

Communication strategy of the tourism department in promoting tourism air putri waiyoho in Kawa village

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Abstract

The research aims to find out how the communication strategy of the West Seram District tourism office is in promoting the Air Putri Waiyoho tour in Kawa Village. The method used in this research is descriptive qualitative research location for Air Putri Waiyoho Tourism, Kawa Village, West Seram District, West Seram Regency data collection techniques used as observation, interviews, and documentation. In addition, the data analysis technique was carried out based on three streams of activities simultaneously, namely data reduction, data presentation, and concluding the research results. Based on the results of the research that has been done, the Communication Strategy of the Tourism Office of West Seram Regency in the Selection of communicators used by the West Seram Regency Tourism Office in promoting Air Putri Waiyoho tourism by placing communicators who have credibility and knowledge about Air Putri Waiyoho tourism as a whole, Message design: The Tourism Office in designing messages is the use of sentences based on the beauty of each tourist object in each region, Media Selection: The media used is based on the availability of funds. Print media, such as brochures, online media, websites, and social media. Attending events is also carried out by showing documentary videos about tourist attractions.

Keywords: Communication Strategy, Promotion, Air Putri Waiyoho Tourism

1. Introduction

Tourism promotion is an urgent matter in regional tourism development, especially about increasing the number of domestic and foreign visitors, which will linearly increase foreign exchange, expand employment opportunities, and preserve local culture and personality as embodied in the spirit of tourism (Sahrin, 2022). Communication strategy is a calculation of conditions and situations that are faced, and that will be faced to achieve effectiveness. The lack of access to information communication concerning tourism potential and city government activities in the field of tourism shows the non-functioning of communication media in supporting activities related to tourism promotion (Mingkid, 2015)

One of the tourism potentials in West Seram Regency is Air Putri Waiyoho in West Seram District. The tourism potential in West Seram Sub-District has considerable tourism potential in that the existence of this attraction can currently be optimized and managed correctly. This is due to the managed supporting infrastructure. Tourism has become necessary for all levels of society to develop tourism, namely to introduce natural beauty, culture, and customs (Hidayat, 2016). Promotion, as conveying information about a product (goods or services), is usually carried out compellingly to the audience's aims besides informing and persuading the audience to respond positively. Promotional activities are one of the practical activities for an organization or company. Cleanliness of promotion is influenced by many factors, such as the ability of the source of the message to carry out the presentation of the purpose of communication into a compelling and effective message for the communicant, the determination of choosing the type of promotion, the accuracy of using the media to convey the message and the attractiveness of the message (Sutisna, 2002).

Aulian & Sari (2021), in her research, said that tourist objects are one of the natural resources that should be proud of. Every region of Indonesia has its uniqueness in terms of

beauty and customs, so it can attract tourists to visit it (Aulia & Sari, 2021). There are countless tourist attractions in West Seram Regency, from the variety of small islands decorated with white sand, curves of rivers that add to the natural charm, and decorative fountain knick-knacks marked with rainbow grains. Of the various tourist charms in West Seram Regency, one of the most interesting, beautiful natural attractions frequently visited by local tourists in West Seram Regency is the Air Putri Waiyoho tourist site, which is in Kawa Village, West Seram District. The location of Putri Waiyoho Water is generally not well known by the wider community. Still, for some people, the West Seram Seram has become a favourite place for residents to be creative. However, obtaining information or promoting the Air Putri Waiyoho tour is constrained by the lack of media publications and difficulties for local and foreign tourists. This made the government, hamlet heads, and the people of West Seram Regency think hard to continue developing tourism in the area, one of which is in Kawa Wisata Air Putri Waiyoho Village. This famous West Seram Regency tourist village is in West Seram District. According to Setiawan, the promotion has an important role, so it is an activity that must be carried out by companies in order to carry out promotional programs if their products are to be widely known by consumers and successful in target markets (Setiawan et al., 2014). This research aims to analyze the promotional communication strategy used by the West Seram Regency Tourism Office in increasing visits to tourist destinations.

Based on this background, the problems that will be discussed in this study are the communication strategy of the West Seram district tourism office in promoting Air Putri Waiyoho tourism in Kawa Village. Tourism is always related to the instinctive human need to know, seek, study and enjoy something not found where they live. According to Pendit (2002), Tourism is several relationships and symptoms resulting from the stay of foreigners, as long as their stay does not cause temporary residence and businesses or permanent search for full employment. Promotional activities are carried out with various sources, such as marketing mix elements in promotional activities carried out to market tourist destinations, namely through advertising and publicity. Personal Selling or personal Selling, sales promotion, direct selling, public relations, and other social media activities (Nursyadiah, 2023).

2. Method

The type of research used in this research is qualitative research. According to (Sugiyono, 2015), the instrument or research tool is the researcher in qualitative research. The researcher here as an instrument functions to determine the research focus, select informants as data sources, collect data, assess data quality, interpret data, and make conclusions or findings. This research is in Putri Waiyoho Water Tourism, Kawa Village, West Seram District, West Seram Regency. The data collection techniques used in this study include:

- a. Observation. Observation is the observation of the object under study, directly or indirectly, to obtain data that must be collected in the research. In this case, the researcher will observe related to the Communication strategy of the West Seram Regency Tourism Office in promoting Putri Waiyoho water tourism in Kawa village to the community and vice versa.
- b. Interview. The interview was carried out in a conversation with a specific purpose by two parties, namely the interviewer who asked the question and the interviewee who answered the question. Interviews in this study were conducted using in-depth interview techniques. Researchers can ask informants about the facts of an event in addition to their opinions about existing events. Researchers can also ask informants to share their opinions and use them as a basis for further research. The question is open-ended and leads to in-depth information to explore the views of the subject under study on many things, which are helpful for further research. The parties interviewed were the Head of the Tourism Object

and Facilities Development Section, the Head of Business Development and Tourism Marketing, representatives of the Kawa Village community, and visitors to tourist attractions in the western part of the Seram district. This interview was carried out repeatedly with the same informant, with questions increasingly focused on a problem as the information collected became more detailed and in-depth. The implementation of this interview included tourism promotion communication strategies, supporting factors, obstacles to promoting tourist objects, and steps for solving these various obstacles.

- c. Documentation. Documentation is used to obtain data in archives or books supporting research. Data was collected from the reports and written, illustrated, recorded, and printed statements, namely organizational structure, general description of Putri Waiyoho water tourism, and data regarding tourism in the West Seram Regency.

Data analysis techniques in this qualitative descriptive study were carried out before, during, and after completion in the field. Miles and Huberman stated in (Sugiyono, 2010) that data analysis in qualitative descriptive research is carried out as long as the data collection process is completed within a certain period. The data analysis techniques used in this study are:

- a) Data Reduction Stages. At this stage, the researcher reads, studies, and analyzes what has been obtained from the interviews, which is reduced. Data reduction is a form of analysis that refers to classifying, removing unnecessary, and organizing the raw data obtained according to the need to answer research questions.
- b) Data Presentation. This stage is carried out by organizing the data, a collection of organized information that gives meaning and is categorized and draws conclusions about the thought processes of the informants, in this case, the problems that the researcher examines in the field.
- c) Conclude. At this stage, the researcher tries to conclude the subject based on the thought processes of the informants in responding to statements in the form of interviews stated by the researchers. The verification is intended so that the assessment of the suitability of the data with the intent contained in the basic concepts in the research is more precise and objective.

According to (Ary, 2010), Qualitative research produces data in words or pictures, not numbers and statistics. The analysis and discussion in the research are based on tourism communication based on local wisdom.

3. Results and Discussion

Overview of Research Locations

West Seram Regency is part of the Province with an area of 84,181 square kilometres or around 11.82 per cent of the total area of Maluku Province. Geographically, the Regency is located at 2.550 South Latitude to 03.30 0 South Latitude and 127 0 East Longitude to 55 0 East Longitude. Administratively, in the North, it is bordered by Seram. In the South, it is adjacent to Southwest Maluku Regency. It is adjacent to Central Maluku Regency in the East, and in the West, it is with Buru Regency. 10 of 2010 concerning the Expansion of Districts in West Seram Regency.

Topographically, the West Seram Regency has a tropical marine climate and a seasonal climate. The average air temperature is 26.4oC, the maximum temperature is 31.4oC, and the minimum temperature is 22. oC. The average amount of rainfall is 198 mm, with the highest value occurring in July, namely 508 mm, and the lowest in February, namely 48 mm, while the highest number of rainy days occurs in October, namely 24 days, and a little in February, namely three days. The average irradiation intensity was 58%; the highest occurred in July at 39%. The average air humidity is 86%, and the average air pressure is 1011.9 (MLB). The

average wind speed is 3 knots, with the most outstanding wind direction occurring in July at 19 knots from the West—overview of Featured Tourism Objects in the Western District.

Seram Island, Maluku, is indeed famous for its beauty and natural beauty that is still maintained. Tourism on Seram Island itself is indeed famous for the beauty of the beach or sea. If you travel to Maluku, especially Seram Island, you can include many tourist destinations in your holiday agenda. The western part of Seram is many places. West Seram (SBB) is a district located in Maluku Province, with the Piru sub-district as the capital. The western part of Seram is surrounded by sea, with the South bordering the Banda Sea, the North by the Seram Sea, the West by the Buru Sea, and the East by Maluku Regency. This geographical condition makes the average temperature in West Seram 26.20°C, so this Regency has warm weather. Not only surrounded by the sea, West Seram also presents the natural charm of waterfalls, tropical forests, caves, springs, and mountains. Not to forget the fascinating cultural and historical charm that can make tourists glance at various attractions in West Seram. The following is a list of tourist attractions in West Seram.

Strategies for Selecting Communicators from the West Seram Regency Tourism Office in Promoting Tourism Air Putri Waiyoho

The promotion strategy in the tourism sector is important because the tourism sector is an industry that continues to grow rapidly, and competition will become increasingly stringent. Hence, the tourism promotion strategy has a very large role (Rachmayanti & Rina, 2018). Before determining the strategy, it is important to understand how the typology of the community will be used as the target audience (communicated: recipient of the message) (Hidayat, 2016). By understanding the typology of the target audience, the communicator can adjust to determine how communication can occur effectively. The right communication strategy will make the communicator and communicant one active and reciprocal interaction unit. In the tourism program, the communicator to convey messages or information to the public regarding the program is the Head of the West Seram Regency Tourism Office Johanis M. Soukota, S. SOS, M. Si. As a communicator, the Head of Service must convey information regarding the Annual Tourism Program clearly and in detail to the public. Such as what events are being held, when they are being held, and where are the venues for these tourism events. As stated by the Head of the Tourism Office as follows: "The promotional communication strategy carried out by the tourism office in promoting Air Putri Waiyoho tourism, that the government of western Seram, especially through the Tourism Office, is technically responsible for managing, developing, fostering regional tourism so far not only for Air Putri Waiyoho tourism but for all the attractions of tourist attractions in this regency, we always maximally show promotional efforts for Air Putri Waiyoho, indeed, in essence, it is a natural bathing place that already exists naturally." (Interview results, Joha,nis M. Sokota. 05 October 2022).

The promotion strategy is one of the steps in marketing management. It becomes a plan companies use to introduce their products, either goods or services, to consumers so they are interested in buying them (Kissya, 2020). Suppose the data presented above is related to theory. In that case, the communicator from the Tourism Office is by the requirements that a communicator must meet according to the researcher's theory. The Tourism Office and its media partners already have credibility, attractiveness, and strength. As the results of interviews conducted by the author with the Head of the West Seram Regency Tourism Office are as follows: "The strategy of publication or promotion and others carried out by the Regional Government but also with the participation of the local community and visitors who come to visit the Air Putri Waiyoho tourist destination". (Interview Results, Johanis M. Soukota. 05 October 2022).

So far, the Tourism Office has collaborated with several media or channels, and there is support from the Village Office and the Regional Government regarding the Selection of media

(channels) used by the Tourism Office. We have websites such as Instagram: @exoticmalukutourism, @dispar Maluku, Youtube: Dinas Maluku Tourism, Tiktok: @exoticmalukutourism, and Facebook: @exoticmalukutourism, @dispar Maluku and @dispar.malukuprov.go.id. as for community participation (visitors) who help to publicize Air Putri Waiyoho tours through personal accounts, for example: via Youtube channels: @CarangTv, @GersopChannel, and @BundaAvie. The media used to carry out promotions is media or channels that are easily accessible to the public.

Strategy for Selecting Messages Conveyed by the Tourism Office of West Seram Regency in Promoting Water Putri Waiyoho Tourism

This is the second indicator in the promotion strategy used to achieve the purpose of the promotion. At this stage, what the Tourism Office must pay attention to is that the messages conveyed in various media must be designed in such a way as to contain the Interest and Attention of tourists. The results of interviews at the message design stage were also conveyed by informants, having similar opinions related to the message design stage, as the results of interviews that the author conducted with the Head of the Tourism Office, stated below: "To design an interesting message, of course, you have to explain what are the advantages of attractions you want to promote. As in West Seram Regency which is the most visited tour in Maluku Province, of course, we have to explain specifically what is in Kab. as follows, starting from natural beauty, cultural tourism and others. The DISPA convey to the visitors to be able to publish it as an example; If one visitor comes to the Air Putri Waiyoho tour, we hope they can also publish it, so the local government asks the community at the dot, visitors to be able to help publish it outside the community themselves." (Interview Results, Johanis M. Soukota. 05 October 2022).

There are also obstacles in promoting the Air Putri Waiyoho tourist destination. As conveyed by the Head of the Tourism Office as follows: "In the name of business there are opportunities, challenges, special problems to promote Air Putri Waiyoho tourism, the main challenges in terms of the availability of existing resources in the field of promotion because you have to have pretty good abilities and competencies in fields such as Aiti designing how a tourist location can be designed better to be promoted". (Interview Results, Johanis M. Soukota. 05 October 2022).

The interview excerpt above states that to design a message that needs Attention is to determine the proper tourist object to become a promotional icon. The message strategy is also essential so that the communication strategy can run well and as expected because this message will change the public's view of Putri Waiyoho Water Tourism and is expected to be able to attract the interest of visitors to the tourist attraction. In this case, the message processed by the Tourism Office must be appropriate to the community's or the communicant's conditions.

Media Selection Strategy (Channel) Used by the Tourism Office of West Seram Regency in Promoting Air Putri Waiyoho Tourism

Media In tourism marketing is important in conveying messages to the target. Choosing promotional media is not easy because media selection is very dependent on the nature and characteristics of each media (Manafe et al., 2016). The Selection of the media is the third indicator in the promotion strategy used to achieve the purpose of the promotion. At this stage, the media is a tool used by the West Seram Regency Tourism Office to convey messages and elaborate messages so that they reach potential tourists. Below are the results of the researcher's interview with the informant regarding the Selection of media used to convey the promotion. The results of the interview the author conducted with the Head of the Tourism Office stated that; "So far the Tourism Office has worked with several media, and added with the support from the village and local government. We have a website that pays Attention to the potential in Kab. The following We are doing this promotion with various strategies. The first is

publication through publication media, TVRI, via social media; we use Instagram, Facebook, TikTok, YouTube, WhatsApp, and others, such as brochures and templates. The media selection also depends on the available funds; the media's determination must be done consistently so that the Desire to carry out promotions will achieve maximum results. (Interview Results, Johanis M. Soukota. 05 October 2022).

Communication using the media, whether it is the main party that determines the media used or the audience that receives messages through the media determined by the main party, requires satisfaction from the media used so that it can be concluded that the media used is suitable for conveying messages to the audience itself.

Discussion

The research shows that the author will discuss the communication strategy of the West Seram Regency Tourism Office in promoting tourism in West Seram Regency. The strategy is to pay attention to the communication components and the supporting and inhibiting factors for each component in attracting visitors' interest in the Air Putri Waiyoho tourist attraction. Kotler & Armstrong (2008) says that determining the target audience will influence decisions about what, how, when, where, and to whom the communication message is delivered.

Communication strategy is planning and management to achieve goals. However, to achieve this goal, the strategy does not function as a road map that only shows the direction but must show how the operational tactics are. Likewise, communication strategy and communication management to achieve a goal (Sumiyati & Murdiyanto, 2018). To achieve this goal, the communication strategy must show how technical operations must be carried out, in the sense that the approach can differ from time to time depending on the situation and conditions. Various forms of promotion strategies carried out by the Tourism Office of West Seram Regency are as follows:

Advertising

One of the media included in the promotional mix is advertising. Advertising is a form of indirect communication to promote products and services (Kotler & Keller, 2012). Advertising is a practical way and has a broad reach. This method is the strategy of the West Seram Regency Tourism Office; generally, advertising can be interpreted as disseminating communication messages to the public to tell something or offer goods and services by renting media. As stated by the party responsible for promoting tourist destinations as follows: "Advertisements are made using electronic media in the form of Audio Visual advertisements, as well as other print media, for example, Brochures". The advantage of using advertising is that it can reach many people. Communication Media is all the means used to produce, distribute/disseminate and convey information (Suranto, 2010). The West Seram Regency Tourism Office carried out a promotional strategy, as stated by Kotler (2008), namely: Advertising the Tourism Office makes advertisements through electronic media in the form of electronic audio the form audio-visual, and print media such as brochures are distributed or cooperates with the Tourism Office in other regions. For advertising to succeed in stimulating buyer action, in communication studies, it is known as the AIDDA formula, namely Attention, contains attractiveness, interest, contains Attention and Interest, and Desire, raises the Desire to try and own. Decision produces satisfaction with the product; Action leads to Action to buy.

What the Tourism Office of West Seram Regency did in applying the AIDDA formula is as follows:

- a. Making the branding "butta panarita lopi" means a shipbuilding place that is the hallmark of West Seram Regency; the aim is to make it easy for tourists to remember.
- b. Attach profiles of tourist attractions in brochures. Shows that West Seram Regency has tourist attractions worth visiting through photographs.

Public Relations

At the West Seram Regency Tourism Office, no employees act as Public Relations. Still, there is a PR function in it, including introducing (promoting) services, making advertisements, obtaining publicity, and motivating investors/entrepreneurs engaged in tourism. Explained by the party in charge below: Even though there are no Public Relations at the West Seram Regency Tourism Office, several PR functions are still carried out by the promotion and marketing department, such as promoting services, making advertisements, publicity, and motivating investors.

Publicity

Concerning the West Seram Regency Tourism Office, it is packaged in the form of an article. Forms are considered more believable and influential because of the promotion of news, not advertising. Making articles aims to support programs or events that will be carried out; for this, we need the support of journalists or, in other words fostering relations with the press. The party in charge stated that publicity was obtained when the Tourism Office held a dialogue event. Several print media covered the event. Promotion in the form of publicity greatly benefits the Department of Tourism. Apart from not spending money, published news is more trusted by the public, and the contents of the news are more detailed and clear.

Sales Promotion

Sales promotion is a promotional strategy that aims to increase sales at a particular time. In its implementation, sales promotions are short-term, offer rewards, generate quick reactions, are sales-oriented, differentiate themselves from competitors on certain occasions, and provide actual value to the products and services offered.

Demonstration

Demonstration in promotional activities is intended to present new knowledge to the public by demonstrating how to use a product with authentic ingredients. In the promotion strategy of the West Seram Regency Tourism Office, demonstrations demonstrating tourist attractions are usually held at tourist attractions.

Personal Selling (face-to-face sales)

According to (Hermawan, 2012), Personal Selling is face-to-face communication between sellers and potential customers. It forms a customer's understanding of the product, and they will try to buy it. Personal selling can be interpreted as a relationship between two or more face-to-face to create a reciprocal relationship to create, change, use, or maintain the relationship. In face-to-face sales, direct personal contact between the seller and the buyer creates two-way communication. Besides explaining or informing about tourist objects, personal selling activities also accommodate complaints and suggestions from buyers. The advantage of face-to-face selling techniques over other promotional techniques is that there is a direct interaction between the seller and the buyer so that the exchange of information regarding likes or dislikes for a product can be assessed quickly. Face-to-face sales are more effective than other forms of promotion because you can find direct complaints and suggestions from other parties regarding security, cleanliness, and infrastructure in the West Seram Regency tourist attraction.

Exhibition

Exhibition activities aim to demonstrate a product or service; the West Seram District Tourism Office participates in exhibitions such as archipelago tourism objects.

Factors that influence efforts to increase tourist visits to the Air Putri Waiyoho tourist destination, West Seram Regency

The promotion strategy dramatically influences the number of tourists visiting. Still, it is also unavoidable that there are factors that support or hinder efforts to increase the number of tourists in the West Seram Regency.

Supporting Factors

West Seram Regency can be said to be a tourist spot because it has several exciting tourist objects which are God's creation, one of which is the Air Putri Waiyoho tour—attractions to visit. The variety of tourist objects in West Seram Regency is a tourism potential still being maintained and preserved. Therefore, it is the West Seram Regency Government's task to obtain improvements for tourism development. One of the supporting factors is that facilities and infrastructure are essential in increasing tourist visits, as is the case in the Air Putri Waiyoho tourist area, which is adequate, such as houses for shelter and places of entertainment, and so on.

Inhibiting Factors

- a) Funds. West Seram Regency is one of the tourist destinations constrained by the issue of funds to promote tourism objects, even though the area is one of the tourist destinations. Meanwhile, to attract tourists, funds are needed to carry out promotions. More than funds provided by local governments are needed. Therefore the government always expects more. Support from investors/entrepreneurs engaged in tourism.
- b) Human Resources. The human resources in question is society. Human resources are significant in the success of tourism in West Seram Regency, especially in the Air Putri Waiyoho tour. The local community creates good security, and community friendliness is essential to tourism. Always creating a conducive atmosphere in an orderly manner, maintaining security and cleanliness, and being friendly to everyone must exist in every society.
- c) Language. Language is an effective communication process in promoting to audiences, especially English. In this international language, the Tourism Office explained that they find it difficult to communicate directly with foreign tourists due to a lack of mastery of the language.

4. Conclusion

Based on the results of the research that has been done, it can be concluded as follows: The Selection of communicators used by the West Seram Regency Tourism Office in promoting Air Putri Waiyoho tourism is by placing communicators who have credibility and knowledge about Air Putri Waiyoho tourism as a whole, draft messages from the Tourism Office in designing messages, namely the use of sentences based on the beauty of each tourist object in each region, and the Selection of media used is based on the availability of funds. Print media include brochures, online media, websites, and social media. Attending events is also carried out by showing documentary videos about tourist attractions.

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