-83.
- Hanif, A., Kusumawati, A., & Mawardi, M. K. (2016). Pengaruh Citra Destinasi Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas 73 Wisatawan (Studi pada Wisatawan Nusantara yang Berkunjung ke Kota Batu). Brawijaya University.
- Ketaren, Indara Karona. 2017. *Gastronomi Upaboga Indonesia*. Jakarta.
- Krisnayani, N. K., Liestiandre, H. K., & Pranjaya, I. G. P. A. (2021). Pengaruh media sosial dan daya tarik wisata terhadap keputusan berkunjung wisatawan domestik di Pantai Melasti, Bali. *Jurnal Kepariwisata*, 20(2), 134–143.
- Kotler, Philip dan Kevin Lane Keller. 2008. *Manajemen Pemasaran Edisi 13. Jilid 2*. Jakarta: Erlangga.
- Lebu, C. F. K., Mandey, S. L., & Wenas, R. S. (2019). Pengaruh Lokasi, Persepsi Harga Dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Wisatawan Di Objek Wisata Danau Linow. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(4).
- Rosanto, S., & Carennia, K. (2022). Pariwisata Berkelanjutan Danau Sarantangan, Singkawang, Kalimantan Barat. *HOSPITALITY AND TOURISM*, 5(2), 260-266.
- Simangunsong, Wasti Samaria; Prasetya, A. W. (2022). Ratusan Koleksi Museum Katedral Jakarta, Ada Potongan Tulang. *Kompas.Com*.
https://travel.kompas.com/read/2022/12/05/111350727/ratusan-koleksi-museum-katedral-jakarta-ada-potongan-tulang?page=all#google_vignette
- Stuono, S., & Meitasari, K. (2021). Sistem Informasi Objek Wisata Di Kabupaten Cianjur Berbasis Media Sosial. *Media Jurnal Informatika*, 13(1), 26–35.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D (Edisi 2)*. ALFABETA.
- Susilo, S. H. (2017). *MUSEUM IKLAN DAN WADAH KOMUNITAS DESAIN GRAFIS DI DAERAH ISTIMEWA YOGYAKARTA*. Universitas Atma Jaya Yogyakarta.
- Widjianto, T. (2019). Pengaruh Daya Tarik Wisata, Citra Wisata, Promosi, dan Kualitas Pelayanan terhadap Minat Berkunjung Kembali Wisatawan di Objek Wisata Ketep Pass. *Fakultas Ekonomi Program Studi Manajemen. Universitas Negeri Yogyakarta*.
- Winata, V. (2018). Pengaruh e-WOM Terhadap Intention Wisata Di Raja Ampat Papua (Theory of Planned Behavior). *CALYPTRA*, 6(2), 982-1000.
- Yulita, H. (2017). Pengaruh bauran pemasaran pariwisata terhadap keputusan untuk berkunjung. *Jurnal Hospitality dan Pariwisata*, 2(2)
- Zuhriyah, I. N. H. (2023). IDENTIFIKASI KARAKTERISTIK MASJID NAMIRA SEBAGAI DAYA TARIK WISATA RELIGI DI KABUPATEN LAMONGAN. *JIEM: Journal Of International Entrepreneurship And Management*, 2(01 Juni), 102–112.