



Marketing Strategy Analysis in Increasing the Number of Visitors at Le Pirate Resort Gili Meno Lombok, NTB

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Abstract

Le Pirate is one of the leading resorts located in Gili Meno, Lombok, Nusa Tenggara Barat (NTB). The resort offers a unique experience for tourists. In an effort to increase the number of visitors, this resort has implemented various marketing strategies. This research aims to analyze the marketing strategies implemented by Le Pirate Resort in Gili Meno, Lombok, in increasing the number of visitors. The research method used is descriptive qualitative with a case study of conducting interviews with resort management, observation, and analysis of marketing strategies implemented. The results of this study show that the main marketing strategies used by Le Pirate include digital marketing, cooperation with travel agents, and the use of social media. Social media plays a very important role in attracting tourists through photos, interesting videos, and testimonials from visitors. Challenges faced include intense competition with other resorts, including weather conditions and the global situation. Overall, the marketing strategies implemented by Le Pirate Resort have shown positive results in attracting visitors and providing a very satisfying experience. Consistent implementation and adaptation to market changes are key factors for the long-term success of Le Pirate Resort and have a positive impact on the local community.

Keywords: Marketing Strategy, Visitors, Le Pirate Resort, Gili Meno

1. Introduction

The tourism industry is one of the fastest-growing economic sectors in Indonesia, contributing significantly to the country's revenue. Lombok, an island in West Nusa Tenggara (NTB), has emerged as a leading tourist destination, boasting extraordinary natural beauty, exotic beaches, rich cultural heritage, and vibrant marine life. According to Arief (2015), tourism encompasses all human activities related to travel, including accommodations. Komar (2016) further explains that the goal of hotel marketing is to attract guests to stay and utilize hotel facilities.

Gili Meno, one of three small islands located northwest of Lombok, is a favorite destination for tourists seeking a peaceful and exclusive holiday experience. Among the famous trio of islands, Gili Meno stands out for its tranquility and breathtaking natural beauty. Its pristine coral reefs, diverse marine life, and stunningly clean white sand beaches draw visitors eager to explore the underwater world. Known as the "honeymoon island" for its serene and romantic ambiance, Gili Meno is popular among couples and honeymooners seeking a quiet retreat. The island's peaceful atmosphere, combined with the friendliness of the local residents, makes it an ideal destination for those looking to spend quality time with their loved ones.



The island boasts outstanding natural beauty and vibrant marine life, making it an ideal destination for newlyweds. One popular resort among foreign tourists is Le Pirate Resort, located on Gili Meno. Le Pirate plays a significant role in attracting visitors to the island, offering a cozy and romantic setting for couples. The resort is known for its excellent food, comfortable accommodations, and unique nightly events, such as movie nights on the beach, where guests can enjoy the evening breeze and stargaze with their partner, enhancing the romantic experience. Le Pirate Resort prioritizes creating unforgettable experiences for its guests, which is why many choose to return. Its focus on comfort and memorable moments makes it a top choice for those staying on Gili Meno.

With increasing competition in the tourism industry, Le Pirate Resort must develop effective marketing strategies to attract more visitors. These strategies not only aim to draw in new tourists but also to retain the loyalty of existing guests by providing unforgettable experiences that encourage them to return. To stay competitive, Le Pirate Resort continually innovates and adapts its strategies. The staff regularly seeks feedback from guests about their stay, asking for insights on what could be improved. This proactive approach allows the resort to continuously enhance its services and ensure a comfortable, enjoyable experience for all visitors.

This study aims to identify and analyze marketing strategies to increase the number of visitors at Le Pirate Resort, Gili Meno, Lombok, NTB. In the face of intense competition and the abundance of accommodation options in Gili Meno, Le Pirate Resort requires an effective marketing strategy to stand out and attract more guests. This research seeks to uncover strategies that enhance the resort's visibility and appeal while addressing customer needs. The findings of this study are expected to provide valuable insights for resort managers in designing more impactful marketing approaches, ultimately increasing visitor numbers and supporting business growth. By implementing these strategies, Le Pirate Resort will be better equipped to navigate market dynamics, remain competitive, and offer a memorable experience for its visitors.

2. Research Method

Approach and Type of Research

This research on Le Pirate Resort utilizes a descriptive qualitative method with a case study approach. Data will be collected through interviews with resort management, direct observation, and analysis of documents related to the resort's marketing strategies.

Research Time and Location

The study will focus on potential visitors to Le Pirate Resort in Gili Meno, which is the primary subject of this research. The resort was selected due to its strong reputation and innovative marketing strategies, which offer valuable insights into the effectiveness of various marketing methods.



Research Duration

The research is planned to take place over a four-month period, from May to August 2024. The following table outlines the planned research activities:

Table 1. Research Duration

Activity	May	June	July	August
Preparation	X			
Data Collection		X		
Data Analysis			X	
Evaluation and Reporting				X

This version is more concise and improves the flow and clarity of the text.

Population

The population for this study consists of all visitors and staff at Le Pirate Resort in Gili Meno during the research period, totaling 50 individuals. This population includes various visitor segments, such as domestic and international tourists, vacationers, and those attending special events or activities at the resort. This revision enhances clarity and conciseness while maintaining the original meaning.

Sample

In this study, 35 individuals were randomly selected to represent the entire population. A random sampling method was employed to ensure that the sample accurately reflects the characteristics and opinions of the overall population. The selection process considered various factors, such as demographic background and reasons for visiting, to provide a comprehensive understanding of the visitors to Le Pirate Resort. This version improves the structure and flow of the text for better readability.

Data Analysis Techniques

The data analysis in this research involves interviews with resort management, direct observations, and document analysis related to the implemented marketing strategies. This study examines various marketing approaches, including digital marketing, influencer partnerships, collaborations with local communities, and special programs initiated by the Denpasar branch. This revision improves clarity and flow while maintaining the original meaning.



3. Results and Discussions

Description Of Research Data

This study analyzes the marketing strategies employed by Le Pirate Resort in Gili Meno, known for its distinctive facilities, services, and innovative digital marketing approach. The data description encompasses visitor characteristics, preferences regarding various resort features, and their responses to the implemented marketing strategies. Collected data includes customer satisfaction surveys, website traffic analysis, social media engagement metrics, and visitor feedback.

This study aims to analyze the various marketing strategies employed by Le Pirate Resort, assess the effectiveness of these strategies in increasing visitor numbers, and identify the factors contributing to the success of the resort's marketing efforts. Le Pirate Resort has several branches, including locations in Bajo and Bali, with Bali serving as the central hub for all promotional activities. The Denpasar, Bali branch manages key initiatives such as digital campaigns, staff training, and the upgrading of resort facilities, all aimed at enhancing promotional efforts and service quality to attract more visitors.

Le Pirate Resort is also meticulous in maintaining and periodically replacing tools and equipment every 16 months to ensure the quality and comfort of its facilities. For instance, the resort's garden is beautifully landscaped with well-maintained plants and grass, contributing to its overall aesthetic appeal. The resort believes that cleanliness and meticulous design provide a pleasant and memorable experience for guests.

The primary target market for Le Pirate Resort consists of foreign tourists, particularly those seeking an exclusive vacation experience. Most visitors come from European countries, drawn by their love of the natural beauty, especially the underwater world and coastal areas. To attract these tourists, the resort employs international social media campaigns, partners with global travel agencies, and participates in international tourism exhibitions. According to the manager of Le Pirate Resort in Gili Meno, these strategies have been successful, as the majority of visitors are foreign tourists rather than local residents.

Marketing Strategy

Le Pirate Resort employs several marketing strategies to attract tourists and broaden its customer base in Gili Meno. The following are some of the commonly used strategies:

- Website

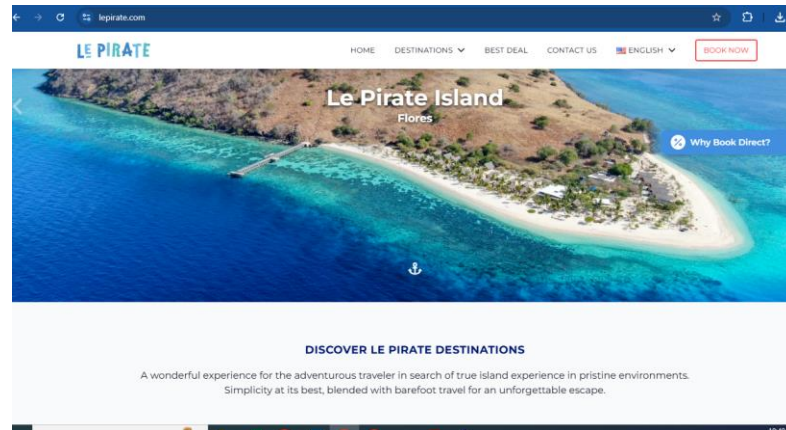


Figure 1. Website Resort Le Pirate

The website is one of the primary marketing tools used by Le Pirate Resort, playing a crucial role in its digital marketing strategy. It provides a highly effective way for potential tourists to access information and make reservations. A responsive, user-friendly website design, along with an intuitive mobile application, forms the backbone of this strategy. Here are the key reasons why Le Pirate Resort leverages its website as a marketing tool:

a) Website Design

Le Pirate Resort utilizes an attractive and intuitive website design. The minimalist layout, combined with high-quality images that showcase the resort's beauty and the natural charm of Gili Meno, enhances its visual appeal. The color scheme, in line with a beach and tropical theme, immerses visitors in the atmosphere of the destination.

b) Easy Navigation

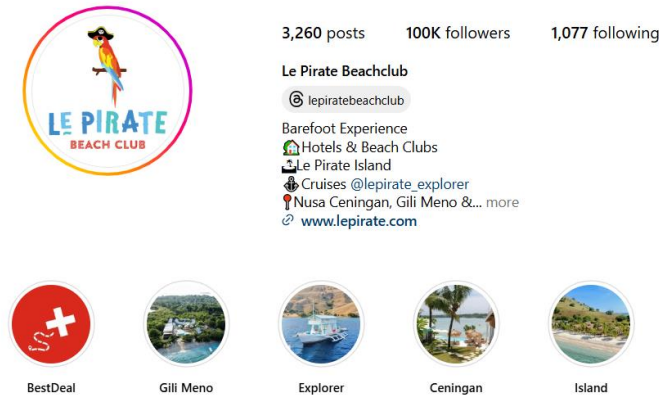
The website offers simple and user-friendly navigation, making it easy for visitors to find key information such as resort facilities, room rates, dining options, and booking procedures at Le Pirate Resort, Gili Meno.

c) Informative Content

In addition to visually appealing images, the website provides comprehensive and useful content. Information on the resort's facilities, available activities such as bonfires, sunset sessions, and movie nights, as well as guest testimonials, assist potential visitors in making informed decisions to stay at Le Pirate Resort, Gili Meno.



- Instagram



Picture 2. Instagram Le Pirate

Instagram, with over 1.63 billion active users globally, has become a key platform for business marketing. In Indonesia alone, there are 104.8 million active users, making it the fourth-largest country in terms of Instagram users. Le Pirate Resort leverages Instagram extensively to create engaging content, collaborate with influencers, and run paid advertisements. This social media strategy plays a crucial role in boosting the number of visitors to the resort.

Le Pirate Resort frequently shares visually appealing content, including photos of scenic views, resort activities, and visitor testimonials. By using relevant hashtags and actively engaging with followers, the visibility of the resort's Instagram account increases significantly. Data analysis shows that posts featuring high-quality visuals and compelling stories tend to receive higher engagement in the form of likes, comments, and shares. Additionally, interactive features such as Instagram Stories and IGTV are used to provide real-time updates and capture followers' attention. Here are the reasons why Instagram is a vital marketing tool for Le Pirate Resort:

a) Attractive Visuals

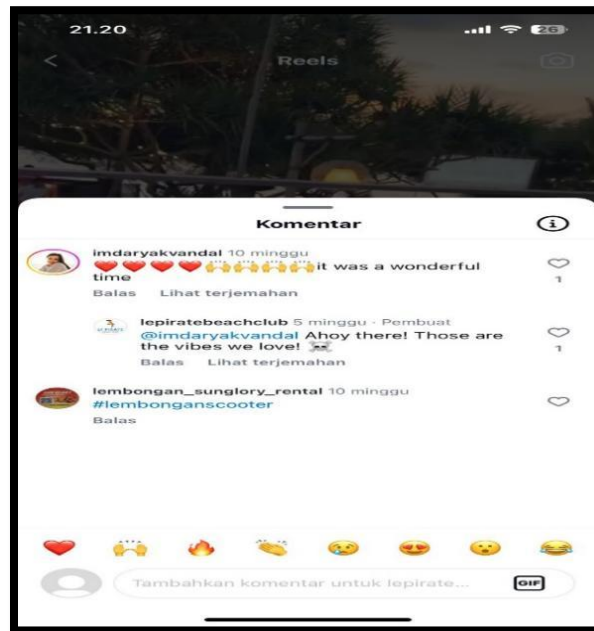
Le Pirate Resort regularly uploads high-quality photos and videos showcasing the beauty of the resort, its natural surroundings, and the enjoyable experiences of its guests. These visual contents effectively communicate the resort's appeal and enhance its brand image.

b) Use of Hashtags

By using relevant and popular hashtags like #LePirate, #LePirateIsland, and #LePirateBeachClub, the resort increases its post visibility and reaches a broader audience. This strategy helps attract potential visitors interested in vacationing at Le Pirate Resort or Gili Meno.



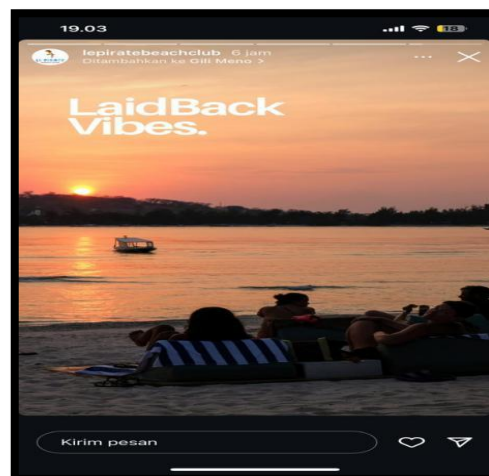
c) Interaction with Followers



Picture 3. Interaction with Followers on Instagram

Le Pirate Resort is highly engaged with its followers, responding to comments and direct messages regularly. The resort also hosts contests and giveaways, encouraging follower participation and boosting engagement on the platform.

d) Instagram Stories and Highlights

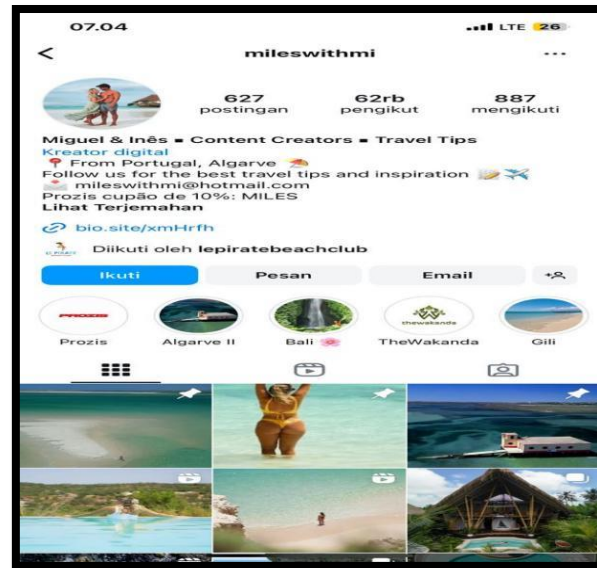


Picture 4. Instagram Stories

The Instagram Stories feature is used to share daily moments at the resort, promote special offers, or showcase specific activities. Le Pirate also utilizes Instagram Highlights to save

important Stories, allowing profile visitors to access key content, such as promotions and resort experiences, at any time.

- Influencers



Picture 5. Influencers Collaborated

Le Pirate Resort collaborates with influencers to expand its reach and attract new visitors. These influencers, often with large followings, help promote the resort by sharing their experiences, thus increasing the resort's visibility and credibility among potential guests.

Le Pirate Resort collaborates with several travel influencers who have large followings on social media. The objective of this collaboration is to enhance the resort's visibility and appeal through content generated by these influencers. Data analysis shows that these partnerships have been successful in driving more traffic to the resort's website and increasing social media engagement. Influencer posts showcasing their experiences at Le Pirate Resort garnered thousands of likes and comments, contributing to a rise in visitor numbers.

- Evaluation of Marketing Strategy Effectiveness

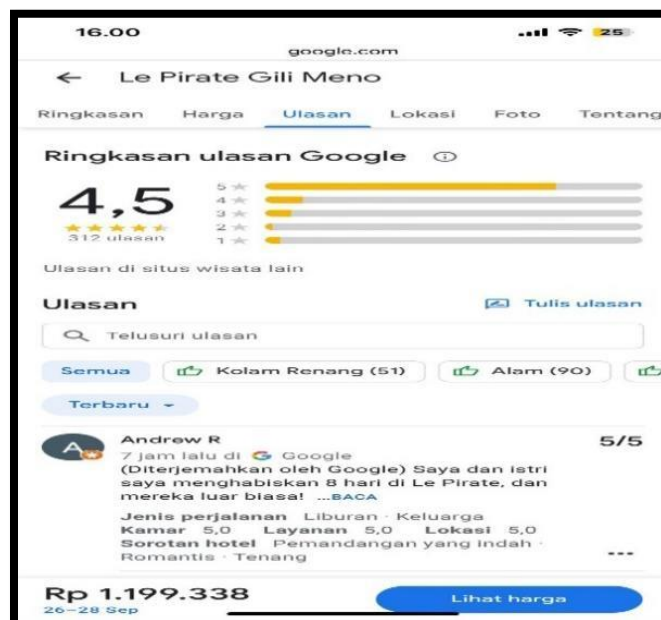
The effectiveness of the marketing strategy was evaluated based on the increase in visitor numbers and feedback received. Data indicates that digital marketing efforts through the website and Instagram have been effective in raising awareness and interest among potential guests. The rise in reservations and positive visitor feedback serve as key indicators of the success of these marketing strategies.

- **Success Factors of Marketing Strategy**

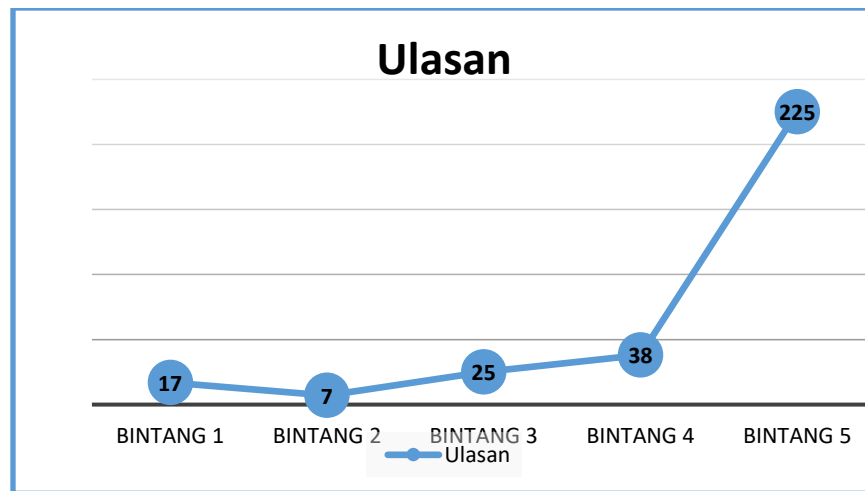
The success of Le Pirate Resort's marketing strategy is driven by several key factors identified from the problem formulation. These include the quality of digital content, audience engagement, the use of advanced marketing technologies, and a deep understanding of visitors' needs and preferences.

The quality of digital content on the resort's website and social media platforms significantly impacts potential visitors' perceptions and decision-making processes. Active and responsive interactions on social media foster strong relationships with customers, enhancing their loyalty. Additionally, the use of advanced marketing technologies—such as SEO optimization, online advertising, and data segmentation in email marketing—plays a critical role in boosting the effectiveness of the resort's marketing strategies.

Le Pirate Resort also emphasizes excellent service and strives to deliver a comfortable and memorable guest experience. These unforgettable experiences encourage repeat visits. Furthermore, the resort actively collaborates with local communities to promote sustainable tourism. This includes partnerships with local tour guides and artisans, providing guests with authentic souvenirs and contributing to the local economy. For instance, Le Pirate Resort hires local residents as guides for diving and snorkeling activities and introduces visitors to traditional cidomo (andong) transportation, enriching both the visitor experience and the income of local communities.



Picture 6. Le Pirate Resort Reviews on Google



Picture 7. Le Pirate Resort Google Review Graph

Based on Google reviews, Le Pirate Resort has successfully implemented its marketing strategy, as evidenced by a high level of customer satisfaction. The positive feedback from guests indicates that the resort has effectively met their expectations and needs. Many reviews highlight the excellent service quality, comprehensive facilities, and the pleasant atmosphere of the resort. Guests frequently praise the cleanliness and comfort of the accommodations, as well as the friendliness and helpfulness of the staff.

Additionally, the resort's strategic location and stunning views are often appreciated, further enhancing the overall guest experience. This positive feedback demonstrates that Le Pirate Resort's marketing strategy not only captures the attention of potential visitors but also ensures a consistently high-quality experience for those who stay. The resort's ability to maintain consistently favorable reviews across various aspects of its service and facilities underscores its success in building a strong and positive reputation among its customers.

4. Conclusions

The marketing strategy implemented by Resort Le Pirate in Gili Meno has proven to be highly effective in attracting and retaining visitors. By leveraging digital platforms, the resort has successfully promoted its facilities and activities through engaging visual content on social media and its website. Resort Le Pirate also collaborates with local and international travel agents, as well as influencers, to enhance visibility and engagement, while loyalty programs and discounts strengthen relationships with customers and encourage repeat visits.

The impact of Resort Le Pirate's strategy is evident through the increase in reservations and customer satisfaction, which positively contributes to the local economy in Gili Meno. However, to remain competitive in a constantly evolving market, Resort Le Pirate must continue to innovate and adapt its marketing strategy in line with the latest trends and preferences. An



adaptive and creative approach will ensure that the resort remains attractive and relevant to potential visitors and loyal customers.

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