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Yoga Marketing Face FIR in Bali Tourism

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Yoga teachers have entered the fourth industrial revolution (FIR) in Bali tourism. FIR use digital technology to introduce products on yoga practices. This FIR has developed speed, accuracy, and measurement on developing products. In the other hand, yoga teachers have very limited time on yoga teaching, because yoga is understood as a physical form, even though yoga is a spiritual process. The trend 5.0 industrial revolution promotes spiritual aspects on competition, but yoga practice in Bali tourism is only physical form of yoga. This gap between expectations and reality raises the problems those are discussed in this article about yoga marketing in FIR. The concept of 4.0 industrial revolution, and product planning theory are used on approaching these problems. The study was conducted at the Ubud Tourism Area-Gianyar. Data collection is done by in-depth interviews and questionnaires. These data are analyzed qualitatively supported by descriptive statistical analysis. This article comes from a study conducted one year from July 2018 to July 2019. The data indicates that yoga teachers understand that FIR approach is the key to success, therefore they build networks by targeting women and netizen as a consumer and marketer according the 4.0 marketing strategy. Women and netizen targeted by providing discounts for women inbound tourists group.

Keywords: Yoga Tourism, Marketing Strategy, FIR

Introduction

Bali tourism depend on cultural tourism, which starts from introducing the Balinese culture such as dances and ceremonies. The cultural searching is deeper every year. The searching of travelers continues deeply searching into the quest for the traditional lifestyle that develop happiness to human life. The searching is to find the essential yoga in the Eastern World (India). Swami Vivekananda introduced yoga to America in 1893 AD. Since that year (1893 AD), yoga has been famous in the Western world (De Michelis, 2005:110). The introduction of Vivekananda develops the yoga searching and its natural atmosphere of yoga to the eastern world, including Bali.

Bali is a destination of yoga since 1970 AD. In that year, inbound tourists brought yoga teachers from their country. It means that Bali is a destination for place of yoga practice. Opportunities for Balinese yoga teachers in tourism, started in 1977 AD (Sutarya, 2016:83). In the decade 1980-1990, local yoga teachers had been beginning to get a chance to train the inbound tourists. In the decade 1990-2000, the seeds of local yoga had been beginning to grow in Balinese tourism. In the decade 2000-2010, the assimilation of local yoga with modern yoga had been began in Bali tourism (Sutarya, 2016:92).

The opportunities of yoga teachers, face competition from foreign yoga teachers who work in Bali, such as the Radiantly Alive Yoga, Yoga Barn and other yoga studios, are hiring foreign yoga teachers. The competition is also happened at the higher level, where yoga destinations begin to awaken in some countries. The destinations of yoga in Western countries such as Canada and the UK. The destinations offer luxurious and natural facilities for yoga practice (Lalonde, 2007). India, Thailand and the other Asian countries have types of classical yoga, those offer to tourist (Carney, 2007; Maddox, 2015).

The development of yoga in such countries indicate the development of the yoga market. Up to 2019, Harris (in Rossin, 2006:116) estimates 15 million people practice yoga in America. Rossin (2006:116) noted 25 yoga studios in Washinton DC. These yoga studios supply tourists to India, which become a yoga destination. The yoga markets grow parallel in the popularity of yoga in the world.

Balinese yoga teachers have prepared yoga studios to get the inbound tourists such as Yoga Barn, Omham Retreat Hotel, and others. In the fact, Balinese yoga teachers still utilize the small potential of Balinese yoga because foreign yoga teachers still take advantage of these opportunities. This gap occurred due to the rapid development of the world industry, from the Fourth Industrial Revolution (FIR) to the digital-based revolution of the 5.0 industrial revolution that based humanity. This gap raises research questions on the marketing of tourism yoga in the FIR era.

The article aims are to explain the marketing strategy of tourism yoga in the FIR era. The marketing strategy derive from data collection with in-depth interviews and questionnaires. Data is analyzed qualitatively, with quantitative analysis. The data is explained by the concept approach of the FIR and the product planning theory.

Discussion

The FIR based a digital is profitable for yoga teacher in Bali. By the internet, they (yoga teachers) built an international network to promote their yoga services products. The international network develops by find the candidate teachers who will be potential agencies. The development of network is done through associations and educational networks for yoga certification.

Yoga teacher, I Nyoman Kembar Madrawan (48 years) and Putu Wijaya (55 years) build a yoga network affiliated to the world as a Be Yoga. The network aims to get inbound tourist (job) and develop new knowledge. Guru Made Sumantra (49 years) build his network by developing his yoga school, named Markendya Yoga Indonesia. The difference between these groups are that Be Yoga is a network that built in outside of Indonesia and Markendya Yoga Indonesia is Indonesia network which built by local yoga teacher named Guru Made Sumantra.

The promotion of two networks abroad are also different. Madrawan is through the Be Yoga Network promotes beautiful yoga studios in Bali, while Sumantra is through Markendya Yoga Indonesia promotes the uniqueness of Balinese yoga. The uniqueness of Balinese yoga is derived from the Rsi Markendya teaching, the ancient guru was from south India, who touch the benefit of breathing practices, named the Dasaksara breathing. Be Yoga and Markendya Yoga Indonesia use the internet for their promotion.

Be Yoga uses websites that are scattered in some point locations in the world, such as Be Yoga in Perth, Be Yoga in Houston and other places. Be Yoga also uses Facebook to promote various activities. Markendya Yoga Indonesia also uses www.myschool.wordpress.com. Markendya Yoga Indonesia is also actively using Facebook's De-Mantra to promote their activities (Sutarya, 2018:45).

The Internet promotion get the similarity perception from inbound tourists. Turner (58 years) state that she wants to get something different, in a yoga practice in Bali. The something different is a place close to natural views and uniqueness of Balinese yoga. Therefore, the yoga studios those promoted by Be Yoga is similar with the aims of inbound tourists to get something different. The promotion of Balinese yoga also similar with the aims of inbound tourists to get something different.

Yoshi (52 years), tourist from USA stated that tourists like to do yoga in Bali because yoga places in Bali are very interesting. The natural scenery is very nice and the facilities are very luxurious. Hotels or villas that provide yoga studios offer a good promotion over the internet. These tourism companies provide the interesting discounts for who invite yoga groups to practice in Bali. These discounts are very interesting for yoga groups to come, plus Bali also has a unique place and original yoga teaching.

A survey of 52 inbound tourists at Ubud and Sanur indicate that the culture average score is 4.71, nature is 4.63 and ethnic is 4.54. The results of this survey indicate that the uniqueness of yoga, environment, and ethnicity get the attention of inbound tourists (Sutarya, 2018). It means that the uniqueness of Balinese yoga and yoga studios whose promoted by Be Yoga and Markendya Yoga Indonesia significant to the perception of inbound tourists.

FIR Era

The results of this survey are significant with the results of a deep interview with the inbound tourists who state the studio of practice and the uniqueness of Bali yoga as the main attraction. The main attractions get effective promotion through the internet, for inviting inbound tourist groups come to Bali. These groups come with a yoga teacher, and some of them try local yoga teachers to enjoy the authentic of Balinese yoga.

On the data, promotion with internet media has success to build the Bali image as a yoga destination, because Bali has the original yoga and its supported by natural environment. Maddox (2015) covered that Mysore, India is a yoga destination because gets its image as an original source of yoga and supported by natural environment. Bali gets such imagery through the promotion of Markendya Yoga Indonesia that promotes original Balinese yoga. This imagery supported by the world's Yoga network promotion as a like Be Yoga which promotes Bali as a luxury place for yoga.

Bali's original yoga promotion is also supported by research on yoga in Bali. Acri (2013) has introduced the original Balinese yoga texts to the world, through his commentaries of the Tatvajnana and Vrespatitva texts. The promotion through these studies stimulate Sumantra's enthusiasm for promoting the uniqueness Balinese yoga. Acri (2013) wrote about the uniqueness of yoga texts in Bali, which focus on breathing and meditation technique. Asanas are the modern Indian influence that came post-19th AD to Bali. This modern Indian influence is written in the Aji Sangkya and Rsi Yadnya texts. Aji Sangkya was written by Ida Ketut Djelantik and Rsi Yadnya written by Rsi Ananda Kusuma (Acri, 2013:71-78).

Kotler et al (2017:27) wrote that digital marketing target are young people, women, and netizen are abbreviated to YWN (Young, Women, Netizen) because YWN is also the effective marketer. Finding consumers who are marketers is the key to marketing on the FIR. Those potential marketers are young, female, and netizen. On marketing yoga in Bali, women are a key point of marketing. Sutarya (2017:63-64) wrote that the women inbound tourists dominates the yoga practice in Bali. The survey is on the yoga ashram, found 94.7 percent of the inbound tourists who practice yoga are women. Therefore, women dominate the yoga practice in Bali. This women's inbound tourists are also active to promote yoga activities in Ubud-Bali.

Turner (58 years), inbound tourist from Australian is an example of the case. She is a student of Guru Made Sumantra, a yoga teacher from Ubud-Bali. Turner is a woman who active to promote yoga activities in Bali. On 11 August 2019, she promote the Ubud Yoga Meditation Community to her Facebook. Her promotion state that she invited a special teacher Made Sumantra as a yoga teacher in her yoga program. Turner wrote several promotions about her activities who invite Sumantra in yoga activities (Nicole Turner-Turner-Facebook, 2019).

The data indicates that the Kotler concept of 4.0 marketing, especially the YWN concept is proved on the marketing case of yoga in Ubud-Bali. On yoga marketing in

Ubud-Bali, women are the main target. These women in fact active as netizen. The marketing trend of tourism leads to marketing with digital. This trend also happened in South Africa and Kenya (Onyango and Kesa, 2018:349).

Products

The promotions delivered netizen about yoga in Bali contain nature and yoga teachers. Yoshi experience also indicate, the promotion of yoga studio become the attraction of yoga tourism in Ubud-Bali, plus some discounts. On the theory of product Planning (Seaton and Bennet, 1996), the product competition is in the product facilities named augmented products. On the core and tangible products, yoga service products are the same kind. The core product is holistic health, and tangible product is forms of yoga practice, which also offered in Thailand and Mysore-India (Schedneck, 2014; Maddox, 2015).

The difference of yoga promotion in Ubud-Bali compare with competitor countries are on the product's augmented. Thailand promotes monk ashrams as a place for yoga practice, and Mysore-India promotes authenticity and natural studio. Ubud-Bali promotes the authenticity of Bali yoga and luxury yoga studios. The Ubud luxury villas which located on natural scenery, become an augmented yoga product. These Hotel and Villa offers varieties of promotion for inbound tourist groups, e.g. 10 tourists get one person free (interview with Yoshi, 11 August 2019).

The discount facilities are effective for visitors group. The visitor group chooses one of the villas that gives some discounts. The tourists then do yoga practice in the hotel and villa with their yoga teachers from their country. Yoga teachers in the group then connect to local yoga teacher for a comparison practice, or try a new spiritual way in Bali, for example *malukat* (water purification). Therefore, local yoga teachers and Balinese spirituality are the addition practice (interview with Mangku Kandia, 11 August 2019).

The data indicate that augmented products such as discounts, promote Bali's uniqueness in yoga and other spiritual ways. Therefore, this augmented product can be a pathway on creating a difference tangible of yoga products in Bali, through different kinds of practices. Markendya Yoga Indonesia has tried to do tangible yoga product by formatting Bali Yoga. Arsana has also designed Bali Yoga Tantra (Sutarya, 2018). In the facts, the difference practice as a tangible product should fulfill the standards of yoga International. On this case, Bali yoga face some challenges.

Arsana state, Alliance Yoga is one of the international institutions that standardize the different kinds of yoga practices. They have some standards that become the standards of yoga which are hard fulfilled. Arsana said that he wants to make own standard which can influence international yoga because he has original source of yoga. This original source should be standardized by international institution.

4.0 Marketing Strategy

Female students of yoga teachers in Ubud-Bali, become a yoga marketer in Bali. They actively promote yoga in Bali, by inviting inbound tourist groups. This promotion uses social media such as Facebook, Instagram and others. Therefore, women students who also netizen are targeted, who can be marketers. Kotler et al (2017:59) wrote, the changing on marketing 4.0 named connected customer. The consumers (marketing 3.0) according to Rucker is 4A namely Aware, Attitude, Act and Act Again. In this digital era, Kotler et al added 4A to 5A namely Aware, Appeal, Ask, Act, and Advocate. Consumers who can be advocator are the consumers targeted on 4.0 marketing.

The 4.0 marketing theory has been implemented by yoga teachers, using his women students as an advocator. The strategy of using women as advocator is empowered by providing discount facilities to women as that stated Yoshi. Turner for example is very actively promotes yoga in Ubud, because the villas and hotels provide discounts for the inbound tourists group.

Ubud-Bali tourist industry that provide discounts are very attractive for tourists. It is different with China which hotel facilities, food drinks and others are increasingly expensive in the destination of spiritual tourism (Huang et al, 2017:264). Thailand (Schedneck, 2014) provides yoga in traditional facilities, which still use donations. Therefore, the prices of yoga packages in Thailand are uncertain and the facilities are still simple. This comparison indicates that Ubud's marketing strategy as a yoga destination, is to use women yoga students who also are netizen as consumers and marketers.

Sutarya (2017:63-64) wrote that the Ashram students in Ubud and Muncan are mostly female. The costumer yoga studios, such as in Omham Retreat-Ubud, are mostly women. A survey to the ashrams in Ubud shows 94.7 percent of the visitors are women. Because of this, women's tourist is a profitable targeting market. The Pew Research Centre in 2008 (Kotler et al., 2017:34) revealed 41 percent of women as household is decision makers, and 26 percent men. This survey strengthened the strategy to empower women's visitors as a yoga destination marketer in Bali.

Conclusion

Yoga teachers in Ubud-Bali have used digital information technology as a marketing media. They use Facebook, Instagram and the website as a marketing media. Tourists give a positive perception of the uniqueness of Balinese yoga, yoga facilities, and Bali's natural environment. The target of yoga markets in Bali is a women tourists. Women tourists can become a marketer for yoga destinations in Bali because there are discount facilities and convenience in Bali.

In the facing of FIR required marketing strategy 4.0 that stressing to YWN (Youth, Women, Netizen). Yoga teachers in Bali should be targeting women and netizen in yoga marketing in Bali. The women tourists who is also netizen is an active yoga marketer in Bali. They are the consumers who are actively marketing the yoga in Bali,

because they want to make a profit on free facilities. The marketing strategy by targeting women tourists are recommended strategy in the face of the FIR.

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