

# Marketing analysis in increasing the number of visitors at Medan Zoo tourist attractions

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**ABSTRACT**

This study examines the impact of distribution channels and product quality on the Medan Zoo tourist attraction to make it more comprehensive and targeted, so that Medan Zoo can increase its attractiveness, attract more visitors, and increase its income and operational sustainability. This research uses a qualitative approach with descriptive research type. Determining informants in this research used purposive sampling. The informants who will be interviewed are the counter guards and managers, and the local community. The types and sources of data used in this research are primary data and secondary data. In this research, the data collection methods used are observation, interviews and documentation. The results obtained in this research indicate that there is a need for more interesting marketing strategies, such as actively using social media which is very influential in the business world in today's era, apart from that by providing education, entrance ticket promotions and tourism activity events at Medan Zo.

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**1. Introduction**

Tourism is an activity that directly touches and involves the community so that it brings various benefits to the surrounding community. In fact, tourism is said to have extraordinary disruptive energy, which is capable of causing local communities to metamorphose in various aspects. Tourism has many benefits for society and even the country. The benefits of tourism can be seen from various aspects, namely the benefits of tourism in terms of economics, socio-culture, environment, social values and knowledge as well as employment opportunities. (Vincent G. Citra et al., 2023) The tourism sector has a significant influence on the income and economy of the surrounding community.

Tourism has significant impacts in the socio-cultural field. These impacts can be positive or negative influences on the community living in the tourist destination. The positive impacts of tourism include increasing cultural awareness, creating intercultural tolerance, encouraging the preservation of cultural heritage, and increasing employment opportunities. However, on the other hand, tourism can also result in the commercialization of culture, conflict between tourists and local communities, negative influences on socio-cultural norms and values, and deviations from local culture. Tourism has both positive and negative impacts. In order to maintain tourism development at a manageable level, socio-cultural impacts must be continuously monitored to maximize the benefits of tourism in the destination (Widari Ayu Diyah Sri, 2022).

Therefore, in the current era of globalization, competition in the business world is increasingly fierce. In addition, the increasingly rapid and modern development of science and technology will have a positive impact on companies engaged in sales, industrial goods and services. Science and Technology,

especially information technology, has developed rapidly, such as hardware, software and technology and information in the era of globalization encourage all activities, especially activities within the company. Companies are required to be able to compete in international trade (Soedarto et al., 2020). As a result of demographic shifts and uncertain economic conditions in the form of regionalization and globalization, it has triggered changes in the business environment towards uncertainty, complexity and rapid change through comprehensive and integrated management of resources and their ecosystems. In this case, companies are required to not only provide excellent service but also produce products of the best quality.

Medan City is the capital of North Sumatra Province which is also the third largest city in Indonesia. The tourist attractions of the Medan City area are formed from the geographical, historical and cultural conditions of the Medan City area. Tourism potential that originates from geographical conditions includes natural tourist objects and artificial tourist objects. Attraction in tourist attractions is one of the main capital that must be owned in efforts to improve and develop tourist objects and attractions. In order to realize the development of good tourist destinations, quality improvement is needed. and the quality of the destination in order to create a good image of the destination in the eyes of visitors and the public. Some of the things the government is doing are developing and improving the quality of resources around tourist areas and making tour or educational tour packages, developing tourist attractions such as holding festivals, making boards or warning signs for tourists to maintain cleanliness and environmental sustainability and the need for awareness of all parties in maintaining cleanliness and sustainability, building suggestions for supporting infrastructure for tourist attractions so that visitors are comfortable (Lady et al., 2024).

Zoos have tourism potential to be developed into tourist destinations that have an educational function because they provide information to the public about wild animal life, as well as being able to interact directly with animals and conservation functions as a means of protecting and preserving nature, animals and plants. A zoo is a green open space which is generally located in the center or edge of the city as well as a recreation area that can eliminate boredom and fatigue from city routines, by providing a natural atmosphere and beautiful environment.

Apart from being a tourist attraction, zoos are a medium of education and education for children (Kamila & Hidayaturochman, 2022). Outing class learning strategies such as visiting the zoo contribute to stimulating children's interest in learning. One of the benefits of this outing class activity is increasing children's knowledge about the environment around them and helping to improve aspects of children's development. Therefore, the management must be able to manage it well so that the tourist attraction is always busy with tourists. In the past, zoos were only managed by the local government, but in its current development, many private parties are also establishing zoos, because this tourist attraction is a very significant tourist attraction and has big profit opportunities.

With good and correct marketing, the company will gain large profits and be able to capture market share. One way is to change the marketing strategy in order to increase the number of visitors who come to the Medan Zoo through ticket sales. By changing the marketing strategy, the company can indirectly influence visitors to continue to come to Medan Zoo by always providing new things for visitor satisfaction. Preparing a marketing strategy for entrepreneurship in the creative economy sector can be planned through STP (Segmenting, Targeting and Positioning) to attract consumers. Meanwhile, supporting factors for entrepreneurship in the creative economy sector to run effectively and efficiently include the concept of promotion, excellent service, customer rewards, affiliation or partnership and social capital (Siagian & Cahyono, 2021).

Based on the results of the researcher's observations by asking one of the staff/employees from the Medan Zoo zoo, it can be seen that in March, the Medan Zoo zoo had experienced a decline in visitors (tourists) to 5176 visitors in February. Usually the average monthly visitor visit is 10,000-13,000 visitors per month. This is due to the fact that there are many facilities that are damaged and not well maintained, the condition of the animals and cages that are not well maintained, the level of cleanliness is not good and so on. Apart from that, the condition of the main road access to the Medan Wildlife Park (Medan Zoo) is also one of the factors causing the decline in the number of visitors to the Medan Zoo Wildlife Park.

## **2. Research Method**

### **Research Approach**

This research was conducted at the Medan Zoo because there has been a continuous decline in the number of visitors in the past year which has made researchers interested, this study uses a qualitative approach with a descriptive research type, the method used is narrative analysis with participant observation and unstructured interview types, the documents used in the analysis are ticket sales documents for

approximately the past year. Descriptive research is a method for researching the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. Qualitative research is a study that examines a quality relationships, activities, situations, or various materials. This means that qualitative research places more emphasis on holistic descriptions, which can explain in detail what activities or situations are taking place rather than comparing the effects of certain treatments, or explaining people's attitudes or behavior. Data collection techniques from qualitative research are observation, interviews and document analysis (Syahrizal & Jailani, 2023).

(Arsyam & M. Yusuf Tahir, 2021) Descriptive research is research that is used to describe, explain and answer questions about phenomena and events that are currently occurring. The aim is to explain a phenomenon, collect actual and factual information based on existing phenomena, identify problems or justify ongoing conditions and practices, make comparisons and evaluations, and determining what others would do if they had the same problem or situation and benefiting from their experiences to make plans and decisions for the future.

Narrative is a research method in the social sciences. Narrative is descriptive or explanatory about an event, incident or series of incidents, and a series of events that are connected chronologically. Narrative research focuses on the study of an individual (Darmanita & Yusri, 2020).

### **Types and Sources of Data**

The types and sources of data used in this research are primary data and secondary data. where the main data is obtained directly from first hand in the field based on the results of observations and interviews.

## **3. Results And Discussions**

This chapter presents the research results obtained in the field using a qualitative approach, namely data obtained by direct communication with authorized sources to answer questions from which conclusions can then be drawn. This analysis focuses on the Medan City Wildlife Park (Medan Zoo). To support data acquisition, it will be described or in other words will explain the results of the interview, especially those related to the level of characteristics of the interviewee's answers.

### **Description of Resource Person**

In collecting data sources, researchers used purposive sampling techniques. Purposive sampling is a non-random sampling method where researchers ensure the citation of illustrations through a method of determining special identities that suit the research objectives so that they are expected to be able to respond to research cases (Lenaini, 2021). Researchers collected data through in-depth interviews with 3 (three) Medan Zoo object managers and 2 (two) visitors to the Medan Zoo tourist attraction. Based on the research results obtained by the researcher from the field, the researcher will explain the various results that will be presented by the researcher by describing the research results in the form of a description according to the problem identification that has been formulated. The results of this research explain various things that happened in the field in concrete terms and the actual results that researchers encountered and felt in the field regarding Marketing Strategies in Increasing the Number of Visitors at Medan Zoo.

### **Data Presentation**

The data obtained were in the form of interviews with sources, namely the Medan City Zoo Manager, Promotion & Publication Affairs Staff, Head of Animal Affairs and 2 local people.

### **Description of Interview Results with Medan Zoo Management Based on Categorization**

a. There are actions taken to achieve the goal, (Endarwita, 2020) Location and service quality greatly influence tourists' decisions to visit and choose tourist attractions. For this reason, it is necessary to pay serious attention to maintaining the sustainability of tourist locations and improving the quality of service to visitors/tourists who visit. In this research, the first resource person was the manager at Wisata Medan Zoo. the manager at Wisata Medan Zoo said that what attracts visitors to come to visit is that it is easy for visitors to reach, the place is comfortable and spacious, just like in real nature, the animals are complete from meat-eating species, plants and so on, and also because the location is very Strategically located near the city which is easy for tourists to reach. Location has an influence on increasing the number of visitors, of course tourist attraction managers must be creative in running their business while maintaining the safety and comfort of visitors (Florido-Benítez, 2023).

Next, regarding who is involved in increasing the number of Medan Zoo tourists. the manager at Medan Zoo Tourism said that what was involved in increasing the number of Medan Zoo tourists was marketing from Medan Zoo which was in control by promoting through social media, banners and radio

advertisements.. (Boediman et al., 2021) Social media has strong relevance to the marketing and promotion of domestic tourist destinations. With the trust that social media has, business tourism can quickly benefit.

Next, is there any print media that collaborates with Medan Zoo in publishing Medan Zoo Tourism? The manager of Medan Zoo Tourism said there was none, but Medan Zoo Tourism used its own print media via social media and digital media to publicize Medan Zoo Tourism such as Instagram. The promotional activities carried out are able to contribute by conveying information through social media which continues to be updated regularly following developments in social media which can be carried out by tourism managers (Susanto et al., 2023). Medan Zoo tourism managers use media to attract visitors' attention with various video content about visitor activities. every day which is shared via Instagram media.

Managers feel that promotion through media is not only carried out by managers, but also indirectly by visitors by using media to immortalize their moments at Medan Zoo via their personal Instagram accounts. (Hekya Yuland & Besra, 2023) Using marketing strategies that are currently viral can also increase the number of tourists visiting. This action has of course indirectly informed the visitors about Medan Zoo to a wide range of Instagram followers. This certainly really helps the manager in promoting this tourism. Visitor Buk Mahrída said "actually the videos or photos they share on Instagram are quite interesting for our visitors.

Meanwhile, according to the results of an interview with the manager of the Medan Zoo, he stated that: "There must be obstacles. Especially funding issues. When we carry out cleaning, sterilization, animal health control thoroughly and evenly, we need to spend funds to buy all kinds of equipment.

Based on the answers from the resource person who is the manager of Medan Zoo, it can be seen that the actions taken to improve the existence of Medan Zoo are by thoroughly cleaning the zoo area and the location of children's recreation facilities, installing self-cleaning equipment such as a place for wash hands and sanitize, clean all animal cages, check the health condition of the animals and carry out good sterilization in the zoo area, animal cages, and so on. Apart from carrying out actions and efforts to increase the existence of Medan Zoo, managers and implementers must also collaborate with various parties to continue attracting visitors. By maintaining the brand image and quality it can increase consumer awareness of the products offered and increase product sales (Fariandi & Ariani, 2022).

Based on the results of an interview conducted with the Head of Animals at Medan Zoo, he stated that: "There are forms of collaboration, but we collaborated when we entered the pandemic period yesterday. "Right now we are still doing this for people who want to share in the form of donations. So we also accept donations in the form of money and food for animals from various circles." Another opinion was also expressed by the results of an interview with Promotion and Publication Staff, stating that: "During the pandemic, the form of cooperation we carried out was carrying out animal care activities by raising funds for animals, starting from social media or WhatsApp groups. "After Covid-19 has finished or at this time, we invite cooperation from event parties for schools who want to hold events at the zoo as an educational forum." (Nashafira & Dwiridotjahjono, 2024) Collaborating with various external parties can expand marketing reach and increase visitor mobility.

Another opinion was also expressed by the results of an interview with the Head of Promotion and Publication, stating that: "Animal lovers, institutions/organizations such as Musim Mas and others help in the form of fundraising, or sometimes students who love animals also help." (Seliari, 2021) Community and community participation in identifying problems and formulating joint solutions is a very important aspect in maintaining the existence of ecotourism-based tourism.

Based on the answers from the three sources who are managers of Medan Zoo, it can be seen that the form of collaboration carried out by Medan Zoo Zoo with external parties to help improve the existence of Medan Zoo Zoo is by inviting the entire community to use social media to provide assistance for equipment. and food from the animals at Medan Zoo. External parties who have helped so far have been formal and non-formal institutions/organizations as well as students, both organizations and animal lover communities. In implementing this form of collaboration with external parties, Medan Zoo certainly experienced obstacles. These obstacles are internal problems at Medan Zoo, such as the internal bureaucratic system. Apart from that, finding people who want to help donate funds or raise funds is not easy.

Basically, all efforts, forms of cooperation as well as the creation, planning and implementation of programs carried out by all staff at Medan Zoo are a form of maintaining and improving the existence of the Medan Zoo. Existence greatly influences the implementation and contribution of a zoo's activities. Based on the results of interviews conducted with animals at the Medan Zoo, it was stated that:

"It is very influential in increasing attraction and visitors. "So, if for example the existence of this zoo is considered good by the community, people will continue to want to visit here again, if measured in percentages, it is around 70% of the influence of its existence on the tourist attraction of visitors."

b. There are stages to maintain the existence of Medan Zoo, apart from the efforts that have been carried out along with establishing good forms of cooperation, to increase the existence of Medan Zoo, it is also necessary to create program stages so that later on in the implementation of the activity program, it can run effectively to increase its existence. Based on the results of an interview conducted with the Head of Animals at the Medan Zoo, it was stated that: "The most important plan to be implemented is to repair all the cages where the animals live, create a selfie park to increase the attraction for visitors." (Arthantri, 2022) Explain that the Marketing Mix (price, place/distribution, and promotion) is an influencing factor customer loyalty.

Another opinion was also expressed by the results of interviews with Promotion and Publication Staff, stating that: "Breeding each animal, developing conservation areas such as facilities, infrastructure and so on." Customer experience and customer expectations have a positive influence on customer satisfaction. When customers feel satisfied with what they receive, customers will have an interest in repurchasing or visiting again (Intani & Rojuaniah, 2024).

Meanwhile, according to an interview with the Medan Zoo manager, he stated that: "The first thing is to check the cage and then repair the cage, fearing that if a cage is damaged, it will be dangerous for visitors. "Continue to clean all areas of the Medan Zoo environment, install personal protective equipment (free hand washing stations and sanitizers) and promote entry prices to attract the attention of visitors." (Idris Miftakhul Huda, 2022) Developing tourist attraction components is very important to increase tourist interest.

After the program is prepared, of course there are parties who will implement and run the program. Based on the results of interviews conducted with the Head of Animals at Medan Zoo, he stated that: "Those who run it are of course all internal parties from Medan Zoo. Such as staff, employees, veterinarians, handlers and so on." Another opinion was also expressed by the results of interviews with Promotion and Publication Staff, stating that: "For the implementation of the activity program, the management and employee staff are of course in accordance with their respective divisions, usually the field section." (Sitorus, 2020) The role of tourism stakeholders is very important and they each have their own roles and must collaborate with each other in developing and managing tourism. The role of stakeholders as key position holders at all levels determines the success or failure of the tourism development planning process carried out.

Based on the answers from the three sources who are managers of Medan Zoo, it can be seen that the steps taken to maintain the existence of Medan Zoo are by creating and designing a program well. These programs include checking and controlling the area significantly, cleaning the Medan Zoo area regularly, checking the animals carefully one by one, checking the condition of the cages to see if they are still safe and really strong and so on. The implementation of this program is carried out by all staff employees from Medan Zoo in accordance with their respective duties and responsibilities. The obstacle found in implementing the stages to maintain existence was the lack of effectiveness of field staff in cleaning the Medan Zoo area.

c. There is an influence on the existence of Medan Zoo, basically, all efforts, forms of collaboration as well as the creation, planning and implementation of programs carried out by all staff employees at the Medan Zoo are a form of maintaining and improving the existence of the Medan Zoo. The positive performance of employees will also influence employee work motivation so that it can increase development in the company (Oktarini, 2021). Existence greatly influences the implementation and contribution to the running of a zoo's activities. Based on the results of interviews conducted with the Head of Animals at Medan Zoo, it was stated that:

"It is very influential in increasing attraction and visitors. "So, if for example the existence of this zoo is considered good by the community, people will continue to want to visit here again, if measured in percentages, it is around 70% of the influence of its existence on the tourist attraction of visitors." Using the internet and social media as a marketing tool and supported by good quality products and services is the right business strategy to implement (Intassar Husen & Mandaraira, 2021).

Another opinion was also expressed by the results of interviews with Promotion and Publication Staff, stating that: "Yes, its existence also supports the improvement of facilities and infrastructure and supports the independence of conservation institutions. With continuous improvements made to produce increasingly better quality tourist attractions. In terms of percentage, the level of influence of existence, in my opinion, is 80%."

Meanwhile, according to the results of an interview with the manager of G Medan Zoo, he stated that: "That existence definitely has a big influence. With our existence as managers, we are motivated to always improve the quality, facilities and infrastructure at Medan Zoo. If a tourist attraction is in a good

category in terms of quality and makes people feel happy and comfortable, then automatically its existence will be greater for the community. "If this existence measurement value is calculated as a percentage, it will have around 80% of the influence on visitor attraction."

With a good existence, it will have a significant impact on Medan Zoo. Based on the results of interviews conducted with the Head of Animals at Medan Zoo, it was stated that:

"From this pandemic period, I don't think there has been a significant impact on zoos, but the negative impact is clear, because zoos have to be closed." (Lingkungan et al., 2024) Economically, zoos do not provide many job opportunities and do not improve the community's economy. However, there are still people whose economy is helped by selling around the zoo.

Another opinion was also expressed by the results of interviews with Promotion and Publication Staff, stating that: "By maintaining and increasing its existence, Medan Zoo will certainly have an impact, the most important thing is that visitors are clearly increasing with good attraction."

Meanwhile, according to the results of an interview with the manager of Medan Zoo, he stated that: "It is clear that maintaining its existence can increase tourist attraction. (Sari et al., 2020) Public perception is very important if the public already has the view that the tourist spot is good. Therefore, every place, whatever it is, needs to maintain its existence in order to maintain the business it manages."

Based on the answers from the three sources who are managers of the Medan Zoo, it can be seen that its existence has a big influence on increasing tourist attraction. By maintaining its existence properly, starting from maintaining facilities and infrastructure, adding animals, adding recreation areas and so on, it creates a desire for people to always come and have recreation (Taufiq & Sabardilla, 2024). The informant also explained that the average percentage of influence of existence on tourist attractions was around 80%.

#### **Description of Interview Results with Medan Zoo Visitors**

1) There are actions taken to achieve the goal, to increase its existence, Medan Zoo is known to have carried out various forms of efforts and actions. Based on the results of interviews with people/visitors who went to Medan Zoo after the pandemic, Mrs. Mahrida stated that: "From what I saw, they were still busy cleaning the cages, sometimes monitoring the animals. Then coincidentally my house is not far from here, when they were about to open they were also cleaning. Install a hand washing station."

Another opinion expressed by the public/visitors who went to the Medan Zoo after the pandemic stated that: "I see they are trying to clean this place. When we came back for recreation here, the place was clean, but the animals still seemed to need to be controlled. Visitors are also limited. So feel comfortable."

The actions and efforts taken must of course be effective, because that way, the existence of Medan Zoo can continue to run well. Based on the results of interviews with the public/visitors who went to the Medan Zoo after this pandemic, it was stated that: "If you ask me if it's good, yes I think it's good, because they've also tried. But yes, we still have to add more efforts, such as distributing discounts or promotions when buying tickets."

Another opinion expressed by the public/visitors who went to Medan Zoo after the pandemic stated that: "In my opinion, the effort is still not enough. The thing is, there are lots of things that have to be changed. "Also, most of the people who come here are children, so it has to be more sterile."

Based on the results of the answers from the two people who are visitors to the Medan Zoo Zoo, it can be concluded that the actions and efforts carried out by the Medan Zoo Zoo are in the good category to increase existence. However, these efforts must be added to increase existence. This is because most of the visitors who come to the Medan Zoo are school children, so it would be better for the management to increase their efforts to be more sterile to anticipate the large number of visitors visiting the Medan Zoo.

2) There is collaboration, apart from carrying out the efforts that have been prepared in such a way, Medan Zoo must also invite various external parties to increase the existence of tourist attractions in this new normal period. Based on the results of interviews with the public/visitors who went to the Medan Zoo after the pandemic, they stated that: "As for the issue of cooperation carried out by Medan Zoo, I don't understand or know for sure. Because it's never explained to visitors."

Another opinion expressed by the public/visitors who went to Medan Zoo after the pandemic stated that: "In detail about the form of cooperation carried out, I don't know for sure. "But sometimes Medan Zoo organizes events, such as price promotions for school children, and other activities, I think that's also a form of collaboration, but lately there aren't any or there aren't enough of them."

To implement this form of cooperation in increasing existence, it is necessary to have media as a process for conveying messages and information. Based on the results of interviews with the public/visitors who went to the Medan Zoo after the pandemic, it was stated that:

"As for that, I don't know. Maybe they use banners for information like that."

Another opinion expressed by the public/visitors who went to Medan Zoo after the pandemic stated that: "In my opinion, this form of media is like the billboards they put up in front of the Zoo when they want to have a promotion, right? Or take a walk around the Zoo."

Based on the results of the answers from the two people who are visitors to Medan Zoo, it can be concluded that the form of cooperation that is known to the public to increase the existence of tourist attractions carried out by Medan Zoo is holding events that are promotional in nature and attract the attention of visitors, such as price promotions for children, school children, organizing guest stars, and so on. Then the media used to convey this matter to increase existence are printed banners or using social media.

3) There are stages to maintain the existence of Medan Zoo, apart from carrying out various types of efforts and forms of cooperation to increase its existence, Medan Zoo also creates programs aimed at the public so that they always want to visit Medan Zoo. Based on the results of interviews with the public/visitors who went to Medan Zoo, it was stated that:

"In my opinion, the program they are planning seems to increase tourist facilities. It's like this, at first it was just a zoo, but now there are playgrounds too."

Another opinion expressed by the public/visitors who went to Medan Zoo after the pandemic stated that: "What I know is, because coincidentally a friend of mine works at Medan Zoo, their program is to develop facilities and infrastructure at this zoo, such as animals, repairing cages, adding new animals, and if I'm not mistaken, developing attractions. "tourism like children's playgrounds, selfie parks, that's it."

Agar program yang dijalankan oleh Medan Zoo, dapat berjalan dengan efektif, maka perlu ada respon dari masyarakat sebagai bahan perbandingan dan masukan untuk mengetahui apa yang harus ditambah lagi dalam rangka meningkatkan eksistensi. Berdasarkan hasil wawancara dengan masyarakat/pengunjung yang pergi ke Medan Zoo, menyatakan bahwa: "Kalau kami ya sebagai pengunjung tentu kalau program yang dijalankan menguntungkan bagi kami dan seimbang gitu ya dari harga tiket yang kami bayar dengan fasilitas yang kami terima, kami pasti respon dengan baik ya".

Pendapat lain dikemukakan oleh masyarakat/pengunjung yang pergi ke Medan Zoo menyatakan bahwa: "Saya rasa program yang mereka jalankan sudah cukup baik ya. Misalnya sekarang kandang-kandang juga lebih bersih, terus juga lingkungan Kebun Binatang juga bersih juga. Dan kami ya para pengunjung pasti respon baik kalau tujuan programnya untuk memberikan pelayanan yang baik bagi kami pengunjung yang datang".

Berdasarkan hasil jawaban dari kedua masyarakat yang menjadi pengunjung di Kebun Binatang Medan Zoo, dapat disimpulkan bahwa bentuk program yang dijalankan Medan Zoo dalam rangka meningkatkan eksistensi kebun binatang yang diketahui masyarakat adalah pengembangan sarana dan prasarana serta pengembangan atraksi wisata yang bertujuan untuk meningkatkan daya tarik pengunjung untuk selalu berekreasi dan berlibur di Kebun Binatang Medan Zoo.

4) There is an influence on the existence of Medan Zoo, all kinds of efforts, forms of cooperation and planning and implementation of programs carried out by Medan Zoo are none other than to increase the existence of Medan Zoo, this is also a form of self-defense from other private competitors who are also building zoos with all the facilities that also attract visitors. Based on the results of interviews with the public/visitors who went to Medan Zoo, it was stated that:

"Very important . By maintaining its existence in the eyes of the public, Medan Zoo can also protect itself from bankruptcy or closure, right? Also maintain employment opportunities. So if I say, the better the existence of the zoo, especially in the eyes of the public as visitors, the tourist attraction will automatically continue to exist. Very influential.

Based on the results of the answers from the two people who are visitors to Medan Zoo, it can be concluded that its existence has a big influence on increasing tourist attraction. This is because the better the existence of Medan Zoo, the greater the tourist attraction to the community will be. From the results of interviews with the community, existence is something that has a big influence on tourist attraction.

## Discussion

### Analysis of Interview Results

After describing all the research results found at Medan Zoo, the researchers will conduct a discussion related to the research results: The large amount of competition between tourist attractions means that Medan Zoo Tourism must have a marketing strategy that will be able to compete in marketing tourist attractions. Because there are so many competitors in existing tourism, the competition is getting tougher. So, in carrying out its marketing, Medan Zoo Tourism must be able to convince consumers to form and increase a good impression on customers. The results of interviews from several sources at Medan Zoo Tourism, namely managers and customers of Medan Zoo Tourism regarding marketing strategies in facing business

competition to maintain its existence, it can be concluded that to maintain the existence of tourism requires a good marketing strategy so that it can attract the attention of the general public. to come and visit the tour. As said by several sources, Medan Zoo Tourism is popular with the general public because it has the most complete range of animals on the island of North Sumatra, characteristics that are different from several competing tourist attractions and has maintained quality from the past until now, which according to tourists is always developing by bringing in new animals. and looking after old animals. One of the attractions of Medan Zoo Tourism itself is that it always develops tourist attractions, both in terms of product marketing, taking pictures and then promoting them via social media and taking good care of the animals. There is good and friendly service to all tourists, both local tourists and tourists from outside the area. It's just that visitors to Medan Zoo Tourism expect promotions given by them to visitors who come in droves.

So existence is not rigid and stopped, but flexible or elastic and experiences development or, conversely, decline, depending on the ability to actualize its potentials. Based on the results of research that has been carried out, the increase in existence carried out here aims to form the public's view or perception that Medan Zoo is a zoo that has facilities and infrastructure, facilities and tourist attractions that are interesting and worthy of being visited by the public. So it can be concluded that the existence of the Medan Zoo aims to : a) Apart from aiming to be a tourist attraction, the existence of Medan Zoo is also useful as a means of protecting, preserving and breeding animals in the zoo as well as a form of breeding effort for animals that have difficulty living in the wild. Medan Zoo's existence is also a form of defense from other competitors, especially zoos managed by private parties which are starting to get public attention because of the facilities provided. Regarding the research that has been carried out, it is true that the existence of Medan Zoo is to increase tourist visits by creating a tourist attraction, developing facilities and infrastructure and preserving animals in North Sumatra Province; b) Regarding the research that has been carried out, it is true that the existence of Medan Zoo increases the existence of a tourist attraction by specifically managing the animals in the zoo environment, providing personal protection facilities such as a place to wash hands and cleaning the environmental area in detail. and periodically to avoid germs, clean all animal cages and carry out health checks for animals; c) Regarding the research that has been carried out, it is true that the existence of Medan Zoo as a tourist attraction is to build children's play areas at the Zoo location. This is done so that children who come will not only focus on seeing various types of animals, but can also enjoy the play area. Apart from that, organizing price promotion events for visiting school children, and other events carried out in collaboration with external parties are also carried out so that it can always be a tourist attraction.

Medan Zoo is a recreation area for the community which was created with the aim of providing entertainment and education for all ages of society, especially children. Then Medan Zoo is also equipped with a canteen as a place for visitors to buy food and drinks while enjoying watching animals and a children's play area.

#### 4. Conclusion

Based on the descriptions that have been presented in the previous chapters, as well as the results of the data presentation, the conclusion of the researcher entitled Marketing Strategy in Increasing the Number of Visitors at Medan Zoo by providing education to school children and parents about the importance of knowledge for children to know the types of animals and understand the ecosystem, ticket promotions for the public and for collaborating parties, as well as consistent tourism activities between Medan Zoo and schools are actively published on social media. It can be concluded that marketing strategies using social media are also very influential in the business world to increase the number of visitors, with social media a business or business will be able to grow rapidly if it can manage social media well, and can make Medan Zoo one of the famous tourist attractions in the city of Medan because of the influence of social media, a wide environment and a strategic location.

From this study there are several limitations that cause disturbances and lack of results of this study, both limited time, cost and energy as well as limited knowledge of the author in making and compiling this paper, so it is necessary to re-test its reliability in the future. then for the next study it is expected to be better than before and can deepen or expand the findings.

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