

## MARKETING STRATEGY AND DEVELOPMENT OF EDUCATIONAL TOURISM ZOOLOGY MUSEUM IN BOGOR

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### ABSTRACT

The existence of museums is very important because they have an important role in preserving cultural heritage, education, and developing public knowledge. Museums also function as a place to collect, care for, and exhibit historical objects and artifacts that have historical and cultural value. Museums are often considered uninteresting and boring by the public, so they are rarely visited. This is due to several factors, such as unattractive exhibition layouts, lack of interaction with collections, and lack of effective promotion. This research is aimed at answering the questions of how is Zoological Museum in Bogor carries out the marketing strategies to increase the number of visitors and what aspects need to be improved. In this study, researchers carried out semi structured interview to 20 visitors consist of secondary school students, college students, employees and common society. Researchers also did nonparticipants observation and observed visitors' activities when they were in the museum. Result of this study indicates that the results of this study indicate that of the 7P marketing mix related to the marketing strategy of the Bogor Zoological Museum, it turns out that 6 have been carried out well, but one aspect that needs to be considered is the product issue, how the Zoological Museum can make this museum something interesting to see and visit.

**Keywords:** Marketing strategy, educational tourism, zoological museum

### INTRODUCTION

One of the important reasons for educational tourism destinations is to introduce the diversity of Indonesian culture, history, and nature to local and international tourists. Educational tourism is also a depiction of non-formal learning activities, so it is not as rigid as learning activities in the classroom. In addition, in its implementation, this concept is more directed towards the concept of edutainment, namely learning accompanied by fun activities. One of the educational tours is a museum. The main goal of educational tourism is how to provide maximum satisfaction as well as new knowledge to tourists so that tourists are interested and want to return to visit the museum (Priyanto, Syarifuddin, & Martina, 2018).

Through the above explanation regarding tourism, it can be said that the museum has met the requirements as a tourist attraction. Whether the museum has fully provided pleasure and comfort for tourists, that is what is studied in this article. Tourists who come to the museum, can be said to have their own motivation. The motivation for tourists who visit