

Strategy Ecotourism in Perlis Malaysia To Become One Of Malaysia's Top Destination

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ARTICLE INFO

Article history:

Received December 31, 2023

Revised June 30, 2024

Accepted June 30, 2024

Available online June 30, 2024

Kata Kunci :

Destinasi Utama Malaysia, Perlis, Strategi Ekowisata.

Keywords:

Malaysia's Main Destination, Perlis, Ecotourism Strategy.



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ABSTRAK

Perlis memiliki kekayaan alam yang luar biasa dengan hamparan sawah yang hijau, pegunungan yang menakjubkan, serta keberagaman hayati yang kaya. Hal ini menandakan potensi besar bagi pengembangan ekowisata di daerah ini. Tujuan penelitian ini adalah menggali strategi ekowisata di Perlis Malaysia menjadi salah satu destinasi utama di Malaysia sebagai ekowisata berkelanjutan. Penelitian ini mengadopsi metode kualitatif yang menempatkan peneliti sebagai instrumen utama, menjalankan teknik triangulasi untuk pengumpulan data, dan menerapkan analisis induktif. Hasil Penelitian menunjukkan kerjasama lintas-lembaga menjadi kunci dalam mengoptimalkan potensi pariwisata kawasan ekowisata Perlis, menciptakan efek positif bagi masyarakat setempat dan industri pariwisata secara keseluruhan. Ketersediaan amenities dan fasilitas umum di kawasan ekowisata Perlis masih belum optimal, serta promosi memegang peran krusial dalam mengenalkan, meyakinkan, dan mempertahankan minat terhadap produk atau destinasi wisata tertentu. Dalam hal ini, penggunaan media promosi yang efektif menjadi kunci untuk meningkatkan popularitas dan kesadaran masyarakat terhadap ekowisata Perlis. Strategi promosi harus mempertimbangkan variasi minat audiens serta memanfaatkan beragam alat pemasaran seperti iklan, penjualan tatap muka, dan publisitas untuk mencapai tujuan pemasaran yang optimal.

ABSTRACT

Perlis has extraordinary natural wealth with green rice fields, stunning mountains, and rich biodiversity. This indicates great potential for ecotourism development in this area. The aim of this research is to explore ecotourism strategies in Perlis Malaysia to become one of the main destinations in Malaysia for sustainable ecotourism. This research adopts a qualitative method that places the researcher as the main instrument, carries out triangulation techniques for data collection, and applies inductive analysis. The research results show that cross-institutional collaboration is key to optimizing the tourism potential of the Perlis ecotourism area, creating positive effects for the local community and the tourism industry as a whole. The availability of amenities and public facilities in the Perlis ecotourism area is still not optimal, and promotion plays a crucial role in introducing, convincing, and maintaining interest in certain tourist products or destinations. In this case, the use of effective promotional media is the key to increasing the popularity and public awareness of Perlis ecotourism. Promotional strategies must take into account variations in audience interests and utilize various marketing tools, such as advertising, face-to-face sales, and publicity, to achieve optimal marketing goals.

INTRODUCTION

Tourism has now become a universal need, encouraging the need for a serious approach to its management by involving various related parties. Competition in the tourism industry continues to create a variety of tourism products that not only introduce natural beauty but also cultural heritage and local traditions as the core of the tourism development vision (Rusyidi & Fedryansah, 2018).

The rapid growth of ecotourism in recent years has driven tireless promotional efforts, targeting profits and opportunities in an ever-expanding market. The continuous wave of tourism promotion seen through various media platforms, both print and electronic, is a reflection of the

potential of ecotourism, which promises great benefits for regions that explore its wealth and resources ([Azizah et al., 2021](#)).

The main foundation of sustainable development is maintaining the sustainability of natural resources and cultural wealth. This concept is applied to the sustainable tourism paradigm, the essence of which is the development of tourism resources from attractions to facilities with the aim of providing optimal benefits for all parties involved and creating long-term satisfaction for tourists ([Aina et al., 2020](#)).

Increasingly widespread awareness regarding the environment and environment-based development has drawn attention to crucial principles in sustainable tourism. This principle encapsulates an important goal: maintaining environmental and cultural integrity while providing economic benefits to local communities, regions, and governments, which becomes an essential foundation for sustainable tourism development ([Arida & Sunarta, 2017](#)).

Perlis, as the smallest state in Malaysia, stands out as a meeting place for two cultures: Malaysian and Thai, thanks to its position as the border between the two countries. Located in the northern region of the west coast of Peninsular Malaysia, Perlis is adjacent to Thailand's Satun and Songkhla provinces to the north and borders the state of Kedah to the south. Despite its small size, Perlis hosts a population of approximately 254,400 as of 2019, demonstrating the region's unique cultural diversity ([Arabi, 2022](#)).

Perlis has extraordinary natural wealth with green rice fields, stunning mountains, and rich biodiversity. This indicates great potential for ecotourism development in this area. This emphasis on the natural beauty of Perlis is what makes it special as an ecotourism and agrotourism destination in Malaysia. Together, the unforgettable appeal of the caves and the seductive appeal of the recreational forest create a stunning ecotourism destination with unparalleled views ([Shatir & Hamzah, 2019](#)).

Perlis' extraordinary appeal is not only for local residents but also captivates tourists with its authentic rural charm. Various ecotourism products, such as Perlis State Park and Bukit Ayer Recreational Forest, as well as other treasures such as Gua Kelam and Tasik Melati, offer enchanting experiences amidst untouched natural beauty, confirming the richness of this region's ecotourism that has survived far beyond the age of modern humans ([Pangestu et al., 2023](#)).

Apart from ecotourism, agrotourism is the main focus of tourism development in Perlis, inviting visitors to experience agricultural life and fishing firsthand. The largest super fruit farm in Southeast Asia represents the agricultural wealth of Perlis, with a variety of fruits such as figs, gac, lemons, and passion fruit growing abundantly. With the mottos 'Pesona Perlis' and 'Perlis is more charming', this area hopes to become a sought-after destination for Indonesian tourists after the pandemic ends, promising an unforgettable agrotourism experience ([Widyatmaja & Ngurah, 2017](#)).

The potential for ecotourism in Perlis has not yet become the main focus for the community and related institutions, while the conversion of forest land to plantations and agriculture poses a serious threat to the sustainability of ecotourism in the region. This condition demands a comprehensive study of the biophysical aspects of the forest and tourism potential in this village as a basis for developing sustainable ecotourism, emphasizing the urgency of careful planning to maintain natural beauty in a sustainable manner ([Fauziah et al., 2018](#)).

The aim of this research is to explore ecotourism strategies in Perlis Malaysia to become one of the main destinations in Malaysia for sustainable ecotourism. It is hoped that this strategy will result in cooperation between several countries in the Southeast Asia region, bring tourists to the Perlis area, and make Perlis the main destination of choice for tourists in the Southeast Asia region.

METHOD

This research adopts a qualitative method that places the researcher as the main instrument, carries out triangulation techniques for data collection, and applies inductive analysis ([Sugiyono, 2010](#)). At its core, qualitative research emphasizes detailed meaning rather than

attempts at generalization, offering deep insight into the phenomenon under study. This research involved key informants such as the CEO of the Sepang International Circuit (SIC), Malaysian Tourism Consul/Tourism Director officials, as well as local and foreign tourists as subjects in data collection. The methods used include library research and field studies involving interviews, observation, and documentation, while data analysis was carried out using Miles and Huberman's interactive model, which consists of the stages of data collection, data reduction, data presentation, and conclusion drawing and verification (Rusli, T. S et al., 2024). This approach presents a comprehensive perspective on CEO experiences and the important role of tourists in the context of the tourism sphere in the locations studied.

RESULT AND DISCUSSION

1. Strategy for Increasing Tourist Attractions

The development of the tourism sector has become a significant local economic force, turning it into an attractive destination for domestic and international visitors and generating a substantial economic impact. More than just the economic aspect, the growth of the tourism industry also has a psychological impact that arouses citizens' sense of pride in the progress of their country. The existence of the tourism industry is also considered a means for individuals to overcome daily routines, stimulate creativity, and enrich personal productivity.

The development of the tourism sector is identified as one of the main agendas that can be adopted in future policy directions to stimulate local economic activity and promote related regional economic growth. The involvement of the Malaysian Consul General and Honorary Treasurer of the Malaysian Association of Tour & Travel (MATTA) confirms the commitment to developing ecotourism in Perlis to become a major destination in Malaysia through a strategy to improve tourist attractions that focuses on accessibility, amenities, public infrastructure, and efficient management. This approach explores the important role of institutions and facilities in building sustainable ecotourism and encouraging sustainable economic growth in the region.

a. Tourist Attraction Objects

The tourism development strategy in the Perlis area, prepared by the Honorary Treasurer of the Malaysian Association of Tour & Travel (MATTA), emphasizes strengthening the potential attractiveness of tourist attractions as the main criterion for tourist destinations. The main focus of this strategy is on highlighting the quality of tourist attractions that are well-known and achieve widespread recognition, as well as establishing a tourism product network through product packaging and planned visit patterns. This approach aims to build a strong identity for Perlis as an attractive tourist destination and increase its attractiveness in the tourism industry holistically.

The main aim of this effort is to strengthen the attractiveness of tourist destination areas by developing a variety of tourism products that have the potential to increase the number of tourist visits. The strategic focus lies in creating and diversifying tourism products that can enrich the visiting experience for tourists and encourage a significant increase in the number of visitors coming to the destination. This approach is based on the idea that tourism product diversity has a crucial role in increasing the competitiveness and attractiveness of a destination in the global tourism market.

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If an area has conditions that support it becoming an attractive tourist destination, then that area has the potential to become a center of attraction for tourists. This concept refers to the idea of a "destination" or natural resource that has developed and become an object of significant tourist interest. Emphasis on the potential tourist attraction of an area involves conditional factors that are able to encourage a shift in tourist attention and encourage the growth of the tourism industry at large.

In evaluating the tourism potential of an area, it is important for the public to understand the search criteria that attract tourists. This concept emphasizes that there are four main aspects that are the focus of attraction for tourists, such as natural resources, cultural riches, the development of attractions, and the creation of artificial attractions. The increase in tourist destinations is not only limited to main geographical locations but also to the development of tourist destinations around big cities that can attract tourists to spend longer and plan repeat visits. The principle of having attractive attractions is a key factor in encouraging tourist interest and motivation to explore and visit tourist destinations.

b. Accessibility

The process of developing tourist attractions basically refers to strategies that encourage the growth of a destination into a tourism center that offers entertainment and learning experiences. This concept underscores the efforts involved in expanding the potential of a tourist attraction so that it can attract attention and create a valuable experience that is both entertaining and provides educational value to visitors. The essence of this development is to produce a positive effect by enriching the tourist experience while supporting the holistic growth of the tourism sector.

Tourism includes a series of trips from one location to another with a temporary nature, carried out both individually and in groups, with the aim of achieving harmony and happiness through interaction with the social, cultural, natural, and scientific environment. This definition emphasizes that tourism is not just physical travel but also an effort that involves interactions between individuals or groups and environmental aspects that include social, cultural, natural, and knowledge dimensions. The essence of tourism activities is the search for balance and satisfaction through holistic and diverse experiences. Tourists' motivation for traveling is not only aimed at satisfying curiosity but also emphasizes its role as a mechanism for reducing mental stress, getting relaxation, and restoring mental and physical balance, especially through interaction with a diverse natural environment.

Findings from the research show that accessibility to tourist areas in Perlis, Malaysia, shows an adequate level of feasibility, as reflected in the condition of roads and adequate transportation facilities to reach the Perlis ecotourism destination by land, air, and sea. Developments in tourism sector policy must place significant emphasis on advances in transportation infrastructure, considering its crucial role in determining the travel distance and time required for visitors to explore and enjoy tourism destinations. Affordability and quality of transportation are important aspects of a memorable tourist experience and in increasing the attractiveness of a tourism destination.

The three types of transportation land, sea, and air play an important role in depicting the dynamic journey in the tourism domain, forming important stages of movement in the tourist experience. Accessibility, as one of the main factors in determining the success of a product, has a significant role in turning market potential into a reality that can be reached by consumers. The essence of this accessibility element indicates its crucial role in facilitating potential markets to transform into real markets, expanding the scope and reach of products in the world of tourism.

Accessibility plays a central role in supporting ease of travel, especially in the context of tourism areas such as the Perlis region of Malaysia, where optimal road connectivity is a determining factor in ensuring visitor satisfaction. Smooth and good access to tourism destinations not only gives satisfaction to tourists but also has a direct impact on increasing comfort during their trip. The substance of adequate accessibility is providing a more efficient and

comfortable travel experience for visitors, which plays a significant role in increasing tourist satisfaction in certain tourism destinations.

c. Amenities

Apart from the intrinsic attractiveness of the tourist destination itself, an important role is also given to the amenities and facilities available in the tourism area, which become a significant element in influencing the growth and development of the tourism industry. The existence of adequate infrastructure and services in tourist areas is a key factor in attracting visitor interest, providing a complete experience, and enriching the value of a tourism destination. The essence of these amenities and facilities confirms that the existence of adequate services and facilities has an important impact on influencing the overall attraction and experience of visitors to a tourism destination.

Success in increasing the attractiveness of a tourism destination depends on optimizing aspects of attractions, facilities, and accessibility, but managing them well is urgent and essential. Although the relevant Tourism Department in Perlis, Malaysia, has made efforts to improve public facilities around tourist destinations, the biggest obstacle they face is budget constraints, which limit their ability to carry out larger and more comprehensive improvements. This situation highlights that although efforts have been made to improve tourism facilities, the main challenge faced is financial constraints that limit wider and more effective development efforts.

Findings from the research indicate that the infrastructure and facilities available in the ecotourism area in Perlis, Malaysia, have not reached the expected level of completeness because there are still deficiencies in fulfilling the facilities and infrastructure in this tourism destination. This analysis illustrates that although efforts have been made to improve the condition of facilities, there are still needs that must be met to improve infrastructure that supports the tourist experience more comprehensively. The essence of these findings highlights the importance of improving infrastructure and facilities as a crucial element in improving the quality of tourism destinations and the visitor experience.

According to Rizal, (2020) basic infrastructure plays an integral role in easily accessing tourist attractions and available facilities. Infrastructure development is an essential foundation that supports the development of the tourism industry by ensuring the availability of adequate access to tourist destinations and the facilities within them. This study confirms that the existence of adequate infrastructure is the main prerequisite for encouraging the progress and development of tourism as a whole.

Infrastructure developed in a tourism area brings significant benefits to both parties, both tourists and local residents who inhabit the area. Efforts to improve or develop infrastructure are one of the main strategies for creating a supportive environment for the development of the tourism industry. This description highlights that infrastructure improvements and development not only enhance the tourism experience but also create a conducive environment for the growth of the tourism sector as a whole.

Comfort is considered one of the central aspects of the development of the tourism sector, which focuses on providing facilities that support the tourist experience during their stay at a tourism destination. The facilities provided aim to facilitate tourist activities by providing services that cover their stay at the tourist attraction. This foundation of comfort highlights the important role of facilities in supporting visitor satisfaction while exploring and staying at a tourist destination, ensuring a more satisfying and complete experience for them.

Effective facility management in tourism destinations is expected to attract more tourists, along with increased visitor satisfaction resulting from good management. In the context of the development of the tourism industry, the comfort aspect is a crucial element, playing a central role in attracting visitor interest and maintaining the level of tourist satisfaction. The substance of this comfort emphasizes that improving and good management of destination facilities contributes to the attractiveness of the destination and the positive experience provided to visitors.

The condition of facilities is an important factor that tourists take into account when they visit a tourist destination. Well-maintained facilities at the destination have the potential to create a positive impression on visitors, triggering the possibility of them making repeat visits. Apart from that, well-maintained facilities have a significant impact on increasing tourist interest and loyalty towards a destination, according to research conducted by [Zaenuri, \(2012\)](#). The essence of the well-maintained condition of facilities is that good management of facilities can be a strong determining factor in attracting and maintaining visitor interest in a tourist destination.

The construction of facilities at tourism destinations aims to meet visitor needs, provide a comfortable experience, and ensure comfort when exploring the tourist attraction. In addition, providing services that include satisfaction, comfort, and convenience for visitors is an important aspect that supports the objectives of the facility, in accordance with the concept presented by [Aprilia et al. \(2017\)](#). The main purpose of these facilities and services is to create an adequate and supportive environment for visitors, improving the quality of their experience and satisfaction while at the tourist destination.

d. Public facilities

The focus of facility orientation at a tourism location tends to be related to the attractiveness of the object, where the placement of facilities is based on existing market needs and demands. In the context of tourist travel, visitors need lodging services as one of their primary needs, such as rest, food, and drink, so the existence of lodging facilities is very important in meeting visitors' basic needs during their visit to a tourist destination. The basis of this facility orientation emphasizes that the placement of facilities, especially accommodation, must be in line with market demand and the basic needs of tourists, referring to sleeping needs and food and drink services during their stay at the tourist destination.

In addition to basic needs such as lodging and food services, there is demand for support from related industries such as souvenir sales, laundry services, tour guides, and other recreational facilities. Efforts from related agencies in Perlis, Malaysia, aim to complete and fulfill the facilities expected by tourists visiting the tourism area in Perlis. The essence of fulfilling these facilities highlights the importance of providing additional services that support tourist needs and satisfaction through the provision of various supporting facilities needed in tourist destinations.

Findings from the research reveal that a number of public facilities, especially public toilet facilities, have not been fully provided around tourist attraction areas, which is actually one of the priority facilities in developing infrastructure in tourism destination areas. This lack of public toilet facilities shows that there are still aspects of infrastructure that have not been properly accommodated around tourist destinations, highlighting the importance of developing and improving facilities that support the needs of visitors in the area. The substance of the lack of public toilet facilities is that their existence is essential to meeting the basic needs of visitors and indicates the need for more comprehensive infrastructure improvements in tourist attraction areas.

In an effort to meet needs during a tourist trip, it is important to prepare various facilities that support tourists from the beginning to the end of their trip, starting with their needs before leaving their place of origin, staying at the tourist destination, and returning to their respective places of residence. This includes providing a variety of facilities that support every stage of tourists' journeys, taking into account their needs from before to after their visit to a tourist destination, which is fundamental to ensuring a satisfying and complete experience for them. The meaning of providing these facilities emphasizes the need for comprehensive planning to meet tourists' needs at every stage of their trip, covering the entire journey from start to finish.

Facilities that are arranged in an integrated and complementary manner are at the core of supporting tourists' travel needs, indicating that the tourism industry requires a separation of the components used based on the characteristics and type of tourism. This concept highlights that in the tourism industry, the provision of interrelated and integrated facilities plays a vital role in meeting tourists' travel needs, as explained by [Suryadana, \(2022\)](#). The meaning of this facility integration is that coordinated and integrated management of various components is crucial in

supporting the success and satisfaction of tourists during their trip, according to the characteristics and type of tourism encountered.

The availability of facilities at tourist attractions is a crucial element in meeting tourist needs, but the existence of facilities also has a significant impact on the perceptions formed by visitors towards the destination. The presence of complete and adequate facilities at a tourist attraction has the potential to create comfort and satisfaction for tourists after exploring the destination. The meaning of the role of facilities emphasizes that, while the availability of facilities is important to meet needs, the quality and completeness of facilities also have an important impact on the overall experience felt by visitors during their visit to a tourist attraction.

e. Institutional

The development of the tourism sector is not just a government matter but also involves the active role and contribution of the community and the private sector in the entire planning, implementation, and management process. The development of the tourism industry is a very complex business entity, requiring active involvement from all parties involved and especially demanding the existence of superior functional institutions in managing the tourism sector, especially in the context of tourism activities in Perlis, Malaysia. The important role of institutions that have superior functions is to ensure the sustainability and effectiveness of the management and development of the tourism industry, where the complexity of the business demands strong involvement from institutions that have the capacity and role to manage the industry.

The bodies mentioned include informal organizations formed on community initiative and official bodies that are part of the government structure. The involvement and existence of these two types of bodies highlight the active participation of the community as well as the formal involvement of institutions that are legally recognized and connected to the government. The meaning of the existence of these two types of bodies emphasizes that in tourism development, the participation and active role of both informal bodies that emerge from the community and official bodies that come from the government have relevant value and contribution in the management and development of the tourism industry.

Collaboration between the Malaysian Consul General and the Honorary Treasurer of the Malaysian Association of Tour & Travel (MATTA) has proven to be extensive with various government and non-government organizations, which aims to develop the tourism sector in Perlis, Malaysia, even extending to neighboring countries such as Indonesia, Thailand, and Singapore. The essence of this collaboration is that the active involvement of these institutions marks a joint effort in gathering cross-border support, both regionally and internationally, to advance the tourism industry in the Perlis region and expand the reach of cooperation to neighboring countries in the area.

From the research results, it appears that the Malaysian Consul General and Honorary Treasurer of the Malaysian Association of Tour & Travel (MATTA) have succeeded in designing an effective strategy to develop partnerships with various non-government institutions, which is reflected in the formation of a number of organizations that actively play a role in advancing the tourism industry in Perlis, Malaysia. The understanding of these findings is that the collaborative efforts initiated by the two institutions have made a positive contribution in forming influential organizations for the growth of the tourism industry in the Perlis area, confirming the importance of the active role of related parties in building productive partnerships for the progress of the tourism sector. .

The concept of synergy between formal and informal institutions in tourism management, as proposed by [Aulia & Dharmawan, \(2010\)](#), shows that close collaboration between these two types of institutions is able to better regulate the tourism industry and reduce negative impacts that may arise. The success of institutions in managing a tourism system does not only depend on the existence of formal institutions but is also supported by effective management and participation, ensuring that these institutions function optimally in managing the tourism industry holistically.

In the context of tourism destinations, the relevant department has the responsibility to provide additional services, which include marketing aspects, physical infrastructure (such as roads, transportation systems, electricity, and water supplies), as well as coordinating activities by complying with applicable regulations, both on infrastructure and the environment. tourism itself. The essence of this statement is that the services provided by relevant agencies cover a variety of areas, from physical facilities to regulations governing activities in tourist destinations, all of which contribute to positive experiences for tourists and the progress of tourism as a whole.

Institutions in the tourism context are essence entities that support the entire tourism industry infrastructure, including management institutions, tourism information centers, travel agents, as well as stakeholders who play an active role in the development of the tourism industry. The existence of these various institutions forms a fundamental structure for supporting and managing the tourism sector holistically, ensuring coordination and sustainable services to support the progress of the industry.

2. Perlis Ecotourism Promotion Strategy

The lack of effective promotional efforts is the cause of the low popularity of Perlis ecotourism among the general public. The management and local government have not made optimal use of the various promotional media available, both print and electronic, thereby reducing the level of visits to tourist attractions in the Perlis ecotourism area. The use of wider promotional media potential could be a solution to increase public awareness and interest in Perlis Malaysia ecotourism.

Promotion, as a strategic element in marketing, has a major role in creating opportunities and controlling the tourism market. Environmental factors, especially demand from tourists, are determining factors in developing promotional strategies. In this context, promotion acts as the main link and driver in the travel decision-making process, which is directed at strengthening demand and accelerating tourist decisions.

The main goal of promotional efforts in a corporate context is to educate consumers about the products offered, influence their perceptions, and encourage purchasing decisions. According to Tjiptono (2002), the essence of promotion is to provide relevant information, influence consumer preferences, and trigger purchasing actions through reminders regarding the company and its marketing strategy to the intended target market.

a. Inform

Sellers have a responsibility to educate the market regarding new products and their innovative uses. This involves a comprehensive approach to conveying information regarding product functions, clarifying price changes, and building the company's image through effective communication with consumers.

b. Persuade target customers

Sellers play an important role in guiding consumers to choose and switch to the brands they offer and encouraging direct purchasing decisions. This involves persuasive strategies that are effective in influencing brand preferences and directing consumers to shop at the same time.

c. Remind

Promotion has the main objective of emphasizing the urgent need for the product and maintaining consumer awareness of the place or source of the product. This strategy aims to maintain customer loyalty by linking them to previous satisfaction, preventing them from switching to competitors, and reinforcing the relationship with the brand.

Tourism promotion also has the aim of informing, persuading, and reminding tourists to be interested in visiting the area being promoted. Therefore, promotional strategies must utilize effective communication media, taking into account the varying tastes and desires of the target tourist audience. This is key to reaching and influencing diverse travel preferences.

At the product introduction stage, companies or agencies need to determine the most effective marketing strategy to increase sales. Proper management of the marketing mix is crucial, where elements such as advertising, promotion, direct sales, and public relations and publicity activities are the main keys to achieving a product's competitive advantage in the market. It is important to manage these marketing tools holistically in order to achieve optimal marketing goals.

1) *Advertising*

Advertising is a strategic activity for achieving product and service marketing goals. Advertisements, which include a variety of product representations and promotions, are presented by sponsors through mass media. [Lukitaningsih, \(2013\)](#) defines advertising as impersonal communication involving payment through the media, carried out by business entities, organizations, or individuals with the aim of providing information, influencing opinions, or encouraging the purchase of certain products.

Advertising media in carrying out its functions is divided into:

- a) Above-the-line media, which consists of advertisements published in print media, electronic media (radio, television, and cinema), and outdoor media (billboards and public transportation).
- b) Below the line media, which includes all media other than the media above, such as exhibitions, sponsorships, calendars, key chains, umbrellas, and souvenirs.

2) *Face to Face Sales (personal selling)*

Face-to-face selling is a direct representation from a company or manufacturer to potential buyers, conveyed verbally with the aim of promoting a product or service for sales purposes. According to Swasta (1998:260), personal selling refers to direct interaction between individuals who meet face-to-face with the aim of creating mutually beneficial relationships, both in the formation, improvement, control, and retention of customers.

Personal contact in sales involves direct interaction between the seller and the buyer, allowing for a strong two-way flow of information. Apart from providing an explanation about the product, this interaction also leads to directing or persuading potential buyers. The advantage of face-to-face communication is its ability to explore consumers' direct responses to products and provide space for input and criticism that can be used as company feedback.

3) *Publicity*

Public relations and publicity activities aim to stimulate market interest indirectly. Through publications in mass media or other platforms that are not posted by sponsors, certain products, services, or businesses try to attract attention with relevant news. Publicity, according to Morison (2010), reflects a broadly positive response from society, conveyed through various media, regarding company activities and initiatives that are considered important to the public.

Public relations with publicity are based on three specific characteristics, namely:

- 1) High credibility, namely the presence of authentic news and images that readers can trust more than advertisements.
- 2) The ability to capture potential buyers, where public relations can reach potential buyers who tend to avoid salespeople and advertising. The message is received by buyers more as news than as a sales advertisement.
- 3) Public relations has the ability to dramatize a company or product.

Promotion, according to [Laksana, \(2019\)](#), involves a series of activities to introduce, convince, and maintain interest in certain products. In the context of tourism, promotion is an effort to influence and attract the attention of tourists so they are interested in visiting the

destination being promoted. Therefore, promotional effectiveness in tourism requires a diverse communication approach because the target audience has varying preferences and interests.

CONCLUSION

The results of research and analysis confirm that the development of the Perlis ecotourism area is realized through a series of strategies, including combining tourist attractions to provide a holistic experience to tourists, improving public amenities and facilities, careful marketing efforts, industrial development and partnerships, and the creation of a creative economy by utilizing intellectual property. Close collaboration between various entities, both government and non-government, strengthens synergy in the development of the Perlis ecotourism area, where institutions and the community actively participate in supporting the local government's efforts to develop the tourism sector comprehensively. The essence of these findings is that cross-agency collaboration is key to optimizing the tourism potential of the Perlis ecotourism area, creating positive effects for local communities and the tourism industry as a whole. The availability of amenities and public facilities in the Perlis ecotourism area is still not optimal, such as toilets and small stalls that provide basic needs for tourists, such as drinks. This shortage is a major concern because these public amenities and facilities are key factors in determining tourist satisfaction and affect the overall tourist experience. The lack of adequate facilities in the area has become a frequent complaint made by visitors. This shows the need for improvements in the provision of basic facilities and amenities to improve the quality of the tourism experience in the Perlis ecotourism area so that it becomes Malaysia's main destination.

Promotion plays a crucial role in introducing, convincing, and maintaining interest in certain tourist products or destinations. In this case, the use of effective promotional media is the key to increasing the popularity and public awareness of Perlis ecotourism. Promotional strategies must take into account variations in audience interests and utilize various marketing tools, such as advertising, face-to-face sales, and publicity, to achieve optimal marketing goals. Relevant agencies and the role of the community in promoting Perlis as a tourist destination are the spearheads of Perlis tourism, which has become one of Malaysia's main destinations.

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