

**IMPLEMENTATION OF PROMOTIONAL MIX STRATEGIES  
IN THE FACE OF COMPETITION FROM THE ISLAMIC  
ECONOMIC PERSPECTIVE**

A Case Study Of Obyek Wisata Air Bojongsari (Owabong) Waterpark

Purbalingga, Central Java



**THESIS**

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**ABSTRACT**

This research is based on the increasing competition in tourism business in Indonesia. Even, this sector is expected to be the first on foreign exchange earnings. It encourages many tourism businessmen to compete in promotion strategies of their tourism objects. It is also done by Owabong Waterpark Purbalingga. It is called as the tourism magnet of Central Java. The potency of this tourism object should be balanced by the strategies of promotion, it is necessary because there is decreasing number of visitors year by year. By promoting harder, it will increase the customers decision to visit Owabong Waterpark Purbalingga. Unfortunately, there are elements fraud, lie, in order to draw the attention of the public through promotion it offers. Therefore, this study is taken to determine that the promotional mix strategies implemented in Owabong Waterpark Purbalingga consist of advertising, sales promotion, personal selling, publicity and public relation, direct marketing, to increase the number of visitors and face the competition. It is also to determine what the implementation of promotional mix strategies in Owabong Waterpark Purbalingga is in accordance with Islamic economic principles.

This study is field research. Technique of collecting data that used is interview, observation and documentation. The result of this research shows that Owabong Waterpark Purbalingga implements five majors of promotional mix, there are advertising, sales promotion, personal selling, publicity and public relation, direct marketing.

Although in the last five years the number of visitors has decreased, Owabong still fairly good, because amid increasingly fierce competition, Owabong permanent tourist attraction in Purbalingga is still the most visitors, in Central Java, Owabong is ranked second after Candi Borobudur. The conclusion is the implementation of promotional mix that has been done by Owabong

waterpark Purbalingga cannot increase the number of visitors, but Owabong still survive in the competition.

Owabong Waterpark Purbalingga in implementing the strategy of the promotional mix is in accordance with the principles of Islamic economics in which it serves customers with humility (*khidmah*), always fulfill the promise and does not cheat in marketing including in the determination of the quality and quantity of goods and services, honest and reliable (trustworthy) , does not like prejudice and dislike vilify merchandise or property of others, the benefit of many parties are not just for individuals or specific groups.

*Keywords : promotional mix, promotion strategies, competition, owabong waterpark*



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# CHAPTER I

## INTRODUCTION

### A. The Background of Study

Tourism in Indonesia is considered to be one of the important economic sectors. Even, this sector is expected to be the first on foreign exchange earnings.<sup>1</sup> Besides, tourism can reduce the number of unemployment, because tourism can be anywhere. So that, the tourism can be developed in a region that gives the opportunity to provide vocations.<sup>2</sup> It clearly will give more economic opportunity, it also can protect and repair the environment and push up the local economic development.<sup>3</sup>

According to the tourism regulation number 10/2009, definition of tourism is a collection of activities that are supported by society, entrepreneur, national government, and local government. Gamal Suwanto also explains that tourism is a collection of activity services and industries that delivers travel experiences, including transportation, accommodations, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The reasons are to get an enjoyment and to fulfill the desire to know something, and also because of sport activity, health, convention, religion, and the other reasons.

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<sup>1</sup> Gamal Suwanto, *Dasar-dasar Pariwisata* (Yogyakarta: Andi, 2004), p. 35.

<sup>2</sup> *Ibid.*, p. 36.

<sup>3</sup> *Ibid.*, p. 37.



Right now, many countries in the world consider the tourism as an integral and important aspect of the countries development strategies. Every tourism literature write the resume that tourism sector give the profit to the own country. This profit is given from foreign exchange earnings, government revenue, local development stimulate and the field of vocations.

There are many questions that are difficult to answer with an empirical evidence. They are, if the tourism is a mainstay of foreign exchange earner and economic moving spirit, so how will it give the welfare effect for the society, how will it increase the income, guarantee the work sustainability, increase the work condition, health, education, and consumption of poor society especially those who depend on tourism activity.<sup>4</sup> However, tourism is more than an economic activity. There is a big scale interaction on society, wide scale services dependence, facilities, and advices to push up the change and challenge to the own country.<sup>5</sup>

The simple answer from the questions above is that the right tourism development can pull both domestic and foreign tourists to spend their money on their tourism activity. From its transaction, the society in around local tourism can increase their life level, and the country can get the foreign exchange earning from the foreign tourists.<sup>6</sup>

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<sup>4</sup> Phil Janianton Damanik, *Pariwisata Indonesia antara Peluang dan Tantangan* (Yogyakarta: Pustaka Pelajar, 2013), p. 4.

<sup>5</sup> Gamal Suwanto, *Dasar-dasar Pariwisata* (Yogyakarta : Andi, 2004) , p. 37.

<sup>6</sup> Dhanar Ardha Yuasta, *Peran Dinas Kebudayaan dan Pariwisata dalam Meningkatkan Jumlah Kunjungan* (Surabaya : FISIP UPN Jatim, 2012), p. 1-2.

Minister of Tourism and Creative Economy, Mari Elka Pangestu said that the tourism sector accounted for 9 billion U.S. dollars of Indonesian foreign exchange earning in 2012.<sup>7</sup> It was the fifth largest contributor to the national income. It then becomes a benchmark for the government to improve the tourism sector, starting from the local tourism sector.<sup>8</sup>

Almost all of the literature and field research shows that the tourism development in a region can give a positive impact, which expected, they are on increasing the society revenue, increasing the national income, increasing the job opportunity and increasing the local revenue from the tax, etc. Tourism is expected to be able to earn the high multiplier effect, more than other sectors.<sup>9</sup>

One of the indicators in increasing the local tourism is the number of visitors.<sup>10</sup> So that, there must be coordination and cooperation between the tourism company and the local government. One of the local tourism sectors that has given contribution to government revenue is Purbalingga. It is one of the regions in Central Java. It is called as the tourism magnet of Central Java because there are many tourism objects. Purbalingga is located on the slope of mount Slamet. So that, the weather is very cool and beautiful.

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<sup>7</sup> Adiatmaputra Fajar Pratama, *Devisa Pariwisata 2012 tembus 9 miliar dollar AS*, <http://www.tribunnews.com/bisnis/2013/02/04/devisa-pariwisata-2012-tembus-9-miliar-dollar-as>, accessed on October 14<sup>th</sup> 2014

<sup>8</sup> Lisma Pianti, *Dampak Ekonomi Pariwisata Terhadap Pertumbuhan Ekonomi Nasional*, [http://lsmplan.blogspot.com/2013/03/pendahuluan-indonesia-adalah-negara\\_26.html](http://lsmplan.blogspot.com/2013/03/pendahuluan-indonesia-adalah-negara_26.html), accessed on October 26<sup>th</sup> 2014

<sup>9</sup> I Gde Pitana, Putu G Gayatri, *Sosiologi Pariwisata Kajian Sosiologis terhadap struktur, sistem dan dampak-dampak pariwisata* (Yogyakarta: Andi, 2005), p. 110.

<sup>10</sup> Dhanar Ardha Yuasta, *Peran Dinas Kebudayaan dan Pariwisata dalam Meningkatkan Jumlah Kunjungan* (Surabaya : FISIP UPN Jatim, 2012), p. 3.

There are many kinds of tourist destinations, such as Owabong Waterpark, Goa Lawa, Aquarium Raksasa Purbasari, Sanggaluri Park, etc. They can be interesting assets to offer to the visitors. So that, the tourism sector developed in Purbalingga must be seen as an important potential economic to hold up the development in Purbalingga particularly and Central Java generally.

One of the potential tourism objects in Purbalingga is Owabong Waterpark. Owabong Waterpark Purbalingga is the biggest water tourism object in Central Java, approximately 8 hectares, it is located in the Bojongsari village, Purbalingga. It is abbreviation from “Obyek Wisata Air Bojongsari”, offering the fresh natural water and some interesting games.

Owabong Waterpark becomes a destination of great number of visitors in Purbalingga, eventhough, they decreases every year. In 2009, there were 984,554 visitors, in 2010 there were 944,422 visitors. It means that the number of visitor decreases approximately 40,132. And then, in 2011 the number of visitor was 935,227, in 2012 was 929,781 and in 2013 was 894,646. This data gives an evidence that the number of visitor decreases year by year. It is a problem for tourism company because it can influence the revenue, it also gives the negative effect for the people around this object if the number of visitor always decreases.

Owabong Waterpark managements absolutely understand about these conditions. In today's world, the existence and the development of tourism organizations and companies depend on proper marketing and

selling products and services. Today's marketing is not based on producing facilities, but rather on providing appropriate information channel for the consumers. Successful companies must identify proper ways of persuading customers in order to preserve their situation in market share and competition.<sup>11</sup>

Correspond to the statement above, there is something to do to increase the number of visitor in Owabong Waterpark Purbalingga. One of the marketing strategy that can be done is promotion. Basically, promotion is an activity to provide information and persuasion. Conversely, a person who is persuaded is also being informed.<sup>12</sup> Although promotion is not done only for these factors but for others such as to build brand loyalty, to remind and reassure customers, to launch a new product and maybe to defend market share by responding to competitors campaigns with their own advertising. A total marketing communications program is called the "promotional mix"<sup>13</sup>. It is called the promotional mix because usually marketers often use different types of integrated and simultaneous promotion in a product promotion plans.<sup>14</sup> Promotional mix consists of a blend of advertising, personal selling, sales promotion, publicity and public relations, and direct

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<sup>11</sup> Mohsen Safaie Navaie, "Analyzing The Influence of Promotion Mix on Increase of Sale in Cosmetics and Beauty Product", *Asian Jurnal of Business and Marketing Sciences*, Vol. 1 No. 4, p. 99.

<sup>12</sup> Buchari Alma, *Manajemen Pemasaran dan Pemasaran Jasa*, (Bandung: Alfabeta, 2011), p. 179.

<sup>13</sup> Babatunde Bayode, "Strategic Influence of Promotional Mix on Organisation Sale Turnover In the Face of Strong Competitors", *Business Intelligence Journal*, 2011, Vol. 4 No. 2, p. 343.

<sup>14</sup> Sutisna, *Perilaku Konsumen dan Komunikasi Pemasaran* (Bandung: PT Remaja Rosdakarya, 2003), p. 267.

marketing.<sup>15</sup> The purposes of promotion are to give information, influence/persuade, and or remind the target market of the company and its products to be willing to accept, buy, and loyal to the products offered by the company concerned.<sup>16</sup>

The promotional mix is a part of wider marketing mix. It is important because if customer do not know what product and service you provide, then your business is not survive in today's competitive marketplace. Effective communication with your customer is vital to ensure that your business generate sales and profit. By taking the time to develop and implement an appropriate promotional mix, you will stimulate your target audience to buy your products of services, and manage this within a budget you can afford.<sup>17</sup> By promoting harder, it will increase the customers decision to visit Owabong Waterpark. It can make a positive impact for government revenue, society welfare, and tourism company sustainability.

Unfortunately, many found the elements fraud, lie, in order to draw the attention of the public through promotion of product and service it offers. Therefore, the issue of fraud seen in the perspective of Islam to be reviewed through promotion ethics will be more attractive to studied. Although Islam is not set firmly on promotion but in Islam there are basic principles raised the question of the ethics of promotion. Ethics outlined in

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<sup>15</sup> Philip Kotler, *Manajemen Pemasaran di Indonesia*, trans. AB Susanto (Jakarta: Salemba Empat, 2001), p. 774.

<sup>16</sup> Fandy Tjiptono, *Strategi Pemasaran*, (Yogyakarta: Andi, 2008), p. 219.

<sup>17</sup> The Chartered Institute of Marketing, *How to Achieve an Effective Promotional Mix* (UK: CIM, 2009), p. 1.

Al Qur'an and Sunnah then the business people who use advertising services must base itself on the rules contained the ethics of promotion in accordance with Islamic perspective. Ethics has a very important role in regulating principle discuss predicate value "true" (right) and "wrong" (wrong) in the sense of morality (moral) and follow the moral (immoral).

Indeed, the rules of ethics and morality are not just concerned the behavior and actions. The real problem ethics is closely linked to the process of interaction between the two sides, either which is an individual or group or class. Therefore ethics guide how human life is set in harmony, in order to achieve harmony and harmony in life between each other and between man and his environment. Also it governs the relationship between institutions in a society with institutions in the community system and its environment. Thus, ethics have an important role as more emphasis on spiritual form relating to the implementation of the law (shari'a) in the spiritual form. Islam as a universal religion in terms of business permits very explicit. Further, we get a lot of instruction in the holy Qur'an, in the form of very detailed rules of practices that are allowed and are not allowed. All people must work to achieve their succesfull, but according to the Qur'an, succesfull is not only limited success in the world alone, but also have to fight for success in the hereafter. The success in the world is directly proportional to success in the hereafter. Because all the work done by people over the world will be held accountable in the hereafter. Human successful in the world will not necessarily succeed as well in hereafter life.

Therefore, in the world of advertising it is important to consider the principles set out in Islam in marketing product on society.

Based on the reason above, this study takes the title "Implementation Of Promotional Mix Strategies In The Face Of Competition From The Islamic Economic Perspective" (A Study To A Tourism Object Owabong Waterpark, Purbalingga).

## **B. Problem Statements**

Based on the background of the study mentioned above, the problem statements that will be observed are:

1. Can the promotional mix strategies implemented in Owabong Waterpark Purbalingga increase the number of visitors and face the competition?
2. Does the implementation of promotional mix strategies in Owabong Waterpark Purbalingga is accordance with islamic economic principles?

## **C. Objectives and Significance of the Research**

The objectives of this study are :

1. To explain the implementation of promotional mix strategies in Owabong Waterpark Purbalingga.
2. To answer the implementation of promotional mix strategies in Owabong Waterpark Purbalingga is accordance with islamic economic principles.

These are the significance of this study :

1. For practical, it can be the reference in decision making relating to the promotional mix strategies.
2. For theoretical, it can be the reference in the future studies.

#### **D. Literature Review**

There are some books discussed about promotional mix and tourism. One of them is :

The book entitled *Manajemen Pemasaran Modern*, in which Swastha Basu mentions that marketing is the comprehensive system of business activities that direct to plan decision of price, promote and distribute of goods and service to give the satisfied for consument.

Moreover, in the book *Principles of Marketing*, Thomas C. Kinnear and Kenneth L Bernhardt says that marketing involves more than just physical goods and services. Additionally, marketing impact is felt long before goods and services begin to flow from producer to consumer. Marketing contributes to the make up and design of a physical good, service or idea that is directed to the consumer by providing inputs about consumer needs.<sup>18</sup>

William J Stanton also asserts in his book entitled *Fundamentals of Marketing*, that promotional activity is essentially an exercise in communication. Fundamentally the communication process consists of a

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<sup>18</sup> Thomas C. Kinnear and Kenneth L Bernhardt, *Principles of Marketing*, (USA: Scott, Foresman and Company, 1990), p. 5



source sending a message through a channel to a receiver. The success of communication depends on the encoding and decoding of the message and the noise that may interfere with transmission. Feedback is a measure of how effective a communication has been. Promotion must be integrated into a firm's strategic planning because all elements of the marketing mix must be coordinated in order to be effective. When deciding on the appropriate promotional mix, management should consider four factors that are nature of the market, nature of the product, stage of the product life cycle and money available.<sup>19</sup>

In line with the statements above, in his book entitled *Manajemen Pemasaran dan Pemasaran Jasa*, Buchari Alma says that “basically, promotion is an activity to provide information, persuasion and conversely, a person who is persuaded is also being informed”.

In addition, William J Stanton in his book entitled *Marketing* ensures that in economic terms, the role of promotion is to change the location and shape of the demand. Through promotion, a company strives to increase its product sales volume at any given price. Simply stated, promotion is intended to make a product more attractive to prospective buyers. From a marketing perspective promotion is intended to further the objectives of an organization. It makes use of various tools to perform three essential promotional roles- informing, persuading and reminding target audiences.

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<sup>19</sup> William J. Stanton, Michael J. Etzel, *Fundamentals of Marketing*, (USA: McGraw Hill, 1991), p. 426

The relative importance of these roles depends on the circumstances faced by the firm.<sup>20</sup>

The other book *Prinsip-prinsip Pemasaran*, translated by Bob Sabran, Philip Kotler and Gary Armstrong argue that the tools of promotional mix are advertising, personal selling, direct marketing, sales promotion and public relations.<sup>21</sup>

Furthermore, Philip Kotler in his book entitled *Marketing Management*, adds that the meaning of advertising, sales promotion, public relation, personal selling and direct marketing. Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Sales promotion is a variety of short term incentives to encourage trial or purchase of a product or service. Public relations and publicity is a variety of programs designed to promote or protect a company's image or its individual products. Personal selling is face to face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders. Direct marketing is use of mail, telephone, fax, e-mail, or internet to communicate directly with or solicit a direct response from specific customers and prospects.<sup>22</sup>

Michael J. Baker in his book entitled *Marketing Strategy and Management* suggests that once the firm has established the intended

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<sup>20</sup> Michael J Etzel, *Marketing*, (USA: McGrawHill. 2004), p. 484-485

<sup>21</sup> Phillip Kotler and Gary Armstrong, *Prinsip-prinsip Pemasaran*, trans. Bob Sabran (Jakarta: Erlangga, 2008), p. 116.

<sup>22</sup> Philip Kotler, *Marketing* (USA: Prentice Hall, 2000), p. 550

objectives for its promotional activities it becomes possible to consider the strategies available for their achievement. By virtue of the strategic analysis which precedes the formulation of a marketing plan and the selection of a marketing mix, the planner or manager will have already established the market segment to be addressed, and the manner in which his brands is to be positioned within that segment. As a consequence, he should have a clear picture of intended audience, of the benefits which are important to that audience of their present purchasing behaviour and their reaction to price inducements. In other words, whether through market research and or price experience the manager will have considerable information on the major elements of marketing mix - product, place and price.<sup>23</sup>

According to William O. Bearden in the book entitled *Marketing Principles and Perspective*, there are seven key tasks in marketing communications planning : marketing plan review; situation analysis; communications process analysis; budget development; program development; integration and implementation of the plan; and monitoring, evaluating, and controlling the marketing communications programs.<sup>24</sup>

In his book *Strategi Pemasaran*, Fandi Tjiptono states that the aim of promotion are to inform, persuade and remind the target about company and its promotional mix.<sup>25</sup>

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<sup>23</sup> Michael J. Baker, *Marketing, Strategy and Management* (Hongkong, Macmillan Press, 1992), p.421

<sup>24</sup> William O. Bearden, Thomas N. Ingram, *Marketing, Principles and Perspective 3<sup>rd</sup> Edition* (New York, McGrawHill, 2001), p. 377

<sup>25</sup> Fandy Tjiptono, *Strategi Pemasaran* (Yogyakarta: Andi, 2008), p. 221.

In his book *Pemasaran Jasa*, Christopher Lovelock explains that a company used marketing communication is to ensure the target customer that their product or service is better to fulfill the customer needs than the other company.<sup>26</sup>

In relation with statement above, Orville J Walker in the book entitled *Marketing Strategy Planning and Implementation* explains that services have some characteristics that ofte give rise to special marketing problemsand therefore demand special marketing policies and actions. These characteristics are that service are intangible and perishable, the often require substantial customer contact, and their quality can vary from one transaction to the next.<sup>27</sup>

In *Marketing Principles and Perspective*, William O Bearden explains that implementation is setting the marketing communications plan into action. Depending on which tools the firm uses, it creates ads, purchases media time and space, and begins its sales promotion programs. If appropriate, the firm's personal selling, public relations, and direct marketing components also direct their eforts toward achieving the marketing communications objectives. The key aspect of implementation is coordination.<sup>28</sup>

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<sup>26</sup> Christopher Lovelock, *Pemasaran Jasa* trans. Dian Wulandari (Jakarta: Erlangga, 2010), p. 193.

<sup>27</sup> Orville J Walker, Harper W. Boyd, *Marketing Strategy Planning and Implementation* (Chicago: Irwin, 1995), p. 91

<sup>28</sup> William O. Bearden, Thomas N. Ingram, *Marketing, Principles and Perspective 4<sup>th</sup> Edition* (New York: McGrawHill, 2001), p.390

In his book entitled *Marketing an introductory text*, Michael J. Baker ensures that the reasons for the growth in services can be attributed to the following : Impact of technology, deregulation and increased competition, customer sophistication.<sup>29</sup>

In his book *Dasar-dasar Pariwisata*, Gamal Suwanto mentions that tourism in Indonesia is considered to be one of the important economic sectors. Even, this sector expected will be the first on foreign exchange earnings.<sup>30</sup>

International Union of Official Travel Organization (IUOTO) in The United Nation Conference on International Travel and Tourism on Rome also explain that tourism as a factor of economic development, role and importance of international tourism, because tourism was not importance as a source foreign exchange, but also as a factor in the location of industry and in the deveopment areas in the natural resources.<sup>31</sup>

In his book entitled *Pariwisata Indonesia antara Peluang dan Tantangan*, Phil Janianton Damanik explains how the way tourism will give the welfare effect for the society and increase the income, guarantee the work sustainability, increasing the work condition, healthy, education, and consumption of poor society especially they who depend on tourism activity.<sup>32</sup>

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<sup>29</sup> Michael J. Baker, *Marketing an Introductory Text* (China: Macmillan, 1993), p. 355

<sup>30</sup> Gamal Suwanto, *Dasar-dasar Pariwisata* (Yogyakarta: Andi, 2004), p. 35.

<sup>31</sup> Oka A. Yoeti, *Pemasaran Pariwisata* (Bandung: Angkasa, 1990), p. 22

<sup>32</sup> Phil Janianton Damanik, *Pariwisata Indonesia antara Peluang dan Tantangan* (Yogyakarta: Pustaka Pelajar, 2013), p. 4.

In the other book, *Sosiologi Pariwisata Kajian sosiologis terhadap struktur, sistem, dan dampak-dampak pariwisata*, I Gde Pitana says that the tourism development in a region can give a positive impact, which expected, they are on increasing the society income, increasing the national income, increasing the job opportunity and increasing the regional income from the tax and etc.

In his thesis entitled *Implementasi Bauran Promosi dalam Memenangkan Pasar Seluler di Malang Selatan*, Viki Fakhrol Rozi argues that promotional mix strategies is the strategies to inform the product, so that all people know the product and will ultimately make a purchase.

In the thesis entitled *Peran Dinas Kebudayaan dan Pariwisata dalam Meningkatkan Jumlah Kunjungan*, Dhanar Ardha Yuasta adds that one of the indicators increasing the local tourism is the number of visitors.

#### **E. Structure of the Study**

This thesis is divided into five chapters. The first explains the study background, operational definition, problem statements, the objective and significance of the research, literature review, and structure of the study.

Second chapter explains the concept of tourism, the concept of marketing, promotional mix variables, and promotional mix strategies.

Third chapter explains the detail of research method. They are the type of study, subject and object of study, data sources, technique of collecting

data, and data analysis. This chapter will facilitate the reader in understanding study content.

After conducting descriptive efforts in the third chapter, the study will continue to the fourth chapter. This description of chapter four is based on the results of data collected. This chapter explains Owabong Waterpark profiles, the institution history, vision, mission, objective, performance, games profile, visitors segmentation, and organization structure. Then, it also describes some strategies of promotional mix on Owabong Waterpark Purbalingga.

Furthermore, after getting completed the Owabong Waterpark data, this chapter analyzes material. The writer not only analyzes the data obtained in this chapter, but also tries to formulate strategies that can be applied to Owabong Waterpark Purbalingga and other tourism objects.

The study is closed with chapter five. It contains conclusions and suggestions or recommendations. Conclusions are drawn based on the writer explanation on previous chapters. While the suggestions or recommendations are advices for further research and related parties with respect to promotional mix strategies.

## CHAPTER V

### CONCLUSION AND RECOMENDATIONS

#### A. Conclusion

At the end of the discussion of this paper the author will present some of the conclusions obtained based on the writing tailored to the purpose of writing the thesis. The author also gives advice based on the current reality, besides these suggestions as well as an input for Owabong Waterpark Purbalingga in the hope can be used as contribute ideas to be considered for the development of the business.

Applied promotional mix strategies Owabong Purbalingga Waterpark consists of five majors there are advertising, personal selling, sales promotion, publicity and public relations, direct marketing. Although in the last five years the number of visits has decreased, but in existence Owabong still fairly good, because amid increasingly fierce competition, Owabong permanent tourist attraction in Purbalingga with the most visitors, and in Central Java, Owabong is ranked second after Candi Borobudur. The conclusion is the implementation of promotional mix that has been done by Owabong waterpark Purbalingga can not increase the number of visitors, but Owabong still survive in the competition.

Owabong Waterpark Purbalingga in implementing the strategy of the promotional mix is in accordance with the principles of Islamic economics in which it service customers with humility (*khidmah*), always fulfill the promise,



does not cheat in marketing including in the determination of the quality and quantity of goods and services, honest and reliable (trustworthy) , does not like prejudice and dislike vilify merchandise or property of others, the benefit of many parties are not just for individuals or specific groups.

## **B. Recommendation**

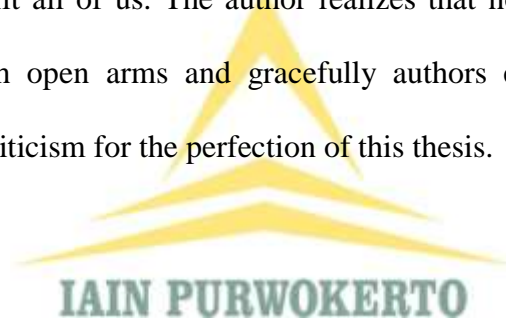
Based on the analysis and conclusions, the authors provide suggestions that may be used by Owabong Waterpark Purbalingga. As for suggestions that the writer suggested, as follows:

1. Recommendations For Owabong Waterpark Purbalingga:
  - a. Maintain and improve the quality of games and services to visitors
  - b. To improve the implementation of the promotion mix strategy is to be competitive and still exist.
  - c. Add rides and games in order to attract more visitors
2. Recommendation for Further Research:

For further research, it should be to expand the research to obtain more complete information about the promotional mix strategies in a company. For students who are interested in re-examine the same theme with my thesis, I suggest to put more emphasis on the study one of the promotional mix variables of an enterprise in the face of today's business competition. Because we know that the current business competition is very strict, and therefore an enterprise should further enhance the promotion mix strategy so that the

company can maintain its viability. For the next should be more complete that research results.

Thanks to Allah SWT that only by His power, the author was given the opportunity and health in completing this thesis. Hopefully what I'm working a part of worship were blessed by Him. Sincerest thanks go to all those who have helped and supported this thesis. The author always hope that this paper can be useful for writers, readers and for the whole of society in general. May the merciful God give you the blessing of life and knowledge that will benefit all of us. The author realizes that nothing is perfect in this world, so with open arms and gracefully authors expect suggestions and constructive criticism for the perfection of this thesis.



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