

## **Segmentation, Targeting and Positioning of The Tourism Industry before, during The Covid-19 Pandemic and After for The Tourism Industry in Indonesia**

**Candra Hidayat<sup>1\*</sup>, Yi Zeng<sup>2</sup>**

*<sup>1</sup>Trisakti Institute of Tourism*

*<sup>2</sup>National Huaqiao University*

*\*candrabidayat@iptrisakti.ac.id*

### **Abstract**

This research aims to observing tourism business pre, during and post Covid-19 pandemic. Evaluating and selecting market segment, firstly the highest foreign tourist arrivals to Indonesia by nationality is Malaysia, Timor-Leste, Singapore, China and Australia. Secondly, foreign tourist arrivals to Indonesia by gender male tourist bigger than female tourist is Malaysia, Timor-Leste, Singapore, India, Japan, America, England and South Korea. In reverse, female tourist bigger than male tourist is China and Australia. Thirdly, foreign tourist arrivals to Indonesia by age Generation Y and Generation Z is Malaysia, Timor-Leste, China, India, Japan, America, England, South Korea and Australia. Equal between baby boomers and generation X, Generation Y and Generation Z is Singapore. Fourthly, international tourists spending more than \$ 1000 are Singapore, China, India, Japan, America, England, South Korea and Australia. Afterwards, international tourists spending less than \$ 1000 are Malaysia and Timor-Leste. Fifthly, international tourists arrivals by main purpose of visit for vacation more than 78 percent is Malaysia, Timor-Leste, China, Singapore, Australia, India, Japan, America, England and South Korea. Positioning strategies as a needs and wants from tourists and communicating and delivering the products. Indonesia needs in making appropriate strategy for more appealing and visible, through segmenting, targeting and positioning.

**Keywords:** segmentation, targeting, positioning

## **A. Introduction**

The World Health Organization (WHO) declared that Covid-19 is a global pandemic due its rapid spreading. COVID-19 has hit hard the tourist and creative economy sectors. Based on current trends, UNWTO expects international arrivals to decline by 70% to 75% for the whole of 2020. This would mean that international tourism could have returned to levels of 30 years ago. Americas has a 68% drop in international tourist arrivals from January-October in 2020, Europe has a 68% drop in international tourist arrivals from January-October in 2020, Africa has a 69% drop in international tourist arrivals from January-October in 2020, Middle East has a 73% drop in international tourist arrivals from January-October in 2020, Asia & The Pacific has a 82% drop in international tourist arrivals from January-October in 2020 (WTTC, 2020).

WTTC director Gloria Guevara said the outbreak "presents a serious threat to the tourism industry". First, the best-case scenario is that there are 59.7 million job losses in the tourism and travel sector or 33% when compared to 2019. For the Gross Domestic Product (GDP) loss in the tourism and travel sector of 980 billion US dollars or 33% compared to last year. 2019. This can see a 40% reduction in international tourist arrivals and 23% in overall domestic tourist arrivals in 2020. Second, the base-line scenarios are 69.3 million job losses in the tourism and travel sector or 38% compared to 2019. For the tourism and travel sector Gross Domestic Product (GDP) loss of 1.137 billion US dollars or 38% compared to last year. 2019. This can see a 48% reduction in international tourist arrivals and 27% in overall domestic tourist arrivals in 2020. Third, worst-case scenarios are 115 million job losses in the tourism and travel sector or 63% when compared to 2019. For the Gross Domestic Product (GDP) loss in the tourism and travel sector of 1.888 billion US dollars or 64% compared to 2019. This can be seen in a 67% reduction in international tourist arrivals and 55% in overall domestic tourist arrivals in 2020 (WTTC, 2020).

The research gap is the absence of segmentation, targeting and positioning pre, during and post covid-19 pandemic for tourism business in Indonesia. Based on a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. What are the main factors weighing on the recovery of international tourism? Experts consider travel restrictions (79%) as the main barrier weighing on the recovery of international tourism, along with slow virus containment (68%), economic environment (38%), lack of coordinated response among countries (37%), low consumer confidence (31%), slow flight resumption (20%) and Other (4%) (WTTC, 2020). Chairman of the Indonesia Hotel and Restaurant Association (PHRI) Hariyadi B. Sukamdani previously said Indonesian tourism had suffered losses of at least \$1.5 billion since January as

cancelations hit the industry, especially hotels, amid growing fears over the outbreak of the novel coronavirus (The Jakarta Post, 2020). According to the official website of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, International tourist visits to Indonesia through all entrances in May 2020 totaled 163,646 visits or decreased by -86.90% compared to May 2019 which amounted to 1,249,536 visits (Kemenparekraf, 2020). This research was developed from previous research regarding impact of COVID-19 on tourism business in Indonesia. The research is specific to analyze characteristic in tourism business in Indonesia. The novelty of this research was observation pre, during and post covid-19 pandemic for tourism business in Indonesia. In the future making appropriate strategy to recovery post the Covid-19 pandemic for tourism business in Indonesia.

## **B. Literature Review**

The growth is quite significant from year to year which makes the tourism sector in Indonesia targeted for a future of around 18.5 million foreign tourists in 2020 and is expected to provide foreign exchange of US\$ 21 Billion, as well as becoming a leading sector of the economy, surpassing CPO (crude palm oil) and contributing to National GDP is around 4.8%. In the other hand, the tourism sector is also relied upon as one of the sectors that absorb a lot of labor. Based on BPS data, in 2010 the tourism industry absorbed only 7.44 million workers (around 6.88% of the total national workforce), within nine years the number of workers in the tourism sector increased to 13 million workers, and their contribution was 10.28% of the total number of national workers. It is natural that the tourism sector is expected to absorb more workers in the coming years (Kemenparekraf, 2020). The increase in tourism in Indonesia is also recorded as part of the trend of increasing tourism in Southeast Asia. According to the World Travel & Tourism Council in Global Economic Impact & Trends 2020, GDP growth in Indonesia and countries in Southeast Asia in the tourism sector reached 4.6% (WTTC, 2020). According to UNWTO data, tourist arrivals increased from 120.6 million tourists in 2017 to 136.8 million tourists in 2019. Indonesia is the fourth country in ASEAN most visited by tourists, after Thailand, Malaysia and Vietnam (UNWTO, 2020).

The Covid-19 pandemic immediately changed the situation. In February 2020, the number of foreign tourists entering Indonesia decreased drastically, and the number continued to decline until the peak of the decline occurred in April 2020 with the number of foreign tourists only 158.7 thousand. The number of foreign tourists entering Indonesia between January and September 2020 was only 3.62 million people or else 22% of the number of tourists in the same period in 2019. Judging from the entry routes for foreign tourists, the biggest decline came from sea routes (-88%), air routes (-86%), followed by land routes,

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which reached 50%. The decrease in the total number of foreign tourists in January-September 2020 compared to January-September 2019 was 70.95%. Based on Country of Origin, China from 1.4 million tourists to 34.3 thousand tourists (-98.5%), Malaysia from 2.02 million tourists to 640.8 thousand tourists (-82.1%), Singapore from 1.26 million tourists to 133 thousand tourists (-94.2%), Australia from 908.3 million tourists to 640.8 thousand tourists (-94.2%) and India from 439.8 thousand tourists to 56.4 thousand tourists (-97.5%) (Kemenparekraf, 2020).

The New Normal policy (change in behavior to continue carrying out activities as usual but always implementing health protocols) in the midst of the COVID-19 pandemic which began to be implemented at the beginning of June 2020 has had quite an impact on improving the economy of the tourism sector. This can be seen from the increase in room occupancy numbers from the third quarter to the end of 2020. Furthermore, restaurant activities are starting to operate normally, even with the implementation of health protocols and restrictions. In addition, the reopening of tourist attractions improves the performance of other services. Additionally, indicators for land, sea, air and transportation supporting services, namely the number of passengers in the third quarter of 2020, increased compared to the second quarter of 2020 as a result of the implementation of the new normal (Kemenparekraf, 2020).

To win the market competition, companies must have segmenting, targeting, positioning strategy and pricing strategy (Wijaya & Sirine, 2016). STP (Segmenting, Targeting, Positioning) strategy aims to position the brand in the minds of consumers, so that the brand has a sustainable competitive advantage (Rismawati, Wahyuni & Widodo, 2018). Implementing segmentation, targeting, and positioning strategy succeed to serve customers having different characteristics (Agustim, 2015). Companies have to design the strategy marketing that is STP (segmenting, targeting, and positioning) that is appropriate to win the market competition (Pomantow, Mananeke & Jorie, 2019). Segmentation, targeting and positioning strategies can build the right relationships with the right customers to increase sales volume (Alexander, Soegoto & Roring, 2022). A strategy is needed to increase and expand the market by knowing the Customer Satisfaction Index (CSI), afterwards describing Segmentation, Targeting, and Positioning (STP) to increase customer satisfaction (Wutabisu, Indriani & Priyasmanu, 2021). A company cannot serve all consumers in a vast market. Therefore, if the company wishes to be in the market and win a competition, implementing segmentation, targeting and positioning that understand consumers and competitors (Dewi, Antara & Rantau, 2017).

The market is the absolute and potential buyer of a product, in other words having sufficient purchasing power, authority and willingness to buy.

Three major steps in target marketing. Firstly, market segmentation is dividing a market into distinct groups who might require separate products and marketing mixes. The company identifies different ways to segment the market and develops profiles of the resulting market segments. Secondly, market targeting is evaluating each segment's attractiveness and selecting one or more of the market segments. Thirdly, market positioning is the process of developing competitive positioning for the product and an appropriate marketing mix (Kotler, Bowen, & Makens, 2013). Market segmentation, a marketer has to try different segmentation variables, alone and in combination, hoping to find the best way to view the market structure. Firstly, geographic segmentation is dividing the market into different geographic units, such as countries, region and continents. Secondly, demographic segmentation is dividing the market into group based on demographic variables, such as gender, age, income and education. Thirdly, Psychographics segmentation divides buyers into different group based on social class, lifestyle and personality characteristics. Fourthly, behavior segmentation divides buyer into group based on their knowledge, attitude and use to a product. Furthermore, selecting market segment reveals market opportunities available to firm. The company selects the most attractive segment or segments to serve as targets for marketing strategies to achieve desired objectives. Moreover, market positioning is the way the products defined by consumers on important attributes. The place the products occupies in consumers' minds relative to competing products (Kotler, Bowen, & Makens, 2013)

### **C. Research Methods**

The Research Methodology section describes in detail how the study was conducted. A complete description of the methods used enables the reader to evaluate the appropriateness of the research methodology. This research design refers to previous research using descriptive research methods with observations using secondary data. This research is also research that aims to observation pre, during and post covid-19 pandemic for tourism business in Indonesia. In the future making appropriate segmentation, targeting and positioning strategy to recovery post the Covid-19 pandemic for tourism business in Indonesia.

The research population is the object observed in this research. The research population includes the target population and the affordable population. The target population is foreign tourists. Which include foreign tourists who live and work in Indonesia with a total of 13,274,434 tourists. The target population is aimed at obtaining a balanced understanding and representation and model of tourist destination competitiveness. The limitation in this research is that the respondents are the primary data source. Researchers are trying to make a more homogeneous population an accessible population.

#### D. Result and Discussion

Market Segmentation based on geographical. Based on information on foreign tourist arrivals to Indonesia by nationality from Indonesian statistic.

Table 1. International tourists arrivals by nationality

Country	2019	2020	2021	2022
Malaysia	2,980,753	980,118	480,723	1,212,574
Timor-Leste	2,564,858	442,435	819,488	703,780
China	2,072,079	239,678	54,713	169,378
Singapore	1,983,369	280,492	18,704	736,797
Australia	1,346,029	249,157	3,196	655,370
India	654,370	106,043	6,670	281,814
Japan	509,205	88,590	5,952	73,913
America	430,946	74,646	21,962	188,764
England	406,093	65,646	5,177	170,881
South Korea	326,732	69,611	9,497	122,221

Source: Badan Pusat Statistik (2020)

The highest number of International tourists visiting Indonesia from Malaysia, in 2019 the number of International tourist arrivals visiting Indonesia from Malaysia amounted to 2,980,753 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from Malaysia amounted to 980,118 International tourists, in 2021 the number of International tourists visiting Indonesia from Malaysia amounted to 480,723 International tourists and in 2022 the number of International tourists visiting Indonesia from Malaysia amounted to 1,212,574 International tourists. The second highest number of International tourists visiting Indonesia from Timor-Leste, in 2019 the number of International tourist arrivals visiting Indonesia from Timor-Leste amounted to 2,564,858 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from Timor-Leste amounted to 442,435 International tourists, in 2021 the number of International tourists visiting Indonesia from Timor-Leste amounted to 819,488 International tourists and in 2022 the number of International tourists visiting Indonesia from Timor-Leste amounted to 703,780 International tourists. The third highest number of International tourists visiting Indonesia from China, in 2019 the number of International tourist arrivals visiting Indonesia from China amounted to 2,072,079 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from China amounted to 239,678 International tourists, in 2021 the number of International tourists visiting Indonesia from China amounted to 54,713 International tourists and in 2022 the number of International tourists visiting Indonesia from China amounted to 169,378 International tourists.

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Furthermore, the fourth highest number of International tourists visiting Indonesia from Singapore, in 2019 the number of International tourist arrivals visiting Indonesia from Singapore amounted to 1,983,369 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from Singapore amounted to 280,492 International tourists, in 2021 the number of International tourists visiting Indonesia from Singapore amounted to 18,704 International tourists and in 2022 the number of International tourists visiting Indonesia from Singapore amounted to 736,797 International tourists. The fifth highest number of International tourists visiting Indonesia from Australia, in 2019 the number of International tourist arrivals visiting Indonesia from Australia amounted to 1,346,029 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from Australia amounted to 249,157 International tourists, in 2021 the number of International tourists visiting Indonesia from Australia amounted to 3,196 International tourists and in 2022 the number of International tourists visiting Indonesia from Australia amounted to 655,370 International tourists. The sixth highest number of International tourists visiting Indonesia from India, in 2019 the number of International tourist arrivals visiting Indonesia from India amounted to 654,370 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from India amounted to 106,043 International tourists, in 2021 the number of International tourists visiting Indonesia from India amounted to 6,670 International tourists and in 2022 the number of International tourists visiting Indonesia from India amounted to 281,814 International tourists.

Moreover, the seventh highest number of International tourists visiting Indonesia from Japan, in 2019 the number of International tourist arrivals visiting Indonesia from Japan amounted to 509,205 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from Japan amounted to 88,590 International tourists, in 2021 the number of International tourists visiting Indonesia from Japan amounted to 5,952 International tourists and in 2022 the number of International tourists visiting Indonesia from Japan amounted to 73,913 International tourists. The eighth highest number of International tourists visiting Indonesia from America, in 2019 the number of International tourist arrivals visiting Indonesia from America amounted to 430,946 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from America amounted to 74,646 International tourists, in 2021 the number of International tourists visiting Indonesia from America amounted to 21,962 International tourists and in 2022 the number of International tourists visiting Indonesia from America amounted to 188,764 International tourists. The ninth highest number of International tourists visiting Indonesia from England, in 2019 the number of International tourist arrivals

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visiting Indonesia from England amounted to 406,093 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from England amounted to 65,646 International tourists, in 2021 the number of International tourists visiting Indonesia from England amounted to 5,177 International tourists and in 2022 the number of International tourists visiting Indonesia from England amounted to 170,881 International tourists. The tenth highest number of International tourists visiting Indonesia from South Korea, in 2019 the number of International tourist arrivals visiting Indonesia from South Korea amounted to 326,732 International tourists, in 2020 the number of International tourist arrivals visiting Indonesia from South Korea amounted to 69,611 International tourists, in 2021 the number of International tourists visiting Indonesia from South Korea amounted to 9,497 International tourists and in 2022 the number of International tourists visiting Indonesia from South Korea amounted to 122,221 International tourists.

Table 2. International tourists arrivals by gender

Country	Male	Female
Malaysia	57.81	42.19
Timor-Leste	60.61	39.39
China	43.46	56.54
Singapore	59.51	40.49
Australia	49.55	50.45
India	63.16	37.91
Japan	62.09	42.19
America	53.21	46.79
England	54.99	45.01
South Korea	54.39	45.61

Source: Badan Pusat Statistik (2020)

Malaysia, the number of International tourists visiting Indonesia from Malaysia male is 57.81 percent and female is 42.19 percent. Timor-Leste, the number of International tourists visiting Indonesia from Timor-Leste male is 60.61 percent and female is 39.39 percent. China, the number of International tourists visiting Indonesia from China male is 43.46 percent and female is 56.54 percent. Singapore, the number of International tourists visiting Indonesia from Singapore male is 59.51 percent and female is 40.49 percent. Australia, the number of International tourists visiting Indonesia from Australia male is 49.55 percent and female is 50.45 percent. India, the number of International tourists visiting Indonesia from India male is 63.16 percent and female is 36.84 percent. Japan, the number of International tourists visiting Indonesia from Japan male is 62.09 percent and female is 37.91 percent. America, the number of



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International tourists visiting Indonesia from America male is 53.21 percent and female is 46.79 percent. England, the number of International tourists visiting Indonesia from England male is 54.99 percent and female is 45.01 percent. South Korea, the number of International tourists visiting Indonesia from South Korea male is 54.39 percent and female is 45.61 percent.

Table 3. International tourists arrivals by age

	Baby Boomer & Generation X > 45 Years	Generation Y & Generation Z < 45 Years
Malaysia	36.01	63.99
Timor Leste	24.28	75.71
China	26.54	73.46
Singapore	51.4	48.61
Australia	40.06	59.93
India	23.51	76.49
Japan	41.53	58.48
America	35.45	64.55
England	34.68	65.32
South Korea	39.28	60.72

Source: Badan Pusat Statistik (2020)

Malaysia, the number of International tourists visiting Indonesia from Malaysia who are over 45 years old or baby boomers and generation X is 36.01 percent, and those less than 45 years old or generation Y and generation Z is 63.99 percent. Timor-Leste, the number of International tourists visiting Indonesia from Timor-Leste who are over 45 years old or baby boomers and generation X is 24.28 percent, and those less than 45 years old or generation Y and generation Z is 75.71 percent. China, the number of International tourists visiting Indonesia from China who are over 45 years old or baby boomers and generation X is 26.54 percent, and those less than 45 years old or generation Y and generation Z is 73.46 percent. Singapore, the number of International tourists visiting Indonesia from Singapore who are over 45 years old or baby boomers and generation X is 51.4 percent, and those less than 45 years old or generation Y and generation Z is 48.61 percent. Australia, the number of International tourists visiting Indonesia from Australia who are over 45 years old or baby boomers and generation X is 40.06 percent, and those less than 45 years old or generation Y and generation Z is 59.93 percent. India, the number of International tourists visiting Indonesia from India who are over 45 years old or baby boomers and generation X is 23.51 percent, and those less than 45 years old or generation Y and generation Z is 76.49 percent. Japan, the number of International tourists visiting Indonesia from Japan who are over 45 years old or

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baby boomers and generation X is 41.53 percent, and those less than 45 years old or generation Y and generation Z is 58.48 percent. America, the number of International tourists visiting Indonesia from America who are over 45 years old or baby boomers and generation X is 35.45 percent, and those less than 45 years old or generation Y and generation Z is 64.55 percent. England, the number of International tourists visiting Indonesia from England who are over 45 years old or baby boomers and generation X is 34.68 percent, and those less than 45 years old or generation Y and generation Z is 65.32 percent. South Korea, the number of International tourists visiting Indonesia from South Korea who are over 45 years old or baby boomers and generation X is 39.28 percent, and those less than 45 years old or generation Y and generation Z is 60.72 percent.

Table 4. The structure of international tourists spending by products and services consumed in 2020

Country	Accommodation	Food & Beverage	Transportation	Shopping & Souvenir	Tour, Recreation & Festival	Others	Total
Malaysia	325	147	146	114	55	30	817
Timor-Leste	184	83	83	64	31	17	462
China	530	240	238	185	90	49	1,333
Singapore	483	219	217	169	82	45	1,216
Australia	685	311	308	240	117	63	1,724
India	645	293	290	226	110	60	1,624
Japan	513	233	231	180	87	47	1,291
America	616	280	277	216	105	57	1,551
England	694	315	312	243	118	64	1,746
South Korea	711	322	320	249	121	66	1,789

Source: Badan Pusat Statistik (2020)

Malaysia, accommodation spending is \$ 325, food and beverage spending is \$ 147, transportation spending is \$ 146, shopping and souvenir spending is \$ 114, tour, recreation and festival spending is \$ 55, others spending is \$ 30 and total spending is \$ 817. Timor-Leste, accommodation spending is \$ 184, food and beverage spending is \$ 83, transportation spending is \$ 83, shopping and souvenir spending is \$ 64, tour, recreation and festival spending is \$ 31, others spending is \$ 17 and total spending is \$ 462. China, accommodation spending is \$ 530, food and beverage spending is \$ 240, transportation spending is \$ 238, shopping and souvenir spending is \$ 185, tour, recreation and festival spending is \$ 90, others spending is \$ 49 and total spending is \$ 1.333. Singapore, accommodation spending is \$ 483, food and beverage spending is \$ 219, transportation spending is \$ 217, shopping and souvenir spending is \$ 169, tour,

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recreation and festival spending is \$ 82, others spending is \$ 45 and total spending is \$ 1.216. Australia, accommodation spending is \$ 685, food and beverage spending is \$ 311, transportation spending is \$ 308, shopping and souvenir spending is \$ 240, tour, recreation and festival spending is \$ 117, others spending is \$ 63 and total spending is \$ 1.724. India, accommodation spending is \$ 645, food and beverage spending is \$ 293, transportation spending is \$ 290, shopping and souvenir spending is \$ 226, tour, recreation and festival spending is \$ 110, others spending is \$ 60 and total spending is \$ 1.624. Japan, accommodation spending is \$ 513, food and beverage spending is \$ 233, transportation spending is \$ 231, shopping and souvenir spending is \$ 180, tour, recreation and festival spending is \$ 87, others spending is \$ 47 and total spending is \$ 1.291. America, accommodation spending is \$ 616, food and beverage spending is \$ 280, transportation spending is \$ 277, shopping and souvenir spending is \$ 216, tour, recreation and festival spending is \$ 105, others spending is \$ 57 and total spending is \$ 1.551. England, accommodation spending is \$ 694, food and beverage spending is \$ 315, transportation spending is \$ 312, shopping and souvenir spending is \$ 243, tour, recreation and festival spending is \$ 118, others spending is \$ 64 and total spending is \$ 1.746. South Korea, accommodation spending is \$ 711, food and beverage spending is \$ 322, transportation spending is \$ 320, shopping and souvenir spending is \$ 249, tour, recreation and festival spending is \$ 121, others spending is \$ 66 and total spending is \$ 1.789.

Table 5. International tourists arrivals by main purpose of visit

Country	Vacation	Business	Other
Malaysia	78.09	14.94	6.97
Timor-Leste	89.89	8.93	1.18
China	92.26	7.43	0.31
Singapore	82.82	16.17	1.01
Australia	94.31	5.36	0.33
India	89.23	10.47	0.3
Japan	79.3	20.08	0.62
America	88.97	10.67	0.36
England	90.83	8.85	0.32
South Korea	88.55	8.78	2.67

Source: Badan Pusat Statistik (2020)

Malaysia, the main purpose of International tourists visiting Indonesia from Malaysia, vacation is 78.09 percent, business is 14.94 percent and other is 6.97 percent. Timor-Leste, the main purpose of International tourists visiting Indonesia from Timor-Leste, vacation is 89.89 percent, business is 8.93 percent

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and other is 1.18 percent. China, the main purpose of International tourists visiting Indonesia from China, vacation is 92.26 percent, business is 7.43 percent and other is 0.31 percent. Singapore, the main purpose of International tourists visiting Indonesia from Singapore, vacation is 82.82 percent, business is 16.17 percent and other is 1.01 percent. Australia, the main purpose of International tourists visiting Indonesia from Australia, vacation is 94.31 percent, business is 5.36 percent and other is 0.33 percent. India, the main purpose of International tourists visiting Indonesia from India, vacation is 89.23 percent, business is 10.47 percent and other is 0.3 percent. Japan, the main purpose of International tourists visiting Indonesia from Japan, vacation is 79.3 percent, business is 20.08 percent and other is 0.62 percent. America, the main purpose of International tourists visiting Indonesia from America, vacation is 88.97 percent, business is 10.67 percent and other is 0.36 percent. England, the main purpose of International tourists visiting Indonesia from England, vacation is 90.83 percent, business is 8.85 percent and other is 0.32 percent. South Korea, the main purpose of International tourists visiting Indonesia from South Korea, vacation is 88.55 percent, business is 8.78 percent and other is 2.67 percent.

Table 6. Travel and tourism development index Indonesia rank

	2021
Indonesia rank	32 / 117
Prioritization of travel & tourism	3 / 117
Natural resources	8 / 117
Cultural resources	16 / 117
Price competitiveness	20 / 117

Source: WTTC (2021)

Based on information from the travel & tourism development index. In 2021 overall Indonesia it was ranked 32 out of 117 countries, Prioritization of travel & tourism it was ranked 3 out of 117 countries, natural resources it was ranked 8 out of 117 countries, travel & tourism demand pressure and impact it was ranked 13 out of 117 countries, cultural resources it was ranked 16 out of 117 countries and price competitiveness it was ranked 20 out of 117 countries.

## F. Conclusion

Evaluating and selecting market segment, firstly the highest foreign tourist arrivals to Indonesia by nationality is Malaysia, Timor-Leste, Singapore, China and Australia. Secondly, foreign tourist arrivals to Indonesia by gender male tourist bigger than female tourist is Malaysia, Timor-Leste, Singapore, India, Japan, America, England and South Korea. In reverse, female tourist bigger than male tourist is China and Australia. Thirdly, foreign tourist arrivals to Indonesia

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by age Generation Y and Generation Z less than 45 Years old bigger than baby boomers and generation X over 45 years old is Malaysia, Timor-Leste, China, India, Japan, America, England, South Korea and Australia. Equal fifty-fifty, baby boomers and generation X over 45 years old and Generation Y and Generation Z less than 45 Years old is Singapore. Fourthly, international tourists spending more than \$ 1000 are Singapore, China, India, Japan, America, England, South Korea and Australia. Afterwards, international tourists spending less than \$ 1000 are Malaysia and Timor-Leste. Fifthly, international tourists arrivals by main purpose of visit for vacation more than 78 percent is Malaysia, Timor-Leste, China, Singapore, Australia, India, Japan, America, England and South Korea. Positioning strategies as a needs and wants from tourists and communicating and delivering the products. Indonesia's strength is natural resources, cultural resources and price competitiveness. Indonesia needs in making appropriate strategy for more appealing and visible, through segmenting, targeting and positioning.

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