

## **Implementation of Integrated Marketing Communication In *Asia Heritage* Tourism Promotion In Pekanbaru**

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### **Abstract**

This study aims to analyze the promotional communication strategies implemented by PT. Asia Wisata Mandiri is promoting the Asia Heritage tourist destination in Pekanbaru. As a rapidly growing artificial attraction, Asia Heritage requires effective promotional strategies to enhance visitor interest and influence travel decisions. This research employs a descriptive qualitative method with data collected through in-depth interviews, field observation, and documentation. The informants consist of the Human Resource Manager, the Head of Marketing, and two visitors as supporting data sources. The findings reveal that PT. Asia Wisata Mandiri applies an Integrated Marketing Communication (IMC) strategy, including advertising on social media, sales promotions through thematic events, public relations through positive publications, personal selling through direct services, and direct marketing via digital platforms. These efforts successfully increase brand awareness and strengthen the destination's image, although challenges remain, such as limited human resources and suboptimal digital content. Overall, the communication strategy is effective but requires continuous innovation.

**Keywords:** Communication Strategy, IMC, Tourism Promotion, Asia Heritage, Tourism Communication.

### **INTRODUCTION**

In the current era of globalization, the tourism sector has grown into one of the largest and most influential industries in the world. Tourism plays an important role as one of the main sources of state revenue and drives economic growth in the community. In general, tourism is a temporary travel activity undertaken by a person from one place to another with specific planning. The main objectives are to enjoy recreation and fulfill various tourist desires (Aliansyah& Hermawan, 2021).

Indonesia has great tourism potential, reinforced by diverse human and natural resources in various regions. The development of the tourism sector includes developing a competitive community economy to improve the quality of life of the community in the tourism sector. The main objectives of this mission related to tourism are explained as follows: agriculture and tourism are the priority sectors for community welfare, community empowerment, and the production of economically valuable products (Prima Wahyudi et al., 2021).

Accordingly, data on the tourism sector shows that Pekanbaru City does not yet have marine tourism, nature reserves, hunting tourism, or culinary tourism. The types of tourism recorded consist of only 5 natural attractions, 14 man-made attractions, and 15 cultural attractions (BPS Kota

Pekanbaru, 2025). The three top destinations are the heritage tourism area, the Bandar Khayangan Lake tourism area, and the Okura tourism area. In fact, tourism activities in Pekanbaru City face several obstacles, such as insufficient tourism promotion by the Pekanbaru City Government and natural tourist destinations that are inadequate to be developed as attractive tourist sites (Vani et al., 2020).

In the digital era, effective promotion through marketing communication has become increasingly crucial. Marketing communication plays a role in conveying messages and information from the government to the public through various communication channels known as the promotional mix (Batra & Keller, 2016). Effective marketing and good service are the main keys to success in this sector (Isdarmanto, 2020).

Tourists who are satisfied or dissatisfied will not only become regular customers, but also become conveyors of valuable information. Thus, customers will help others to make decisions based on actual experiences (Pathania et al., 2022). Marketing communication serves as a tool or means used by companies to provide information, invite, and remind consumers about the products and brands offered, either directly or indirectly (Kotler & Keller, 2018).

Integrated Marketing Communication consists of five methods that can be used through several activities, namely: advertising, sales promotion, personal selling, public relations, and direct and online marketing (Tjiptono, 2015). The promotional mix is carried out in an integrated and continuous manner so that it can provide a competitive response from the market and is able to strengthen the brand (Yudhiasta, 2022).

PT Asia Wisata Mandiri is a company engaged in destination management, specifically *Asia Heritage* Pekanbaru. *Asia Heritage* itself is a tourist destination that carries the concept of Asian culture by presenting miniature architecture, cuisine, and various attractions that reflect the unique cultures of various Asian countries, such as Japan, Korea, China, and Thailand.

It's *Asia Heritage Pekanbaru*, which is a unique tourist destination. Located on Jalan Yos Sudarso Kilometer 12, Muara Fajar, Rumbai District, Pekanbaru City, Riau, this place is about 14 kilometers from the city center, with a travel time of about 25 minutes by car. Opened on April 21, 2021, Asia Heritage offers various rides and interesting photo spots that reflect the cultures of these four countries. Some of the main attractions that visitors can enjoy include *Chinatown* and *the Great Wall*, *Little Kyoto*, *Jeju Village*, *the Floating Market*, *Cheng Ho Mosque*, and *the Rainbow Slide*.

This study aims to analyze the application of IMC in Asia Heritage Pekanbaru, identify the elements of IMC used, and explain how the integration of these strategies supports an increase in tourist interest. IMC theory is used as a problem-solving framework to understand the coordination between

promotional activities, message consistency, and media synergy used by the destination.

## **METHODOLOGY**

In this study, informants were determined using purposive sampling techniques according to their responsibilities in the organization charts. They are the Human Resource Manager (LSM, 35 years old) and Head of Marketing (SC, 27 years old) as 4 staff whom directly involved in the planning and implementation of promotional strategies, as well as two visitors (AT, 45 years old and DS, 38 years old) to obtain perspectives on the effectiveness of promotion from the audience's point of view. Data was obtained through in-depth interviews, direct observation, and documentation studies from social media, activity reports, and related literature. Data validity was tested through source triangulation, while data analysis was conducted interactively using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing until data saturation was achieved.

## **RESULTS AND DISCUSSION**

The results of the study show that the Asia Heritage communication strategy is digital media-oriented, involves collaboration with external parties, and strengthens direct interaction between staff and visitors. This strategy aims to create a modern, relevant, and appropriate image of the tourist destination for the needs of today's tourists, especially young people and families.

### **Advertising**

Asia Heritage Pekanbaru's advertising strategy focuses on the use of social media, particularly Instagram and TikTok, as the main channels to reach the target market of young people and millennial families. Promotional content is packaged visually, following digital trends, and utilizing viral elements so that it can attract the audience's attention and expand the communication reach quickly and interactively. In line with this, the study also found several specific findings related to the advertising activities carried out by Asia Heritage, as follows:

#### **1. Instagram and TikTok as advertising media**

Advertising media is the primary tool used by PT. Asia Wisata Mandiri to introduce Asia Heritage, with social media (Instagram and TikTok) as the main choice for the communication strategy, based on interviews with the Head of Marketing.

*"Instagram and TikTok are the most frequently used. We usually promote when there are ticket promotions, such as an*

*RP.10,000 promotion, or events like the Edo Culinary Festival."  
(Interview with SC as Head of Marketing on October 23, 2025).*

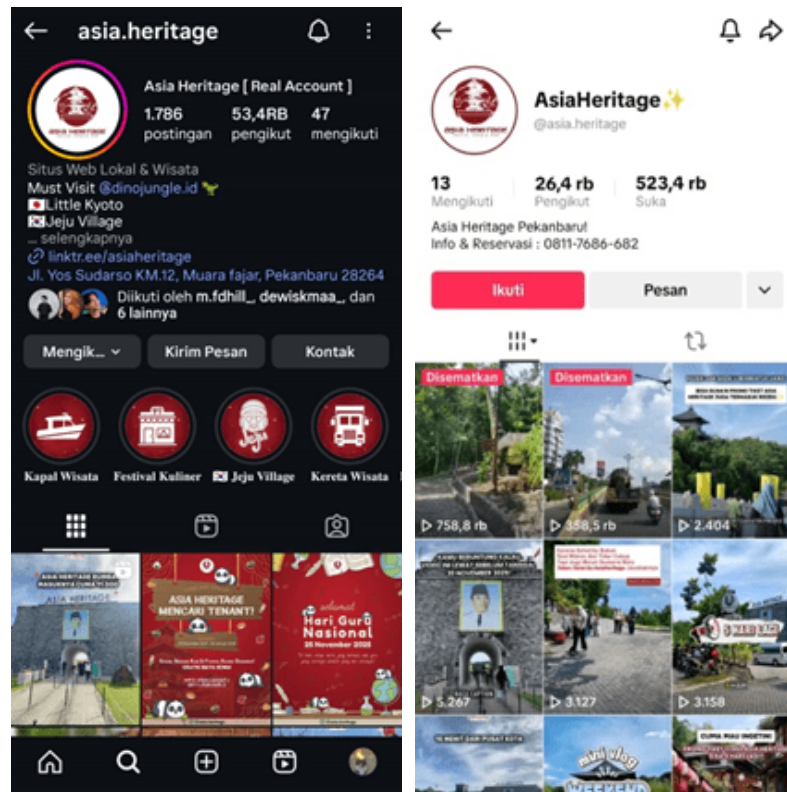
Based on the interview with the Head of Marketing, advertising is a key element of PT. Asia Wisata Mandiri's IMC uses of Instagram and TikTok to reach young audiences and millennial families, in line with Kotler and Keller's (2016) views on the strategic role of digital advertising in building brand awareness. Furthermore, this finding is in line with the research results from Pratiwi (2024), which states that the use of social media such as Instagram and TikTok in tourism advertising has proven to be effective in increasing brand awareness and reaching young audiences and millennial families through persuasive visual content and short videos.

The effectiveness of using social media as an advertising medium is also reinforced by visitor statements. One visitor revealed that they learned about Asia Heritage through content that appeared on Instagram, specifically in the form of reels videos and promotional information, as quoted below:

*"I first learned about Asia Heritage from Instagram. At that time, there was a video reel on my IG about the tourist atmosphere, and there was also ticket promo info. From there, I became interested in coming directly." (Interview with AT as a visitor, October 25, 2025)*

In addition, the visitor said that the intensity of promotional posts on Instagram, especially during promotions and collaborations with local accounts, made them even more interested in visiting. This shows that the use of social media as an advertising medium is not only actively carried out by the company, but also has a real impact on visitors as recipients of promotional messages.

**Figure 1. Asia Heritage Pekanbaru Social Media**



Source: Instagram and TikTok account @asia.heritage (2025)

## 2. Informative promotional messaging

The messages conveyed in PT. Asia Wisata Mandiri's advertisements generally align with ongoing promotional activities, such as ticket discounts, cultural events, and seasonal festivals.

*"We usually promote more often when there are ticket promotions. For example, this month there is a 10,000 promotion, so we convey that in our advertisements. But if there are no promotions, we usually convey information about events such as culinary festivals." (Interview with SC as Head of Marketing, October 23, 2025).*

This strategy is consistent with the concept of Integrated Marketing Communication (IMC), which emphasizes the importance of aligning messages with current marketing programs to ensure that communication is more relevant and effective (Kotler & Keller, 2016). Furthermore, these findings also support Adikristanto's (2024) research, which confirms that the success of IMC is determined by the integration of messages across media. When there

are no discount programs, the company maintains intensity by highlighting the appeal of cultural activities as entertainment value for the community.

### 3. Use of video content, viral sound, and aesthetic visual design

Based on observations of the official Instagram account @asia.heritage, the company actively uploads visual content in the form of photos and videos that showcase the appeal of tourist locations, the atmosphere of visitors, and elements of Asian culture, accompanied by persuasive and informative captions. This strategy shows that the communication style has been adapted to the characteristics of a young audience who likes short and visually strong messages.

*"Asia Heritage targets young people. Usually, for the content, we use sounds that are currently viral, and the design is simple but attractive. So we follow viral trends." (Interview with SC as Head of Marketing on October 23, 2025)*

Social media is utilized as part of the Integrated Marketing Communication (IMC) strategy to convey informative messages while building a modern brand image that is close to young people through visuals, popular music, and communicative language. This is in line with the IMC concept, according to Kotler and Keller (2016), which emphasizes the importance of integrating marketing messages to create a strong and consistent brand perception in the minds of the audience.

**Figure 2. Types of content on Asia Heritage Social Media**



Source: Instagram account @asia.heritage (2025)

## Sales Promotion

Sales promotion is an activity intensively carried out by Asia Heritage through ticket discount programs, vouchers, and content collaborations with local public accounts. Special promotions during school holidays, Christmas, and the New Year periods have proven to significantly increase visitor numbers.

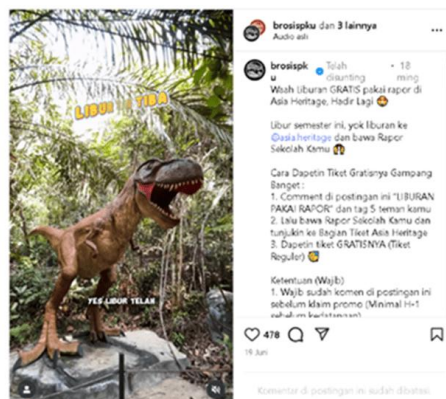
### 1. Promotional collaborations with local public accounts (PKU City & Brosis)

Sales promotion is one of the most active strategies implemented by PT. Asia Wisata Mandiri to attract visitors to Asia Heritage Pekanbaru. Based on interviews and observations, promotions are carried out almost every month in forms tailored to specific moments, such as ticket discounts and content collaborations with local public accounts.

*"We promote very often, almost every month. Usually, when we collaborate with PKU City or Brosis, there is the most interest, especially if the discount is up to 50%, it will definitely be crowded." (Interview with SC as Head of Marketing on October 23, 2025).*

This finding aligns with the Integrated Marketing Communication (IMC) concept, which positions sales promotions as a crucial element in stimulating quick and measurable purchasing responses (Tjiptono, 2015). Additionally, collaborations through social media have proven effective in expanding audience reach, as emphasized by Lagarensen et al. (2024) that active and creative use of social media can increase the number of tourist visits.

**Figure 3. Instagram Asia Heritage is collaborating with the @brosispku account**



Source: Instagram @brosispku (2025)

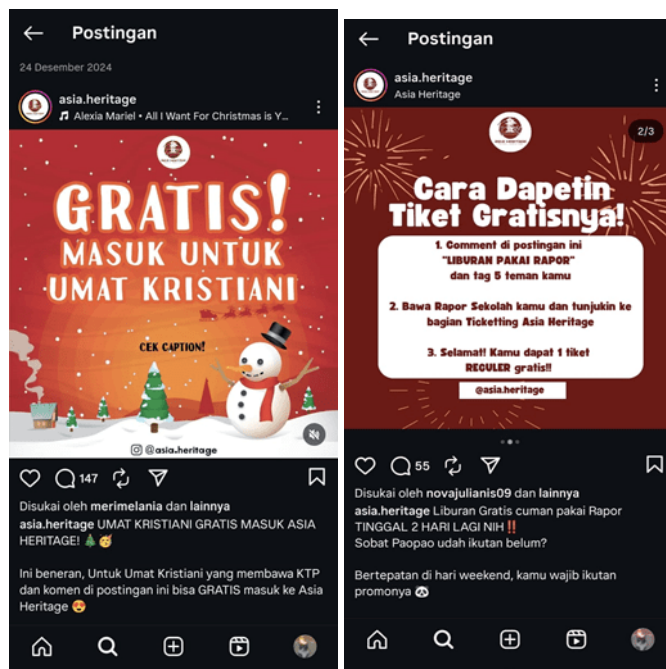
## 2. Leveraging promotions during specific moments

Asia Heritage utilizes moments such as school holidays, Christmas, and New Year to hold thematic promotions that have been proven to increase the number of visits.

*"When there are moments such as school holidays or major holidays, we are always active in promoting. During the promotion period, the number of visitors definitely increases."  
(Interview with SC as Head of Marketing on October 23, 2025).*

These promotions take the form of ticket discounts, vouchers, and content collaborations with local public accounts such as PKU City and Brosis. This strategy is in line with the concept of Integrated Marketing Communication (IMC), which emphasizes the importance of delivering promotional messages that are tailored to the momentum and delivered in an integrated manner to increase relevance and audience response (Tjiptono, 2019). This finding is also consistent with research (Ghozali et al., 2024) stating that tourism promotion strategies through advertising, sales promotion, publicity, and promotional collaborations are effective in increasing visitor numbers.

**Figure 4. Promotional Offers during Christmas and school holidays**



Source: Instagram @asia.heritage (2025)

## Public Relations

Asia Heritage's public relations activities reflect the application of IMC in building credibility, reputation, and harmonious relationships with the public through collaboration with the government, tourism communities, and

local influencers, supported by SOPs for quick and solution-oriented complaint handling to strengthen positive public image and trust.

### **1. Collaboration with the Tourism Office in Events and Promotions**

Based on the results of the research interviews, public relations activities at Asia Heritage are carried out actively by involving various parties, especially government agencies.

*"We always involve the Tourism Office in any events or promotions. Usually, they also have agendas such as the Riau Feast, and we participate in exhibitions with them" (Interview with an LSM as Human Resource Manager, October 23, 2025).*

This collaboration is not limited to participation in exhibitions and festivals, but also includes joint promotional support through official local government channels as part of efforts to build long-term relationships with the public. These findings are in line with the concept of Integrated Marketing Communications (IMC) according to Kotler and Keller (2022), which places public relations as a strategic element in building credibility, trust, and reputation through planned and integrated communication. The collaboration with the Tourism Office also supports the findings of Siti Fatimah and Purnomo (2025), who state that government agencies play a role as motivators and facilitators in promoting destinations by involving the private sector. Through this collaboration, Asia Heritage not only expands its promotional reach but also strengthens its legitimacy as a leading tourist destination at the city and provincial levels.

### **2. Collaboration with Tourism Communities such as *Pelangi Pariwisata***

Based on interview results, Asia Heritage has established cooperation with the Pelangi Pariwisata community as part of its efforts to build relationships with tourism communities.

*"We have the Pelangi Pariwisata community, where we support each other and share promotional information among tourism players" (Interview with an NGO as Human Resource Manager, October 23, 2025).*

These findings indicate the application of public relations strategies within the framework of Integrated Marketing Communication (IMC) that is oriented towards strengthening relationships with the community (community relations). This is in line with Tjiptono (2015), who states that public relations is used to build public understanding, trust, and support through cooperation and partnerships. Thus, the partnership between Asia Heritage and the Pelangi Pariwisata community not only builds a positive corporate image but also strengthens the local tourism ecosystem sustainably.

This is also in line with the results of research from 2022, which explains that public relations strategies in promoting tourist destinations can increase community participation and strengthen the image and public trust in tourist destinations. Thus, the partnership between Asia Heritage and the Pelangi Pariwisata community not only builds a positive image for the company but also strengthens the local tourism ecosystem sustainably.

### **3. Collaboration with local influencers**

To expand publicity, Asia Heritage also collaborates with local influencers and models before and during the event.

*"Even before the opening, we had collaborated with influencers. We chose those who were real, based on their likes and views, so we filtered them first. At that time, there was Megi and other influencers who helped with the promotion." (Interview with LSM as Human Resource Manager on October 23, 2025)*

Asia Heritage's strategy of strictly selecting influencers by considering the authenticity of their audience and high engagement levels reflects the implementation of a planned integrated marketing communication strategy. Tjiptono (2015) states that integrated marketing communication is the process of integrating and coordinating all marketing communication programs to deliver a consistent message to consumers. This finding is in line with the results of research from Rachmadani et al. (2024), which shows that the integration of social media, the use of influencers, and event activities in a single IMC strategy can significantly increase brand awareness and expand the reach of marketing communications. Thus, Asia Heritage's use of influencers is not done sporadically but as part of an IMC strategy designed to increase public appeal for the tourist destination.

### **4. Professional management of reviews and criticism**

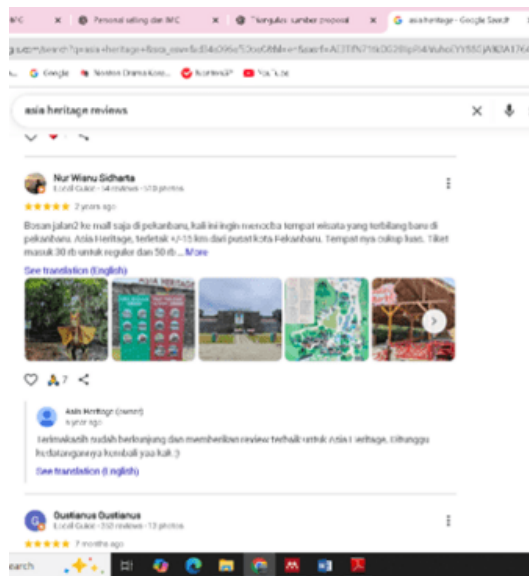
Another PR strategy is to maintain relationships with the public through the management of reviews and criticism. Management pays close attention to every visitor comment on social media and Google Reviews.

*"If there are bad comments, we respond immediately, ask for their phone number, and follow up directly. We are not allowed to argue with visitors; there is a standard operating procedure (SOP) for this. If emotions are unstable, it is mandatory to call a supervisor." (Interview with LSM as Human Resource Manager on October 23, 2025)*

The interview with the Human Resource Manager revealed that Asia Heritage implements a systematic mechanism for handling visitor complaints through quick responses, direct follow-ups, a ban on arguing, and the involvement of superiors in emotionally uncontrollable situations. This practice reflects the implementation of public relations functions within the

framework of Integrated Marketing Communication (IMC). According to Kotler and Keller (2016), IMC emphasizes the importance of message consistency and coordination across all communication channels to build long-term relationships with consumers. Personal follow-up on visitor complaints demonstrates an effort to build trust and sustainable relationships. This is also supported by research findings from (Sari et al., 2025), which explains that quick responses and structured handling procedures enhance customer trust and the intention to revisit.

**Figure 5. Reviews from those who have visited Asia Heritage**



Source: Screenshot via Google review (2025)

## Personal Selling

Based on interview results, personal selling activities at Asia Heritage are conducted through direct interaction between staff and visitors by offering additional products such as souvenirs and ice cream that are being promoted.

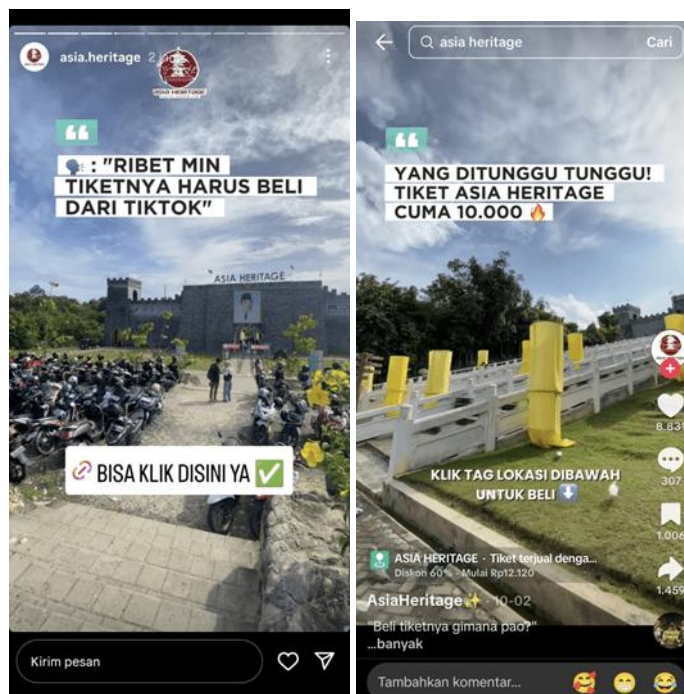
*"The staff in the field usually offer products. For example, if there are souvenirs, they offer them directly to visitors. If there is an ice cream promotion, buy two get one free" (Interview with SC as Head of Marketing, October 23, 2025).*

These findings are in line with the concept of *personal selling* in *Integrated Marketing Communication* (IMC) as proposed by Kotler and Keller (2016), namely, persuasive direct communication that enables the formation of interpersonal relationships with customers. The dual role of staff as both service providers and promotional personnel strengthens the visitor experience through a more personal approach. This strategy not only encourages direct purchases but also contributes to building visitor satisfaction and loyalty to Asia Heritage. These findings are also supported by research findings from Ayu et al. (2025), which state that *personal selling* in



Tjiptono & Diana (2019), IMC is a strategic approach that unifies various marketing communication channels to produce consistent messages and enhance overall marketing effectiveness, including promotion, direct marketing, and customer relations. This approach emphasizes internal coordination in delivering messages across all media to achieve optimal impact on consumers. This aligns with research by Ariyani & Hikmah (2025), which underscores the importance of direct marketing alongside other digital marketing elements in to drive purchasing decisions, highlighting the role of customer data in integrated digital marketing strategies.

**Figure 7. Direct Marketing in the form of a link**



Source: Instagram and TikTok @asia.heritage (2025)

Overall, the research results show that the implementation of Integrated Marketing Communication (IMC) by PT. Asia Wisata Mandiri, through five main elements—advertising, sales promotion, public relations, personal selling, and digital direct marketing—has been well integrated and can support the improvement of the image and appeal of Asia Heritage Pekanbaru as a culture-based Asian thematic tourist destination. The integration between promotional elements can be seen from the consistency of messages, the use of social media as the main channel, strategic collaboration with the government and local public accounts, and the strengthening of direct interaction between staff and visitors. Although this strategy has proven effective in reaching young audiences and encouraging tourist visits, the study also identified challenges in the form of limited human resources and the need to optimize digital content. Thus, the implementation

of IMC at Asia Heritage demonstrates strong synergy in supporting promotional objectives, but it still requires continuous innovation to be able to compete in the increasingly competitive dynamics of the tourism industry.

## CONCLUSION

Based on the research results, it can be concluded that Asia Heritage Pekanbaru has comprehensively implemented an integrated marketing communication (IMC) strategy through the use of various complementary promotional elements. The use of social media as a center for advertising, sales promotion, and direct and online marketing activities has proven effective in building brand awareness and attracting visitors. Public relations and personal selling activities also strengthen relationships with visitors and improve image through responsive service and strategic external collaboration. The integration of all these elements shows that IMC contributes significantly to the effectiveness of Asia Heritage's promotion. However, the success of IMC implementation still requires improvements in human resource quality and digital content development so that the communication strategy can continue to adapt to changes in tourist behavior and competition among tourist destinations in the digital era.

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