

OPTIMIZATION INTEGRATED MARKETING COMMUNICATION MODEL AS STRATEGIC APPROACH TO BOOST CIREBON BUSINESS LEISURE

Shela Suci Setiani¹ Ety Setiawati² Chondro Suryono³ Yu-Fang Yen⁴
Ratna Puspita Dewi⁵ Abdul Khalim⁶ Joseph Aldo Irawan^{*7}

¹ Applied Bachelor of Convention and Event Management, Prima International Tourism Polytechnic, Indonesia, ^{2,6} Diploma of Hospitality, Prima International Tourism Polytechnic, Indonesia

^{3,5,7} Applied Bachelor of Hospitality Management, Prima International Tourism Polytechnic, Indonesia, ⁴ Department of Business Administration, National Quemoy University, Taiwan, Republic of China

*Corresponding Author: josephaldo99@gmail.com

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Abstract : *This study centers on the strategic application of an Integrated Marketing Communication (IMC) optimization model to enhance the landscape of b-leisure in Cirebon City, West Java, Indonesia. Recognizing the city's potential, this research aims to leverage a comprehensive marketing approach to augment its appeal as a destination for both business and leisure. The primary objective of this research is to Utilize an Integrated Marketing Communication (IMC) optimization model to boost the business leisure sector in Cirebon City. By integrating various marketing channels, the study seeks to establish a cohesive and impactful communication strategy that resonates with the target audience. The research adopts a qualitative approach, using data from multiple channels; the study shows how models can be used to identify and adjust the most effective strategies accordingly. The findings of this study reveal promising outcomes in applying the IMC optimization model for enhancing business leisure in Cirebon City. The results showcase a significant positive impact on market engagement and the overall appeal of Cirebon as a dual-purpose destination. Potential limitations include data biases, the reliance on historical information, and the dynamic nature of consumer preferences, which may influence the interpretation of the findings. The originality lies in adapting this Model to a specific regional setting, offering practical insights for academics and practitioners in destination marketing.*

Keywords: *B-Leisure, Business, Integrated Marketing Communication, Leisure*

INTRODUCTION

The Ministry of Tourism and Creative Economy projects four tourism and creative economy trends 2024: B-leisure, Wellness Experience, Deep and Meaningful, and Set-Jetting. The global recovery of business travel and the increasing freedom to work remotely enhance flexibility for tourism alongside work routines. Business travelers continue incorporating leisure activities into their work commitments, making b-leisure (business and leisure) a growing trend post-COVID-19 pandemic. In globalization and economic development, business and leisure (recreation) are increasingly becoming a primary focus in daily life. Business and leisure are not merely two separate elements but rather two complementary

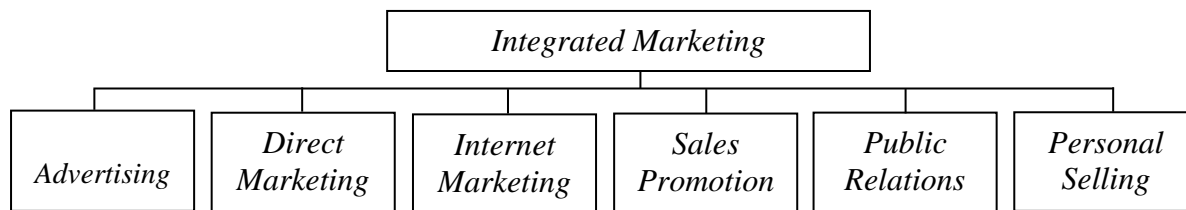
dimensions that play a crucial role in maintaining the balance of modern life. According to (Boone 2007), business (business) consists of all activities and businesses to seek profit by providing goods and services needed for the economic system; some businesses produce tangible goods while others provide services. On the other hand, leisure includes several activities undertaken for entertainment, relaxation, and personal development without the aim of direct economic gain. Leisure activities include vacations, sports, arts, and other pleasurable and satisfying hobbies. When these two dimensions intersect, the concepts of business and leisure emerge as integrated. It shows how a person or company can combine elements of business and leisure activities to achieve a healthy and sustainable life balance. Found by De Crescenzo et al., (2023), nowadays tourist and businesses are groups of potential stakeholders. This approach brings double benefits, not only in achieving business goals but also in improving individual well-being and happiness. The integrated business and leisure concept is relevant in modern society, which often faces high work pressures and demands. The understanding that business success is measured not only in terms of finances but also of individuals' well-being and life satisfaction opens the door to innovation in human resource management and sustainable business practices. Furthermore, integrated business and leisure play a vital role in developing tourism. Businesses located in tourist destinations or in the tourism industry can use recreational activities to increase attractiveness and attract tourists. This contributes significantly to regional revenues and local economic growth. The importance of business and leisure integration is also reflected in the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector. Well-planned business events and conferences often provide opportunities for attendees to enjoy leisure time, creating a balanced atmosphere between work and entertainment. However, to meet the growing demand for b-leisure travel, a region must adopt a strategy that combines business and leisure well. This can include developing targeted marketing campaigns, creating customized experiences by combining work and entertainment and forging partnerships with local businesses and organizations. By adopting the concept of b-leisure and implementing relevant strategies, an area can be attractive for business people who want to enhance their travel experience and enjoy a balance between work and leisure. As a tourist destination with a rich and diverse cultural heritage, Cirebon has excellent potential to become an attractive business-leisure center. Nevertheless, integrated marketing and promotion optimization has not been fully utilized to advance business and tourism potential in Cirebon. In recent years, competition in the tourism industry has become fiercer, and the market continues to change rapidly. Therefore, an innovative and integrated marketing approach is needed to increase the attractiveness of tourism destinations and utilize and optimize the potential of business leisure in Cirebon City. Integrating various marketing channels and ensuring consistent messaging can help recreational businesses in Cirebon reach a wider market share. This study aims to explore the potential use of Integrated Marketing Communication as a strategic approach to improve business leisure in Cirebon. By detailing the elements of integrated marketing, this research is expected to provide practical solutions and guidance for stakeholders in the Cirebon tourism industry.

LITERATURE REVIEW

Integrated Marketing Communication (IMC)

Integrated Marketing Communication strategy combines components of marketing communication disciplines, including advertising, personal selling, sales promotion, sponsorship marketing, public relations, and point-of-purchase communication. These components are combined to provide clarity, consistency, and maximum communication impact. Integrated Marketing Communication (IMC), according to (Schultz 2008), "integrated marketing communication is the process of implementing and developing various forms of persuasive communication programs to customers on an ongoing basis. “

Figure 1. Integrated Marketing Communication



Source: George E. Belch & Michael A. Belch (2009)

This strategy aims to influence consumers' thinking, attitudes, and behaviour according to the company's goals. Integrated marketing communications consider all sources that can connect customers with the products or services of a brand and or company as potential pathways to convey messages in the future. In other words, an integrated marketing communication strategy starts from the customer. Then it turns to the company to determine the form and method used and developed for the communication program". As for being able to achieve communication goals, a tool called Promotion Mix (George E. Belch & Michael A. Belch 2009) is as follows:

1. Advertising

All forms of non-personal communication regarding information about products or services through various mass media such as television, radio, magazines, and newspapers. Marketers use this communication element most widely because it can reach more target audiences than other elements. In addition, advertising can also build brand equity by creating a brand image and brand association through the execution of advertisements in the minds of consumers.

2. Direct Marketing

It is a marketing activity carried out directly to consumers. Generally, this marketing activity is carried out by sending direct mail, telemarketing, and selling to intended consumers.

3. Interactive/ Internet Marketing

Marketing activities are carried out interactively through CD-ROMs, digital mobile phones, interactive TV, and so on, or online using the internet network to communicate their products and services so that they can do live two-way communication in real-time.

4. Sales Promotion

Marketing activities are carried out by directly providing incentive value to the sales team, distributors, or consumers to drive sales quickly. Sales promotions carried out to consumers are usually carried out by distributing product samples, coupons, and so on to encourage consumers to make purchases immediately. Sales promotion carried out to distributors and traders is carried out in the form of sales contests, special pricing, merchandising provisions, and many other forms.

5. Publicity/ Public Relations

Similar to advertising, publication/public relations is non-personal communication through various mass media such as TV, radio, magazines, and newspapers about companies, products, services, or sponsorships of events funded directly or indirectly in the form of news releases, press conferences, articles, films, and others. The difference with advertising is that to enter the mass media network, the company does not spend special funds but provides news about products and services, conducting events or other exciting activities to be covered or published by the mass media. Public relations is a management function to evaluate public behaviour, identify individual or organizational policies and procedures for the public interest, and execute a program to be accepted and understood by the public. The primary purpose of doing public relations is to create and manage a positive image of the company in the eyes of the public. This is usually done by raising funds, sponsoring special events, participating in community activities, etc.

6. Personal Selling

It is a communication activity carried out directly by the seller to convince potential buyers to buy the products or services offered. Through this communication activity, sellers can modify messages to suit consumer needs and desires.

Business Leisure

Tourism businesses have many challenges in presenting the integrated offer from a consumer perspective, with flexibility, transparency, and personalization as priority characteristics (Croce, 2018). Many types of businesses in the tourism industry are related to guest services and product services. During specific eras, many people also needed vacations through business, and in 2020, there was a new concept of work from hotels. The concept has faded nowadays, and new concepts for business with collaboration in tourism have shown a new market share and a new concept. The distinction between business and leisure will be blurred (Oskam & Boswijk, 2016). However, the blurred concept will now be cleared. By any chance, leisure can be combined with every sector, especially business. Using business as a way to collaborate with tourism became a new concept in the tourism business named business leisure (B-Leisure). Nowak and Nugter (2009) defined *leisure* as activities done when people have free time. Chen et al. (2018) found some leisure behaviour classifications, including gender, marital status, and education. Leisure is essential to allow people to do social activities to explore and create their potential (Wahyuni & Prasetyaningsih, 2020). A new concept that combines two needs as one goal will become a solution for businessmen and businesswomen when they are going to do some business travel.

METHOD

The method used in this study is qualitative descriptive to understand the phenomena experienced by the research subject, including behaviour, motivation, action, and others, holistically in a descriptive way in the form of words and language in an extraordinary natural context by utilizing natural methods (Moelong & Lexi J, 2005). This research methodology was designed by considering several key elements that became the foundation for exploring Integrated Marketing Communication (IMC) as a strategy to improve business leisure in Cirebon City.

Data collection will involve several methods: in-depth interviews that allow direct interaction with stakeholders, observation to understand real situations, and documentation to analyze relevant written material. Data processing and interpretation uses qualitative analysis techniques, which include grouping findings, identifying patterns, and constructing narratives that enrich the findings. The validity of the data will be strengthened through a triangulation approach, where information is obtained from various sources and methods of data collection. This research methodology will include steps such as a literature study to build a theoretical foundation, an analysis of the local context of Cirebon City to understand its characteristics, identification of target audiences by considering preferences and needs, and the development of Integrated Marketing Communication (IMC) strategies by the results of previous research. The next step is implementing an Integrated Marketing Communication (IMC) strategy that involves the execution of online and offline marketing campaigns. Performance measurement will involve relevant metrics, such as the number of visits to the official website, participation in business and tourism events, and increased business accommodation bookings. The collected data will be analyzed holistically and then interpreted qualitatively. The results of the analysis will form the basis for compiling research recommendations and conclusions. Recommendations will be addressed to stakeholders in Cirebon City to optimize the Integrated Marketing Communication (IMC) strategy to develop business-leisure potential. The conclusions of this study will include practical implications, contributions to the literature, and future research directions, forming a comprehensive framework for understanding and improving business leisure in the context of Cirebon City.

ANALYSIS AND DISCUSSION

In the context of globalization and economic development dynamics, the trend of B-leisure (business and leisure) has transformed into a significant phenomenon in the tourism sector. Projections by the Ministry of Tourism and Creative Economy for 2024 confirm that B-leisure is emerging as one of the four main trends, alongside others such as Wellness Experience, Deep and Meaningful, and Set-Jetting. Today, there is a shift in behaviour in global business travel where business people are not only carrying out work commitments but are increasingly integrating leisure activities into their travel experience. The increasing flexibility to work remotely is becoming a major catalyst in the B-leisure trend, allowing business people to travel while still engaging in their work routines. This change has become increasingly prominent, especially after the COVID-19 pandemic, which has changed the working paradigm and permeated remote work culture more broadly. Thus, B-leisure is not just a temporary trend but a growing phenomenon as an integral part of the lifestyle of professionals who want to combine business opportunities with leisure experiences. The development of technology and better connectivity are also the main driving factors behind this B-leisure trend. The ability to stay connected to work through various devices during travel allows business travellers to maintain productivity without sacrificing moments of relaxation and entertainment during free time. Thus, B-leisure is a practical option and a way to achieve a better balance between professional and personal life. In Indonesia, the projected B-leisure trend launched by the Ministry of Tourism and Creative Economy for 2024 has positive implications for the development of tourism and the creative economy in the country. As a country with abundant cultural, natural, and historical wealth, Indonesia has great potential to become a B-leisure destination that is in demand by international and domestic business people. Ministries and tourism industry players must synergize in creating infrastructure supporting the B-leisure lifestyle, including modern business facilities, comfortable accommodations, and various recreational activities. In line with that, the role of information technology and digital marketing has also become crucial.

A responsive online platform, easily accessible information, and content-based marketing strategies can effectively capture the attention of business people looking for a B-leisure experience. Collaboration between the government, tourism industry, and the local business sector can also strengthen the destination's image as a B-leisure-friendly place. The potential of b-leisure in Cirebon City illustrates an attractive combination of cultural richness and ease of accessibility. It is a business leisure destination for business people and tourists who want a holistic travel experience. The existence of the historical palace, which bears silent witness to the long history of Cirebon City and its rich cultural heritage, creates a significant attraction for tourists looking for an authentic cultural experience. The well-preserved traditional architecture is breath taking, offering an experience that embraces local history and uniqueness.

In addition to cultural beauty, Cirebon City also offers culinary diversity and crowded traditional market activities. The rapid development of the culinary industry and busy market life create an environment that pampers the taste buds and provides culinary experiences to tourists. Advances in infrastructure, particularly in terms of star hotels and modern conference facilities, provide critical support for business and meeting activities in the city. Another advantage that gives a significant boost to the b-leisure potential of Cirebon City is good accessibility through railways and toll roads. Tourists can easily explore the beauty of this city, creating the perfect balance between business productivity and leisure entertainment. With direct access to West Java Kertajati International Airport, Cirebon City is increasingly becoming a sought-after destination, allowing business and leisure travellers to plan their trips seamlessly. By combining these elements, the potential of b-leisure in Cirebon City has a positive impact on the tourism sector and contributes positively to the city's overall economic

growth. The city of Cirebon not only offers a deep cultural charm but also embraces modern development and comfort, making it an attractive b-leisure destination for tourists. The city's diversity of facilities and venues supports a wide range of activities, from business meetings to leisure. For business activities, Cirebon has several star hotels that provide meeting rooms. This not only facilitates efficient business meetings but also creates an environment that supports the creation of business partnerships and collaborations, among which are as follows:

Table 1. Hotel Venue & Rooms in Cirebon City

Facility	Description	
Venue Hotel	4 (Four) Star Hotels	
	1	The Luxton Cirebon Hotel & Convention
	2	Aston Cirebon Hotel & Convention
	3	Swissbel Hotel
	4	Grage Hotel
	5	Patra Hotel & Convention

Source: Researcher, 2024

Transportation in Cirebon City is integral in supporting b-leisure activities, combining business and leisure travel. Good transportation infrastructure, such as an organized road network and efficient public transportation services, facilitate the mobility of business people and tourists. That way, tourists can smoothly switch between business meetings and enthralling leisure experiences in the city. The existence of transportation options, such as trains, city transportation, and taxis, allows visitors to explore the historical and cultural beauty of Cirebon after completing their business tasks. The transportation accessibility in Cirebon City is as follows:

Table 2. Accessibility: Go To Cirebon City

Air Transportation	The accessibility of nearest airport is Kertajati International Airport, located in Majalengka Regency, with a travel time of about one hour. In addition, Customers can also use Husein Sastranegara International Airport, which has a travel time of three hours. Cirebon City has a Cakrabhuwana airport that is only intended for charter flights and flying training.
Land Transportation	Visitors from Bandung and Jakarta who want to use the toll road can go through the Cipularang Toll Road (Cikampek-Purwakarta-Padalarang) and continue through the Cipali Toll Road (Cikampek Palimanan). Meanwhile, if from Bandung, you can also go through the usual route: Bandung - Tanjung Sari - Cadas Pangeran - Sumedang - Majalengka - Cirebon. Another alternative that can be done is to use train transportation. If you want to depart from Bandung, you can use Ciremai Train, which has a schedule of two departures from Bandung daily with an average travel time of four hours. Tourists from Jakarta can use Argo Cheribon, Argo Muria, Argo Dwipangga, Argo Bromo Anggrek, Bangunkarta, Argo Sindoro, Bima, Gajayana, Sembrani, Argo Lawu, and Taksaka trains with an average travel time of three hours.
Sea Transportation	Cirebon City has the port of Cirebon, which is included in the classification of Collecting Ports. This makes one of the strengths of Cirebon City as one of the business and leisure destinations in West Java.

Source: Data Processed, 2024

On the other hand, Cirebon, with its historical charm and cultural richness, embraces its dual role as a leisure destination that also supports the concept of b-leisure—a combination of business and leisure travel. Leisure destinations in Cirebon provide an experience for travellers who want to establish a balance between business and leisure time. A visit to Keraton Kasepuhan blends history and traditional art, creating an ideal atmosphere for informal business meetings. Tourists can also enjoy typical Cirebon cuisines, such as email getting and nasi gambling, in the relaxed atmosphere of a traditional restaurant, providing a satisfying culinary experience while supporting informal social activities. Sang Cipta Rasa Mosque and

Kejawen Beach offer a place to contemplate and relax after business activities, creating harmony between spirituality and beach tranquility. With a comprehensive range of leisure destinations, Cirebon is a place to carry out business activities and meet leisure needs, presenting a rich and diverse b-leisure experience. The potential cultural tourism objects in Cirebon City are as follows:

Table 3. Potential Cultural Tourism In Cirebon

Cultural Heritage	61	Places
Alleged Cultural Heritage	42	Places
Traditional Art Studio	182	Places
Intangible Cultural Heritage	20	Item
Cultural Works	256	Item

Source: Department of Culture and Tourism in Cirebon City, 2024

In addition, the area around Cirebon City, including in Cirebon Raya involving areas such as Majalengka, Indramayu, and Kuningan, offers abundant potential for leisure activities. Each region's cultural, historical, and natural diversity creates various options for recreational experiences. Majalengka, with its charming natural charm, offers activities such as nature tourism and extreme adventure in mountainous areas. Indramayu, famous for its beautiful beaches, is ideal for relaxing activities such as sunbathing, swimming, or enjoying delicious seafood. Kuningan, with its rich cultural heritage, provides an immersive cultural experience, primarily through traditional festivals and ceremonies that are often held. In addition, agrotourism activities in Kuningan can also be an attractive option for tourists who want to interact directly with nature and local farms. This diversity creates the potential for business and tourism people in Cirebon Raya to develop b-leisure packages that include visits to various destinations around Cirebon. The growing infrastructure, including accessibility through toll roads and adequate public transportation, travellers can easily explore the beauty and uniqueness of each region in Cirebon Raya.

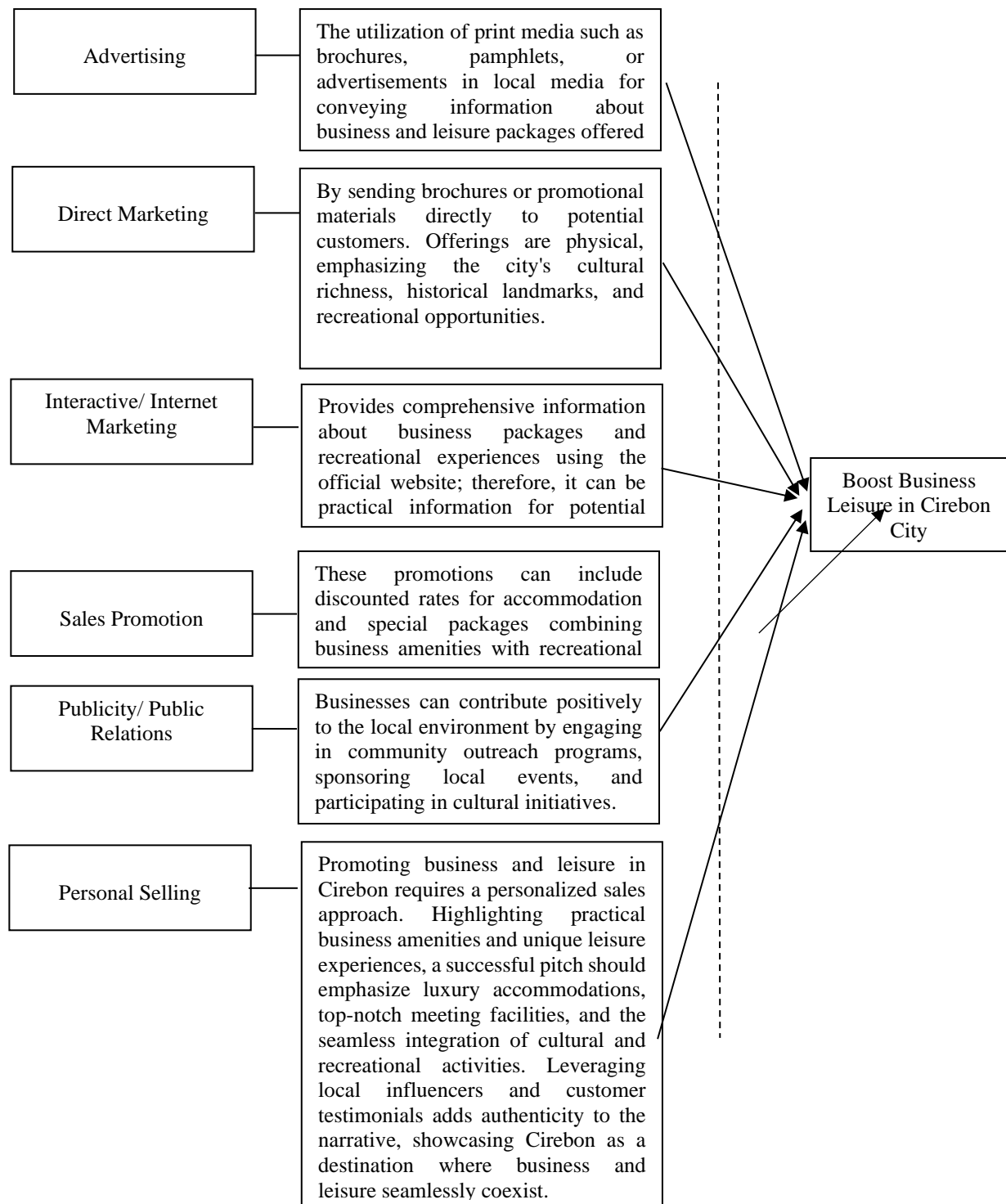
Table 4. Length of Stay in Cirebon

Province	City	Tourist	Length of Stay	Year
West Java	Cirebon	Foreign	1 Day	2023
West Java	Cirebon	Domestic	1 Day	2023
West Java	Cirebon	Foreign	1 Day	2022
West Java	Cirebon	Domestic	1 Day	2022

Source: Department of Culture and Tourism in Cirebon City, 2023

Collaboration between local governments, businesses, and communities can be vital to optimizing the potential of leisure activities in this area, creating synergies that provide economic and social benefits for all local communities. Thus, Cirebon Raya is a growing business destination and a magnet for tourists looking for diverse experiences in one trip, supporting the concept of b-leisure that is increasingly in demand by business people and visitors. However, based on data from the Cirebon City Culture and Tourism Department attached below, the average number of stays is limited to only one day in Cirebon City, which shows an opportunity to increase the duration of tourist visits. In the face of these challenges, careful promotional and marketing strategies are needed to change tourist visiting patterns and encourage them to extend their stays. Expanding the duration of stay will not only positively impact the tourism sector but also support the creation of balanced business and leisure activities, following the concept of b-leisure.

Figure 2. Integrated Marketing Communication Strategy of Cirebon City
Source: Researcher, 2024



Advertising

As part of the promotional strategy, advertising can encompass various media, from print and electronic to digital. Advertising can highlight the uniqueness and beauty of the area. Using print media such as brochures, pamphlets, or advertisements in local media can be a practical initial step in conveying information about business and leisure packages offered in the city. Through visually appealing materials and clear messaging, potential business and leisure visitors may be enticed to explore Cirebon's offerings further. In the digital era, online

presence is crucial. Advertising campaigns through social media, official websites, and other platforms can generate broader exposure. Promotional videos depicting the unique business and leisure experiences in Cirebon can be a particular attraction. Implementing clever targeting techniques in online ads can also ensure the message is conveyed to the right audience, including business professionals seeking satisfying b-leisure experiences.

Direct Marketing

Direct mail marketing, such as sending brochures or promotional materials directly to potential customers, remains a tangible and effective strategy. This approach allows businesses in Cirebon to showcase their offerings in a physical format, emphasizing the city's cultural richness, historical landmarks, and recreational opportunities. By incorporating visually appealing designs and compelling content, direct mail can create a lasting impression on recipients, encouraging them to consider Cirebon for their next business or leisure venture. By judiciously employing direct marketing techniques, Cirebon can effectively promote its diverse offerings, attracting business professionals seeking dynamic ventures and leisure enthusiasts eager to explore the city's cultural and recreational delights.

Internet Marketing

One of the main elements of internet marketing in Cirebon is through the official website and online platforms. By Providing comprehensive information about business packages and recreational experiences, using the official website can be practical information for potential visitors. Other online platforms, such as social media, allow businesses and recreational destinations in Cirebon to interact directly with their audience. Social media marketing campaigns can include attractive visuals, customer testimonials, and special promotions to capture attention and broaden reach. Furthermore, online advertising can be a powerful tool. By implementing precise targeting techniques, online ads can reach specific groups that are more likely to be interested in business and recreational experiences in Cirebon. Promotional videos showcasing the city's beauty and various enticing activities can be a unique attraction in online marketing campaigns.

Sales Promotion

One of the critical elements of sales promotion in Cirebon is the creation of enticing packages or exclusive deals for business and leisure activities. These promotions can include discounted rates for accommodation, special packages combining business amenities with recreational experiences, or limited-time offers that add value to the overall experience. By providing these incentives, businesses in Cirebon aim to capture the attention of a broader audience and stimulate interest in exploring the city's unique offerings. Sales promotions in Cirebon can also incorporate seasonal or event-specific campaigns. For example, during local festivals or business conferences, businesses may offer exclusive promotions to attendees, further enhancing the appeal of Cirebon as a destination that seamlessly integrates business and leisure.

Public Relation

One key aspect of Public Relations in Cirebon is building a positive image for businesses and recreational destinations. Businesses can contribute positively to the local environment by engaging in community outreach programs, sponsoring local events, and participating in cultural initiatives. These efforts not only enhance the reputation of the businesses but also create a sense of connection with the community, portraying Cirebon as a destination that cares about its surroundings. Media relations are crucial in Public Relations for business and leisure promotion in Cirebon. Establishing relationships with local and national media outlets allows businesses to garner positive coverage. Press releases, media tours, and collaborations with influencers can effectively showcase the unique offerings of Cirebon, generating interest and curiosity among a broader audience. By maintaining open communication channels, businesses in Cirebon can build trust and credibility, reassuring

clients and stakeholders that their concerns are taken seriously. Utilizing digital platforms for Public Relations is imperative in the modern landscape. Social media engagement, online press releases, and influencer partnerships can amplify the reach of Public Relations efforts, portraying Cirebon as a vibrant and welcoming destination for both business and leisure.

Personal Selling

One of the critical elements of personal selling in Cirebon is the engagement of knowledgeable and personable sales representatives. These individuals are well-versed in the city's various business packages and leisure opportunities. Through one-on-one interactions, they can tailor their presentations to cater to potential clients' specific needs and preferences, whether they are business professionals seeking dynamic ventures or leisure enthusiasts eager to explore cultural and recreational delights. Personal selling in Cirebon extends beyond traditional face-to-face interactions and includes virtual engagement. Online platforms, video calls, and personalized emails are utilized to connect with a broader audience. This approach allows for the seamless communication of detailed information about the business and leisure offerings available in Cirebon, ensuring that potential clients receive a customized and informative experience. Moreover, personal selling can incorporate guided tours or site visits, providing first hand experiences of the city's attractions. This immersive approach allows clients to witness the unique blend of historical landmarks, cultural richness, and recreational opportunities that make Cirebon a distinctive destination. The researcher has a structured plan to implement Integrated Marketing Communication (IMC) as a strategic approach model to enhance business and leisure in Cirebon. This plan integrates various marketing elements to create consistent and compelling messages, including advertising, sales promotion, direct marketing, and public relations. Another crucial aspect is the focus on the uniqueness and allure of Cirebon as a destination for both business and leisure. This proposed plan will guide the implementation of precise steps, highlighting aspects such as website optimization, social media campaigns, collaboration with local influencers, and using direct marketing channels. By combining these elements within the Integrated Marketing Communication (IMC) framework, the researcher aims to achieve greater visibility, attract the attention of relevant target audiences, and, overall, enhance the business and leisure experience in Cirebon. By detailing the steps in this proposal, the researcher hopes to positively contribute to the development of the business-leisure potential in the city.

CONCLUSION

In this study, the Integrated Marketing Communication (IMC) Optimization Model application as a strategic approach to improve business leisure in Cirebon City has become the subject of an in-depth study. By detailing the elements of integrated marketing, this research contributes to understanding the potential of Integrated Marketing Communication (IMC) as an effective tool in enhancing the attractiveness of business and leisure destinations. The conclusion of this study shows that implementing Integrated Marketing Communication (IMC) strategies can form a cohesive and targeted communication narrative, creating memorable experiences that optimally combine business and leisure activities. Integrated Marketing Communication (IMC) is considered a marketing tool and a strategic approach supporting local economic growth in business leisure. By involving local stakeholders and optimizing existing resources, Integrated Marketing Communication (IMC) can catalyze the development of the tourism sector and the city's economy.

In optimizing the potential of business and leisure activities in Cirebon City, adopting the Integrated Marketing Communication (IMC) optimization model as a strategic approach is recommended. This involves synergizing various communication channels, such as advertising, public relations, and digital marketing, to create a cohesive and impactful promotional strategy. The utilization of targeted campaigns, emphasizing seamless integration

between business and leisure, coupled with Cirebon's unique offerings, is crucial. Implementing partnerships with influencers and utilizing customer testimonials can increase the authenticity of communication strategies. In addition, incorporating analysis and feedback mechanisms into the IMC model enables continuous optimization based on real-time data, ensuring promotional efforts remain aligned with the changing needs and preferences of the target audience. By applying this comprehensive approach, businesses can effectively position Cirebon as a prime destination where businesses thrive amid recreational experiences.

LIMITATIONS AND RECOMMENDATION

This study uses a qualitative over quantitative approach, limiting the generalizability of the results. The concept related to the data source still needs to be completed and needs further observation regarding the future application concept. The study concept of Business leisure is a new perspective of business ideas for the future economic concept of Cirebon City. Business leisure in Cirebon City can be deeply observed in the future by holding a focus group discussion with the stakeholders to get the newest information and create a strategy for the implementation to prepare the impact regarding economic value in Cirebon City. Future research can use quantitative methods to ensure the concept is suitable in Cirebon or not with the population, stakeholders, and random people.

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