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## Managing Destination Marketing: Effective Strategies for Boosting Visits to Taman Mumbul Tourist Attraction, Sangeh, Bali

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### ABSTRACT

This study aims to analyse marketing strategies using the STP (segmentation, targeting, and positioning) approach and the marketing mix strategy analysed through the 7Ps, namely product, price, place, promotion, people, physical evidence, and process at Taman Mumbul Sangeh tourist attraction. This research is descriptive in nature, employing data collection techniques such as observation, interviews, and documentation studies. Based on the analysis, two main conclusions can be drawn: (1) the marketing strategy based on STP focuses more on domestic tourists, who are predominantly aged between 12 and 70 years, with marketing promotions conducted through social media platforms like Instagram and word-of-mouth; and (2) Taman Mumbul Sangeh offers unique tourist products such as pancoran solas (purification), Taman Mumbul temple, and a large pond, which are distinctive features of Taman Mumbul Sangeh that should be preserved and maintained. The pricing strategy should be competitive in the market. Marketing efforts utilise social media platforms and word-of-mouth, while also raising community awareness to participate in promoting Taman Mumbul Sangeh tourist attraction..

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## 1. Introduction

Indonesia boasts significant tourism potential, with its myriad destinations making it globally renowned, especially in the tourism sector. Among these, Bali stands out as a premier destination. Known for its stunning natural beauty, rich cultural heritage, and warm hospitality, Bali attracts both domestic and international tourists. The island offers diverse attractions, from pristine beaches and vibrant arts to spiritual retreats, making it a unique and compelling destination. This blend of natural and cultural allure positions Bali as a key player in Indonesia's tourism industry, contributing significantly to the nation's global tourism reputation.

Bali is renowned for its natural beauty, rich culture, traditions, and the hospitality of its people, which attract both domestic and international tourists to visit and enjoy the island's splendour. The types of tourism developed in Bali are diverse, ranging from nature tourism and cultural tourism to spiritual tourism, all of which serve as major attractions for visitors. One of the notable spiritual tourism sites in Bali is Taman Mumbul Sangeh, located in Sangeh Village, Abiansemal District, Badung Regency, Bali Province. Taman

Mumbul Sangeh is a spiritual tourism destination that offers the ritual of melukat, a purification ceremony for both body and soul.

The number of foreign and domestic tourist visits to Taman Mumbul Sangeh tourist attraction over the past five years reveals notable trends. From 2017 to 2019, there was a significant increase in visitor numbers. In 2017, the attraction welcomed 48,982 visitors, which rose to 50,750 in 2018, and further increased to 54,722 in 2019. This upward trend indicates a growing interest in Taman Mumbul Sangeh, likely driven by effective marketing strategies, enhanced visitor experiences, and the overall appeal of the site. However, the trend reversed in the subsequent years, with a noticeable decline in tourist visits starting from 2020. The number of visitors dropped to 48,860 in 2020 and further decreased to 45,966 in 2021. The World Bank (2020) in Widyaniningsih (2024) research noted the impact of the Covid-19 disaster on the entire value chain tourism industry which includes airlines, bus companies and trains, cruise lines, hotels, restaurants, attractions, travel agents, tour operators, online travel entities and others. The fluctuation in visitor numbers highlights the vulnerability of the tourism sector to external shocks and underscores the need for resilient and adaptive marketing strategies. It also emphasizes the importance of diversifying tourism offerings and enhancing safety measures to restore tourist confidence and attract visitors in the post-pandemic era. By analyzing these trends, stakeholders can develop targeted interventions to revitalize tourism at Taman Mumbul Sangeh and ensure sustainable growth in the future.

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The natural potential and spiritual activities presented by Taman Mumbul Sangeh attract tourists to visit this tourist attraction, in terms of the intended market segment, namely domestic and foreign tourists who are involved in the spiritual field. Domestic tourists who visit this tourist attraction are dominant from the Bali area. As for foreign tourists who visit this tourist attraction come from Russia and France whose age ranges from 50 to 70 years. The development of the tourism potential of Taman Mumbul Sangeh as a natural and spiritual tourism must be followed by good management and effective introduction to tourists. However, judging from the number of tourist visits that have decreased in the last 2 years, apart from the covid-19 virus outbreak, it is also due to the lack of promotional efforts made by the management. In addition, there is no cooperation with travel agents where travel agents are one of the means of connecting tourists with a tourist destination. The next problem is that the manager of Taman Mumbul Sangeh does not provide commissions to travel agents who have brought their tourists to do spiritual tourism there. With some of these problems, it is necessary to develop a marketing strategy that is expected to be able to attract tourists to visit and do spiritual tourism as well as enjoy the natural beauty of Taman Mumbul Sangeh.

The research focuses on identifying and analysing the marketing strategies employed to increase tourist visits at Taman Mumbul Sangeh, a spiritual tourism destination in Bali. By examining various marketing approaches, the study aims to understand how segmentation, targeting, and positioning (STP) strategies, along with the marketing mix (7Ps: product, price, place, promotion, people, physical evidence, and process), effectively attract more visitors. The research employs descriptive methods, including observation, interviews, and documentation studies, to gather data and draw conclusions about the most effective marketing tactics for enhancing tourist engagement and boosting visitor numbers at Taman Mumbul Sangeh.

## **2. Literature Review**

Kotler and Armstrong (2016) define marketing as human activities directed at fulfilling needs and wants through the exchange process. This definition underscores the fundamental role of marketing in identifying and addressing consumer needs and desires. Marketing is not merely a set of business activities; it is a strategic process that involves planning, pricing, promoting, and distributing goods or services to reach target markets effectively. In the context of increasing tourist visits to Taman Mumbul Sangeh, understanding and applying these marketing principles is crucial. The exchange process in tourism involves offering unique and valuable experiences that meet the expectations and desires of tourists. By leveraging the STP (segmentation, targeting, and positioning) approach, the management can identify specific market segments, target them with tailored marketing strategies, and position Taman Mumbul Sangeh as a premier spiritual tourism destination.

### **2.1. Marketing Strategy: Segmentation, Targeting, and Positioning**

Marketing strategy is a critical aspect of business operations, aimed at fulfilling consumer needs and wants through the exchange process. Kotler and Armstrong (2016) define marketing as human activities directed at fulfilling needs and wants through the exchange process. This definition emphasises the importance of understanding and addressing consumer demands to achieve business success. One of the most effective frameworks for developing a marketing strategy is the STP model, which stands for Segmentation, Targeting, and Positioning.

### **2.2. Segmentation**

Segmentation involves dividing a broad market into smaller, more manageable sub-groups of consumers who share similar characteristics, needs, or behaviours. This process allows businesses to identify and understand distinct customer segments, enabling them to tailor their marketing efforts more effectively. Segmentation can be based on various criteria, including:

1. **Demographic Segmentation:** Dividing the market based on age, gender, income, education, and other demographic factors.
2. **Geographic Segmentation:** Segmenting the market based on geographic locations such as countries, regions, cities, or neighbourhoods.
3. **Psychographic Segmentation:** Grouping consumers based on their lifestyles, values, attitudes, and interests.
4. **Behavioural Segmentation:** Categorizing consumers based on their behaviour towards products, such as usage rate, brand loyalty, and purchasing patterns.

### **2.3. Targeting**

Once the market has been segmented, the next step is targeting. Targeting involves evaluating the attractiveness of each segment and selecting one or more segments to focus on. This decision is based on factors such as segment size, growth potential, competitive intensity, and alignment with the company's objectives and resources. There are several targeting strategies that businesses can adopt:

1. **Undifferentiated Targeting:** Aiming to appeal to the entire market with a single marketing mix, often used when the product has broad appeal.
2. **Differentiated Targeting:** Developing different marketing mixes for different segments, allowing for more tailored and effective marketing efforts.
3. **Concentrated Targeting:** Focusing on a single segment, often used by niche marketers to serve a specific group of consumers exceptionally well.

4. **Micromarketing:** Customizing marketing efforts to suit the needs of individual customers or local markets, often enabled by advanced data analytics and technology.

## **2.4. Positioning**

Positioning is the final step in the STP process and involves creating a distinct and desirable image of the product or brand in the minds of the target consumers. Positioning aims to differentiate the product from competitors and highlight its unique value proposition. This is achieved through a combination of marketing activities, including product design, pricing, promotion, and distribution. Key elements of positioning include:

1. **Value Proposition:** Clearly communicating the unique benefits and value that the product offers to the target consumers.
2. **Differentiation:** Emphasizing the distinctive features and advantages of the product compared to competitors.
3. **Brand Image:** Building a strong and positive brand image that resonates with the target consumers and aligns with their values and preferences.

The STP model provides a structured approach to developing a marketing strategy that effectively addresses consumer needs and preferences. By segmenting the market, targeting the most attractive segments, and positioning the product to stand out from competitors, businesses can enhance their marketing effectiveness and achieve sustainable growth. Understanding and applying the principles of segmentation, targeting, and positioning is essential for any business seeking to succeed in today's competitive marketplace.

## **2.5. Marketing Mix (7Ps): A Comprehensive Marketing Framework**

The marketing mix, commonly known as the 7Ps, is a comprehensive framework that businesses employ to craft and execute effective marketing strategies. This model builds upon the traditional 4Ps: Product, Price, Place, and Promotion—by incorporating three additional elements: People, Physical Evidence, and Process (Kotler and Armstrong; 2016). Each of these components plays a vital role in attracting and retaining customers, thereby ensuring a holistic and integrated approach to marketing. The 7Ps marketing mix serves as a strategic framework for tourism businesses, such as hotels, travel agencies, and tourism destinations, to attract and retain customers. Each element is crucial in crafting an effective tourism marketing strategy that enhances visitor satisfaction and boosts competitive advantage.

1. **Product:** This element focuses on the goods or services offered by a business. It encompasses the design, features, quality, and benefits that meet the needs and wants of customers. A well-developed product strategy ensures that the offerings are appealing and valuable to the target market. In tourism marketing, the product refers to the unique experiences, attractions, services, and accommodations offered to tourists. This includes everything from guided tours and cultural experiences to hotel stays and wellness packages. Developing a compelling product strategy means creating experiences that meet or exceed visitor expectations, highlighting authenticity, cultural richness, and memorable encounters that distinguish a destination from others. For instance, promoting eco-friendly stays in Penglipuran Tourism Village appeals to visitors seeking sustainable tourism.
2. **Price:** Price refers to the amount of money customers must pay to acquire the product or service. It involves setting competitive and profitable pricing strategies that reflect the perceived value of the offerings while considering market conditions and customer expectations. In the context of tourism, price covers the cost of travel packages, accommodations, and experiences. Pricing strategies must balance competitiveness with profitability while reflecting the perceived value of the offerings. Dynamic pricing (adjusting rates based on demand) and tiered pricing (offering different levels of

service) are common in tourism. For example, offering discounted rates during off-peak seasons can attract budget-conscious travelers, while premium packages can appeal to luxury-seeking tourists.

3. **Place:** Place involves the distribution channels and locations where the product or service is made available to customers. Effective place strategies ensure that the offerings are accessible and convenient for the target market, enhancing the overall customer experience. Place in tourism marketing refers to the distribution channels through which tourism products are made available. This includes physical locations such as travel agencies, tour operator offices, or tourism information centers, as well as digital platforms like websites and online travel agencies (OTAs). Ensuring ease of access through seamless online booking systems and multiple distribution points helps improve visitor convenience. For example, partnering with platforms like Booking.com or TripAdvisor can enhance the visibility of tourism villages.
4. **Promotion:** Promotion encompasses the various communication methods used to inform, persuade, and remind customers about the product or service. This includes advertising, sales promotions, public relations, and personal selling, all aimed at generating awareness and driving demand. Promotion involves the communication strategies used to market tourism experiences. This includes advertising campaigns, social media engagement, travel fairs, influencer partnerships, public relations, and destination branding. Effective promotion highlights the unique selling points of the destination and inspires travelers to visit. For instance, social media campaigns showcasing the cultural festivals or natural beauty of a village can drive significant interest and bookings.
5. **People:** This element focuses on the individuals involved in delivering the product or service, including employees and customer service representatives. Ensuring that staff are well-trained, knowledgeable, and customer-oriented can significantly impact customer satisfaction and loyalty. In tourism, people are critical, as they directly impact the quality of the visitor experience. This includes employees at hotels, guides, tourism operators, and local community members who interact with tourists. Providing exceptional customer service, hospitality training, and cultural sensitivity ensures positive interactions and fosters loyalty. For example, ensuring that guides in Penglipuran Village are knowledgeable about local customs enhances visitor satisfaction.
6. **Physical Evidence:** Physical evidence refers to the tangible aspects that customers encounter, which can influence their perceptions of the product or service. This includes the physical environment, branding, packaging, and any other material cues that reinforce the brand's image and quality. Physical evidence refers to the tangible cues that shape tourists' perceptions of the destination or service. In tourism, this includes the appearance of hotels, the cleanliness of tourist sites, brochures, websites, and even the infrastructure of the village. Maintaining well-kept facilities, clear signage, and professional branding reinforces trust and confidence in the destination. For instance, aesthetically pleasing accommodations and organized visitor centers can significantly enhance the perceived quality of a tourism village.
7. **Process:** Process involves the procedures and flow of activities required to deliver the product or service. Streamlining processes to be efficient and customer-friendly can enhance the overall experience, ensuring that customers receive consistent and high-quality service. Process in tourism marketing refers to the systems and procedures that ensure smooth service delivery. This includes booking processes, check-in/check-out procedures, and guided tour operations. Efficient, user-friendly, and reliable processes contribute to a hassle-free experience. For example, offering a streamlined online reservation system for tours and accommodations in a tourism village can enhance convenience and satisfaction.

Kotler and Armstrong (2016) emphasize that integrating the seven key elements of marketing—product, price, place, promotion, people, process, and physical evidence—develops a robust strategy that addresses every stage of the customer journey, from awareness to post-purchase satisfaction. This



comprehensive approach becomes even more effective when aligned with the cultural ecosystem of a tourism destination, which represents the core values, traditions, and heritage that give the location its unique identity. For local communities and tourists, this integration yields both financial and non-financial benefits. Financially, local businesses gain from increased economic opportunities through sustainable tourism practices that attract and retain visitors. Non-financially, the preservation and promotion of cultural values foster pride, strengthen community identity, and provide tourists with authentic, meaningful experiences. Subadra (2024) supports this view, arguing that a holistic marketing approach not only meets customer needs and differentiates the business but also offers sustainable value for both the business and tourists. This alignment of business strategies with cultural ecosystems enhances long-term success by ensuring that tourism activities are respectful, responsible, and mutually beneficial (Subadra, 2022). Ultimately, by incorporating cultural values into marketing strategies, tourism businesses can create a balanced approach that supports local traditions, promotes cultural understanding, and drives economic growth, ensuring sustainable and responsible tourism for generations to come..

### 3. Methodology

The selected location for this study is Taman Mumbul Sangeh, situated in Sangeh Village, Abiansema District, Badung Regency, Bali Province. Taman Mumbul Sangeh is significant due to its unique spiritual tourism offerings, particularly the melukat purification ceremony, which attracts both domestic and international tourists. The site's cultural and spiritual importance, combined with its potential for tourism development, makes it an ideal case for examining marketing strategies to increase tourist visits. This study employs a qualitative research method which is appropriate for exploring the complex and nuanced aspects of marketing strategies in a specific cultural and tourism context. Qualitative methods allow for an in-depth understanding of the experiences, perceptions, and motivations of various stakeholders involved in the tourism sector at Taman Mumbul Sangeh (Subadra, 2019). This approach is particularly suitable for capturing the rich, contextual data necessary to develop effective marketing strategies.

Data collection for this study involved multiple methods to ensure a comprehensive understanding of the research topic. The primary data collection techniques included: Observations by conducting on-site observations to gather firsthand information about the tourist experience and the operational aspects of Taman Mumbul Sangeh; interviews: Conducting semi-structured interviews with key stakeholders, including tourists, local community members, tourism operators, and government officials, to gain insights into their perspectives on the marketing strategies and tourism development; Documentation: Reviewing relevant documents, such as tourism reports, marketing materials, and historical records, to supplement the primary data and provide additional context.

The data analysis involved both qualitative and quantitative approaches to provide a comprehensive understanding of the research findings. Qualitative data from observations, interviews, and documentation were analysed using thematic analysis, which involved identifying, coding, and categorising key themes and patterns. This process allowed for the extraction of meaningful insights and the development of a coherent narrative around the marketing strategies at Taman Mumbul Sangeh.

### 4. Discussion

Taman Mumbul in Sangeh holds deep cultural and spiritual significance as a sacred bathing site. This serene location is home to a holy spring believed by locals to have purifying and healing properties. The site features a large pond surrounded by lush greenery and is adorned with majestic banyan trees, creating a tranquil setting for visitors seeking spiritual rejuvenation. Traditionally, Balinese Hindus come to Taman Mumbul to perform *melukat*—a ritual cleansing ceremony—to purify their body and soul from

negative energies. The site is also closely linked to the nearby Pura Bukit Sari, enhancing its role as a sacred place that reflects the rich spiritual heritage of the local community.

Figure 1. Sacred bathing site of Taman Mumbul in Sangeh



In addition to its religious importance, Taman Mumbul has evolved as a popular tourism site, attracting both domestic and international visitors. Its picturesque landscape, with crystal-clear waters and calming natural scenery, makes it an ideal destination for relaxation and cultural exploration. Tourists can enjoy feeding fish in the pond, taking part in traditional ceremonies, or simply immersing themselves in the peaceful ambiance. As part of Bali's efforts to promote sustainable tourism, Taman Mumbul offers a harmonious blend of cultural preservation and visitor experience, making it a prime example of how sacred sites can support local tourism while maintaining their spiritual essence.

The existing marketing strategy for Taman Mumbul Sangeh employs a combination of word-of-mouth promotion and social media marketing, particularly through platforms like Instagram. Research on digital tourism does not include studies on promotional media to attract potential domestic and international tourists through various platforms such as Facebook, Instagram and TikTok (Yuda dkk, 2024). While word-of-mouth is a powerful tool in tourism marketing due to its authenticity and trustworthiness, relying solely on this method may restrict the site's potential reach and growth. This is because word-of-mouth is inherently organic and informal which limit its scalability and speed in reaching broader audiences, particularly outside local communities. The supplementary use of social media marketing indicates an awareness of the importance of digital promotion; however, the limited and underdeveloped use of platforms like Instagram suggests a lack of strategic planning and content optimisation. Effective social media marketing requires consistent, engaging, and tailored content, as well as a thorough understanding of the target audience's online behaviour. Without these elements, the potential to enhance visibility, attract new visitor segments, and build a strong online presence remains underexploited.

#### **4.1. Market Segmentation of Tourists Visiting Taman Mumbul Sangeh**

In tourism marketing, segmentation is an essential tool that helps destinations like Taman Mumbul Sangeh understand the specific needs and preferences of different visitor groups. Effective segmentation allows for tailored strategies that enhance the overall visitor experience and satisfaction. The following segmentation dimensions—geographic, demographic, psychographic, and behavioural—provide a comprehensive understanding of tourists visiting this site.

#### **4.2. Geographic Segmentation**

From a geographic perspective, the primary visitors to Taman Mumbul Sangeh are domestic tourists hailing from various regions in Bali, including Denpasar City, Badung Regency, Tabanan Regency, Singaraja, Klungkung, and Karangasem. These local visitors are drawn to the site's cultural and natural offerings, making it a popular destination within the island. Additionally, Taman Mumbul Sangeh also attracts international tourists, particularly those from France and Russia, who have a strong interest in spirituality. These visitors are often motivated by the site's spiritual significance and the unique opportunities for self-purification rituals offered there.

#### **4.3. Demographic Segmentation**

In terms of demographics, the age range of visitors to Taman Mumbul Sangeh spans from 12 to 70 years old, encompassing teenagers, adults, and elderly individuals. This wide age range highlights the site's appeal to multiple generations. Visitors include individuals from diverse professional backgrounds, such as students, farmers, private sector employees, civil servants, and religious leaders (pemangku). The dominant visitor profile includes families who often visit the site together, emphasising the importance of Taman Mumbul Sangeh as a family-friendly destination that offers a shared experience of nature, spirituality, and culture.

#### **4.4. Psychographic Segmentation**

From a psychographic standpoint, visitors to Taman Mumbul Sangeh generally exhibit a modest lifestyle. This includes tourists ranging from teenagers to adults who appreciate simplicity and a connection with nature and spirituality. These individuals are drawn to experiences that provide tranquillity, reflection, and cultural enrichment. The preference for simple, meaningful activities aligns with the spiritual and cultural offerings of the site, making it particularly attractive to those seeking personal growth, self-reflection, and a break from the complexities of modern life.

#### **4.5. Behavioural Segmentation**

The behavioural patterns of visitors to Taman Mumbul Sangeh reflect a combination of leisure and spiritual activities. While many tourists visit the site to enjoy the serene and verdant landscape, a significant number also partake in self-purification rituals known as melukat. This ritual is deeply rooted in Balinese Hindu culture and offers a spiritual cleansing experience. Behaviourally, religious leaders and individuals with a deeper understanding of the ritual often demonstrate more knowledge about the procedures and significance of melukat. Their visit is characterised by purposeful participation in these spiritual activities, which enhances the cultural depth and authenticity of the site.

An understanding of the distinct segmentation categories is essential for tourism marketers and stakeholders at Taman Mumbul Sangeh to develop more effective strategies. By tailoring experiences to the needs of local families, international spiritual seekers, and visitors of varying ages and lifestyles, visitor satisfaction can be improved and the site can be promoted as a multifaceted destination. This approach



ensures that marketing efforts align with the expectations and behaviours of different segments, thus fostering a more sustainable and engaging tourism experience.

#### **4.6. Targeting Strategy for Taman Mumbul Sangeh**

The primary target market for Taman Mumbul Sangeh consists of domestic tourists from various regions within Bali. Specifically, these areas include Denpasar, Badung, Tabanan, Singaraja, Klungkung, and Karangasem. This regional focus ensures that promotional efforts are directed towards those who are geographically close and culturally aligned with the destination's offerings. Given that the majority of the population in these areas practises Hinduism, the site's spiritual and cultural significance—particularly the purification ritual of melukat—resonates strongly with the values and beliefs of potential visitors.

The target demographic encompasses a wide age range, from 12 to 70 years old, reflecting a diverse group that includes teenagers, adults, and the elderly. This age range also implies a variety of interests and motivations for visiting the site, such as spiritual practices, cultural education, family outings, and nature appreciation. By understanding these demographics, Taman Mumbul Sangeh can design targeted marketing messages that highlight the site's serene environment, cultural heritage, and family-friendly atmosphere. Focusing on this local market segment allows for more personalised and cost-effective marketing strategies, as well as fostering a sense of community engagement and pride. Moreover, catering to a familiar audience increases the likelihood of repeat visits and strengthens word-of-mouth promotion within Balinese communities.

#### **4.7. Positioning Strategy for Taman Mumbul Sangeh**

Taman Mumbul Sangeh is positioned as a unique destination that seamlessly combines spiritual tourism with natural attractions. The site is renowned for its Pacoran Solas purification ritual (penglukatan), which offers visitors a deeply spiritual experience rooted in Balinese Hindu tradition. This ritual provides an opportunity for self-reflection, spiritual cleansing, and cultural immersion, making the site particularly appealing to those seeking authentic spiritual experiences.

In addition to its spiritual significance, Taman Mumbul Sangeh features a large pond resembling a lake, which enhances its natural beauty and offers a serene environment for relaxation and contemplation. The tranquil waters and lush surroundings create a peaceful atmosphere, attracting visitors who appreciate nature and wish to escape the busyness of everyday life. This blend of spiritual heritage and natural splendour distinguishes Taman Mumbul Sangeh from other tourist destinations in Bali. By emphasising these dual aspects—spiritual purification and natural beauty—Taman Mumbul Sangeh appeals to a broad spectrum of visitors, including domestic tourists, international spiritual travellers, families, and nature enthusiasts. This positioning highlights the destination's ability to provide a holistic experience that nurtures both the spirit and the senses, solidifying its reputation as a must-visit site for those who value culture, spirituality, and natural tranquillity.

#### **4.8. Marketing Mix for Taman Mumbul Sangeh**

The marketing mix for Taman Mumbul Sangeh incorporates the 7Ps framework—Product, Price, Place, Promotion, People, Physical Evidence, and Process—to effectively market and enhance the visitor experience at this unique destination.

#### **4.9. Product**

The tourism product at Taman Mumbul Sangeh is closely associated with its unique attractions. Visitors can experience a blend of spiritual tourism and natural beauty. Key offerings include the Pengelukatan Pancoran Solas purification ritual, the Pura Taman Mumbul (Taman Mumbul Temple), and the large pond

that resembles a lake. These elements collectively provide a rich and authentic experience, drawing visitors interested in spiritual practices, cultural exploration, and nature appreciation.

#### **4.10. Price**

Ticket prices are structured to remain affordable and accessible. Domestic visitors pay Rp. 10,000 for adults and Rp. 5,000 for children. For international tourists, adult tickets are priced at Rp. 20,000 and children's tickets at Rp. 15,000. Additional services such as sarong rentals for the melukat ritual are available for Rp. 5,000 per person, and locker rentals for storing valuables cost Rp. 10,000. This pricing strategy ensures that the offerings are economically viable while reflecting the value of the experiences provided.

#### **4.11. Place**

Taman Mumbul Sangeh enjoys a strategic location approximately 24 kilometres or a 45-minute drive from Denpasar. It is situated directly opposite the popular Alas Pala Sangeh tourist attraction, making it easy for visitors to find and access. The site benefits from well-maintained roads, ensuring a smooth and convenient journey for tourists arriving from various parts of Bali.

#### **4.12. Promotion**

Promotion for Taman Mumbul Sangeh relies on both traditional and digital marketing strategies. Word-of-mouth remains a vital tool, leveraging the recommendations of satisfied visitors to attract new guests. Additionally, the site maintains an Instagram account (@tirtataman\_mumbul) where photos and updates are periodically posted. Expanding and optimising social media use further enhance visibility and engagement with a wider audience.

#### **4.13. People**

The staff at Taman Mumbul Sangeh are all local residents of Desa Sangeh, bringing an authentic connection to the community and its heritage. The employees possess varying levels of education and training, which ensures a diverse skill set to meet the needs of visitors. This local involvement promotes a sense of community ownership and enhances the authenticity of the visitor experience.

#### **4.14. Physical Evidence**

The physical environment of Taman Mumbul Sangeh is divided into three distinct areas: Tirta Mandala, Toya Mandala, and Yeh Mandala. These zones contribute to the site's overall atmosphere and help guide visitors through their experience. The well-maintained temple structures, serene pond, and clear signage create a visually appealing and culturally rich environment, reinforcing the quality and authenticity of the offerings.

#### **4.15. Process**

The operational processes at Taman Mumbul Sangeh are designed to ensure a smooth and enjoyable visitor experience. This includes ticketing procedures, clear guidance and information services for tourists, and efficient visitor assistance throughout their time at the site. These processes ensure consistency and reliability, contributing to visitor satisfaction and encouraging return visits.

By carefully managing these elements of the marketing mix, Taman Mumbul Sangeh can strengthen its position as a destination that offers spiritual, cultural, and natural experiences while delivering high-quality services to both domestic and international tourists.

## **5. Conclusion**

Based on the research findings and discussion concerning the marketing strategies of Taman Mumbul Sangeh, two primary conclusions are drawn up: First, the segmentation analysis identifies both domestic and international tourists as key markets. However, the primary focus remains on domestic tourists, particularly those from six regencies and one city in Bali. The international segment includes visitors from France and Russia who are primarily interested in the site's spiritual offerings. The age range of tourists spans from 12 to 70 years old, comprising students and individuals employed in various sectors. The main attraction of Taman Mumbul Sangeh is its large pond, which draws visitors seeking both natural beauty and cultural experiences. Second, the marketing strategy employs the 7Ps of the marketing mix (Product, Price, Place, Promotion, People, Physical Evidence, and Process). The destination focuses on preserving and maintaining its core tourism products to ensure they remain appealing to visitors. Pricing strategies are designed to be competitive and accessible. Promotion efforts continue to rely on word-of-mouth marketing and social media platforms such as Instagram. Additionally, there is a need to raise community awareness and encourage greater community participation in promoting Taman Mumbul Sangeh. These strategies aim to enhance the effectiveness of marketing efforts, ensuring the destination remains competitive while fostering sustainable growth and community engagement.

To address these limitations, adopting the Segmentation, Targeting, and Positioning (STP) framework offers a more structured and strategic approach. Segmentation involves dividing the market into specific groups based on characteristics such as geography, demographics, psychographics, and behaviour. This allows marketers to identify distinct visitor profiles and their unique needs, enhancing the ability to deliver tailored promotional messages. For instance, distinguishing between domestic family visitors, international spiritual tourists, and young digital natives can inform more relevant marketing strategies. Additionally, targeting focuses on selecting the most promising segments identified through segmentation. By directing marketing efforts towards key groups such as spiritual tourists from France and Russia or local families seeking cultural experiences, resources can be allocated more efficiently. This ensures promotional efforts reach audiences most likely to engage with the destination. In addition, positioning entails crafting a unique and appealing image of the destination in the minds of the target segments. For Taman Mumbul Sangeh, positioning the site as a centre for spiritual purification rituals, authentic Balinese culture, and family-friendly tourism can differentiate it from other destinations. This can be achieved through compelling narratives, high-quality visual content, and consistent branding across digital and offline channels. Thereby, integrating the STP strategy into the existing marketing efforts can transform the approach from being ad hoc and limited to being strategic and targeted. This comprehensive framework facilitates a deeper understanding of the market, enabling more effective communication, broader reach, and enhanced visitor engagement, ultimately contributing to the destination's long-term sustainability and growth.

To enhance the promotion of Taman Mumbul Sangeh, it is recommended to utilise multiple social media platforms, such as Facebook and TikTok, which are currently popular, and to regularly upload photos to these platforms to keep information about the site up to date. Collaboration with travel agents should be established to increase international tourist awareness of the destination. Additionally, a guest book should be provided to accurately capture the origins of visitors, facilitating more effective segmentation efforts. Lastly, the installation of informational boards detailing the procedures for the melukat ritual is advised to ensure tourists understand and can follow the purification process correctly.

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