

Website Management www.kemenpar.go.id in Promoting Lake Toba As an Indonesian Tourism Object

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Abstract

Promoting Indonesian tourist destinations is done by the Ministry of Tourism through the Division of Legal and Public Communication Bureau where in this case the public relations plays a role in promoting and introducing Indonesian tourist destinations. The Ministry of tourism develops a strategy of disseminating information that its implementation by PR. In developing the program of 10 New Bali Tourism Minister Arief Yahya intensified the utilization of digital technology through website. Website management is very effective to introduce Indonesia's natural wealth, tourist area of Indonesia, tourism in the region must also carry out its role in social media well. The role of new media is considered as a very important thing in disseminating Wonderful Indonesia. The country's increasingly famous Country branding is believed to have a major impact in the development of Indonesian tourism. This research is conducted with qualitative approach, as field research that intends to understand the phenomenon about what is experienced by research subjects (company, manager, community). The research method used is descriptive qualitative research method about website management www.kemenpar.go.id in promoting Lake Toba as a tourist attraction in Indonesia. The results of the website management research provide open information to the public and there is a Basic Law binding the Ministry of Tourism provides information in the field of tourism directly. Website of the Ministry of Tourism is quite influential to the promotion of tourism, with the policy set by the President of Indonesia Jokowi Dodo.

Keywords: Website, Promotion, Lake Toba Tourism Object

Introduction

Background of Study

Nowadays, most of countries in the world consider the sector of tourism as an industrial community that has an important role in supporting a country's economy. The economic growth has been gained particularly for developing countries through the sector of tourism, therefore they create the community in sector of tourism as destination in order to drive the country's economy. The sector of tourism will be able to build other sectors, for the tourist destination be alive, it also brings new jobs, improve the living standards through income, and increase public welfare as the economy growth.

The Ministry of Tourism is the institution that should be responsible to the President, and leaded through a minister. The Ministry of Tourism has the task to organize government issues in the sector of tourism, for naturally assisting the President in supporting the state of government. We hope the Indonesian tourism sector can manage and provide a lot of income for the Indonesian economy. Indonesia is popular destination for tourist due to the most countless beautiful islands that Indonesia owns, it can attract tourist as their main destinations. Thus, we need exclusive management through the Ministry of Tourism to manage well so that either local or foreign tourist keep having high interested to visit Indonesia. The purpose is to

make Indonesia known as the greater community in tourism, furthermore it will increase foreign exchange.

The Ministry of tourism has the website relating to the sector of tourism managed through the bureau of the law and public communication. Its existence is led by the chairman Dr. M. IQBAL ALAMSJAH, Ak., M.AA, it means the bureau of the law and public communication has been taking care of tourism industry, hopefully the website can be as an information to make The Ministry of tourism much more disclosure to the public.

The Ministry of tourism involves division media management for more publications in promoting Indonesia as the tourist destination, its role needs public relations as image of Indonesia to introduce as tourism destinations. Public relations is implemented The Ministry of Tourism which has strategy in developing information to the public. In performing, The Ministry of Tourism has the function of "Communication Management", this program as the main activity which is need Public Relations to represent its institution to go public for reaching the target audience.

In developing the corporate identity and reputation, public relations must create a positive image, trusty, and have a good relations. There is an effort to achieve those image through "Communication Management"

whom carried out as the PR's activity, using the method of communication and state of being which is closely to the activities. Recently, the tourism is the largest exchange in Indonesia, so that the sector contribute huge progress while experiencing the program. There are various potentials that can make the universe be more familiar with Indonesia, therefore it requires the product quality as the reason in balancing between Indonesia and its management for creating Indonesia to be known wider around the world.

The Minister of Tourism, Arief Yahya stated to use of digital technology through official website tourism to introduce the Wonderful Indonesia brand for flapping the wings, it becomes the world identity of national tourism. The website itself is the most effective tool to introduce Indonesia which is started from our natural resources until tourist area, and each regions must take a role toward Social Media management. The result has proven the progress the Brand of Wonderful Indonesia expanded its wings, so that Indonesian tourism must emerge continuously from various channels.

When people get the information, it coincidentally is not happened. There is huge role to convey the message through website company, it is done by a Public Relation as management for delivering trusty information's. There is no differences gap public relations amongst government institutions and companies, they are used through organization as liaison between the

publics. A public relation carries out the tasks as an obligation of the government to the public, as well as delivery information's, explain policies and more activities as public relations.

The role of media is considered as a very important tool in spreading the "Wonderful Indonesia." Country branding of the land is increasingly famous and we believe that it influences in the development of Indonesian tourism. Technology always is showing up the progress, it makes information quickly and widely spreading, as we know, there are many companies or organizations use the website as a tool to communicate toward the public, it is not only the website but also as a media of information and promotion for companies to introduce tourism destinations.

The Ministry of Tourism has appointed 10 new tourist destinations, it is called "10 Bali Baru" using the metaphor is to put precious pressure on the "performance" of each region that can match Bali which can bring four million foreign tourists a year. There are ten tourism destinations that are becoming the government's priority in 2016, such as Lake Toba (North Sumatra), Belitung (Babel), Tanjung Lesung (Banten), Thousand Islands (DKI Jakarta), Borobudur Temple (Central Java), Mount Bromo (East Java), Mandalika Lombok (NTB), Komodo Island (NTT), Wakatobi National Park (Southeast Sulawesi), and Morotai (North Maluku).

On Wednesday, April 13 2016, the government policy has set "10 Bali Baru" through their staff of the cabinet secretariat

with number B 652 /seskab /maritim /2015 at the date of November 6, 2015, according to the direction of President Republic Indonesia regarding tourism. One of the “10 Bali Baru” destinations are Lake Danau Toba, it is set through the President in collaboration with The Ministry of Tourism, and as the main event to performance is “Karnaval Kemerdekaan Pesona Danau Toba (KKPDT) on August 21, 2016 which was held in Balige. The center of carnival for the independence of Lake Toba in 2016 was determined as a celebration of Independence Day in Province of North Sumatra. The Toba Lake has great fascination, thus there is no doubt that tourist destination in North Sumatra is Toba Lake. This lake has natural attractions that are very strong and the level is on the top up the world.

According to the programs of KKPDT, the Minister of Tourism Arief delivers the willingness of the President Republic Indonesia, Mr. Joko Widodo that he wants the celebration of Indonesian Independence day is not only be centered in Jakarta but also other regions. Hence, there were activities were held last year in Pontianak, West Kalimantan. Throughout the day the activities of Pesona Toba Lake 2017, all hashtags had colored through social media and immediately became a trending topic with #PesonaDanauToba2017. There were thousands of photos, videos and live social media had liven up the Carnival of Pesona Toba Lake 2017 in Balige. Regarding to the minister, KKPDT is a precious manifestation from The President Joko Widodo, hopefully it will expand the next series of Independence

celebrations, so that the atmosphere of August 17 can also be liven even outside of Java.

The promotion Indonesian tourism is aimed to attract domestic tourist, it will soon become prospective tourists. The local tourism promotion is not only to promote as destinations objects and cultures that are owned by regions scattered throughout Sabang until Merauke but also to introduce of tourism brand, it is namely “Wonderful Indonesia.” The Ministry of Tourism’s activities have a special team for servicing any Information and presentations purposely manage the website related those. The hustle of website is much more having various of information’s, such as events in each area, developing destination tourism promotions, that are directly managed by the Ministry of Tourism quoted by the Minister of Tourism, Mr. Arief Yahya based on the press release PPID. A Public Relations is precious needed as an brand image The Ministry of Tourism, look forward the company to assist in managing information and taking care the website while flapping wings of Wonderful Indonesia brand so that it is known by the public to be the next of tourist destinations.

The Scope of Research

According to the background of study has been explained on the previous sub, the author is willing to elaborate the problems that face of The Ministry of Tourism regarding how to Manage the website www.kemenpar.go.id in promoting Toba Lake as tourism destination in Indonesia?

Problem Statement

The objectives of the study are to:

1. To find out the most useful Strategy of Communication the Ministry of Tourism in promoting Indonesian tourism destinations.
2. To find out the contents message while promoting Indonesian tourist destinations by the Ministry of Tourism.
3. How does the Ministry of Tourism sort out the messages that will be conveyed to the public through its website?

The Purpose of Study

The study attempts an in-depth investigation how to manage the website www.kemenpar.go.id in promoting Toba Lake as the most attract destination for tourist in Indonesia. **Objective of the Study**

a. The Advantage in Academic

There is insight in academic aspect, as the results of this study can be used as science in the state of communication , particularly in the field of Public Relations for finding out how the Ministry of Tourism manage the information and delivering to its audience through the official website.

b. The Benefit in Practical

The benefits of this research are practically expected to provide any information to the public relations have been working in the government, regarding points should be improved in managing the information needed by the community. It will empirically gain broad insight knowledge about the communication activities of the ministry.

Literature Review

Review Related Literature and Studies

There are researches that have been carried out on website management by several researchers, one of them are research on website management as a form of publishing information. The Purpose of this research is to find out, describe and explain how public relations strategies can manage websites as management of public information disclosure systems through www.setneg.go.id. The basic concept is the information to the public in the management website: www.setneg.go.id. This managed by PR. The present study used qualitative research methods. This research using triangulation techniques for examining the validity of data. Result indicated that the strategy of Public Relations in openness an information through website www.setneg.go.id (Yuwohno, 2016)

Activity of Public Relations

Communication an also mean that activities in the communication process itself include finding fact finding, through observation, research, literature, media settings, etc., then managing information such as editing, summarizing, identifying, analyzing data, and so on. The final step is to distribute information both verbally and non-verbally.

Government Public Relation

Government public relations is kind of activity that carries out management functions in the field of communication and information. Government public relations plays a role in opening channel access and two-way communication, between government agencies and the public or vice versa, both directly and

indirectly.

Government public relations must also make it possible to provide input regarding the possibility of community reaction to agency policies, whether they are being implemented, will be implemented or are being proposed. In the world of government, public relations is tasked with carrying out public policy activities and public services. One of the government's public relations activities in the field of public policy is to provide various information about government policies that bind the people or society

Job Description Government Public Relations

The functions of the government public relations in Indonesian are basically among others:

1. Protecting government regulations
2. Providing services and dissemination of messages or information regarding policies and up to national work programs to the public.
3. Become a communicator at the same time as a proactive mediator in bridging the interests of government agencies in a matter, and accommodating aspirations, as well as paying attention to the wishes of the public on the other hand.

Managing website

Rayport and Jaworski stated that the steps of managing a website must highlight the seven elements of the design that be called 7CS:

1. Context
2. Content

3. Community
4. Customization
5. Communication
6. Connection
7. Commerce

Company Website

The company's website has various key functions for running and developing a business. The main function is as an image for corporate. A company will be deemed to be up to date and quite bona fide if it has an official address for the company's website.

Research Methodolgy

The Paradigm of Research

This study is used paradigm in the post positivism. According to the rank of axiological, the post positivism paradigm is drawn to have no any relates from objects, there is no either taking sides each other or making an objectivity as prioritize, no value as well. It is explained that researchers must not involve themselves neither their ideology, religious beliefs, nor personal judgments subjective. Hence, the researchers must attempt to eliminate personal concerns.

According to the Lexy J. Moleongm, paradigm is a model that patterned to be something so structured (component and relationship) or how those have function through inside of the behavior that there is a specific context or dimension of time. The perspective of post positivism ontologically has critical realism. It is started

from the point of the realist's view, this genre can see the reality as it is really exist, accordance through law naturally, yet this way is impossible for the researchers as human being to observe correctly the reality on the right track. There is a methodology approach the observation which is no considered, yet it is possible if triangulation is included by using a variety of data methods, researchers and theories. This plot confirms the importance part during interaction is about relationship amongst researchers and objects as long as under study, it should be neutral. This activity can at least reduce the subjectivity. Based on the epistemological, the relationship amongst researchers and the objects cannot be separated while the research on going progress. A truth cannot be revealed, if the researcher is not taking action directly, it cannot get involved with the objects.

The definition above has explained that the study of paradigm focuses based on the subjectivity of research, therefore the orientation of the paradigm post positivism approves to the qualitative research. The paradigm of post positivism does not emphasize the socially meaning action, it means that the researchers do not interpret the subject to attempt the research. Regarding to the policy of law firms and public communications, there is a level of standard

to manage website, thus the researchers are only to find out the real circumstances related to the subjects.

The researchers have concluded that the post positivism is a paradigm that can use qualitative as research study to approach and as the research methods use descriptive. In addition, using the paradigm of post positivism is to reduce subjectivity due to the researcher and the object under study must keep in neutral.

Research Methodology

To achieve the aims of the study, the method will be used qualitative, and to approach the subject, researchers will be entering on the field of research to digest what kind of phenomenon is experienced through the research subjects (corporate, management, society). Lexy J. Moleong stated that descriptive of research is the study to comprehend the occurrence the subject of research holistically, for example behavior, perception, motivation, actions and etcetera. Using the way of description with special context through the shape of words and languages can utilize the various methods search data.

Rosady Ruslan described using descriptive in research can figure out the feature each individual (characteristics), circumstances or certain community. This research is pretty simple. Furthermore, it is

acceptable for only examining one variable, including if the research only has one symptom relationships or much more.

It can be concluded that the research based on descriptive study is only to find out the theory not to examine the theory itself, it is based on either the circumstances or phenomenon, hereinafter this research arises because of the interest of the researchers towards a phenomenon or passing by happen around the researchers, therefore there is no theoretical framework in the research.

Descriptive research is aimed at:

- a. To collect information in actual and detail that describes the symptoms.
- b. To identify problems statement or examining the conditions in practically still valid.
- c. To make the comparison and evaluation.
- d. To determine the people whom dealing with the same problem and learn from their experience for setting the plans which will be decided in the future.

Methodology of Research

Descriptive methods will be used in this research, including qualitative, as the objects are tourist whom get attract toward Toba Lake, and how management The Ministry of Tourism manage its website www.kemenpar.go.id which is used in promoting Toba Lake.

Qualitative method is used to

find out more knowledge of this study, therefore researchers should get in touch with subjects using the method of the descriptive. Descriptive method is to research the subjects and behavior in a certain period in order the researchers are easily to gather informations. To achieve the aim of the study, researchers would like to get information from participants whom become the subject of the research which is related in promoting Toba Lake to attract tourist in Indonesia through its official website www.kemenpar.go.id.

The Subjective of Research

There will be participants in this study, some considerations are made for the the research subjects' criteria:

- a) Head of sub-sector information and service Mrs. Kharisma Citra, S.Sn as key of information, she is The Head of Public Relations whom be in charge of the sub-sector information and service. In the Ministry of Tourism, the official website and social media the Mimistry of Tourism managed through Mrs Kharisma Citra, S.Sn.
- b) Staff website management www.kemenpar.go.id Mr. Farhan Zahri is responsible for content administrator website www.kemenpar.go.id, it is part of public information.
- c) Staff sub-sector information and service Mrs. Fira Handayani as part¹⁷ of

management website for public information.

Data and Data Collection

The Primary Data

a. Interview

Researchers get primary data through in-depth interview. The meaning of interview is about conversation with specific topic. There are two parties in conversation, it is called the interviewer (interviewer) who asks questions and interviews (interviewee) who provide answers to that question. Primary data is obtained through the researchers in conducting the interviews (in-dept interview) and meeting directly (face to face). Regarding the research, interview is possibly happen eventhough it is unstructured, and flexible, as long as the composition of the questions and the wording of each question can answer questions. The subject of the research can be interviewed directly (face to face) and also deeply, it is conducted by researchers in order to get a clear insight and also aim to have data information or facts directly from the relevant and valid resource, related to the research. The results of the interview will be written or recorded through the researchers as an interview material.

b. Documentation

Documentation method is one of the data collection which is used by the methodology in social research to trace data. The documentation method has referred this study to attempt the evidence or data that revolves around

the demographic problem of the research area in the form of letters and official documents from the tourism ministry.

The Secondary Data

Secondary data in this study were obtained by researchers through the literature of study, previously researchers have been reading communication studies based on book reference, and the books principally are relating its standard problems of professional Public Relation. In addition data collection, it is obtained from the module which will be combined with primary data.

Technique of data analysis

Data analysis is an attempt systematically clarify the results from data collection in order to improve the understanding object during the process of study. According to Bogdan and Taylor, as quoted through Koentjaraningrat defines that data analysis is about a process that must be done formally to find themes, then formulate ideas as suggested from the data, those efforts of research are to provide the themes and ideas.

In this research, the authors have analyzed the data which is obtained through qualitative descriptive. The process of data analysis has been begun through review all data that has been obtained from various sources, data are started to obtain from interviews, documentation and various other sources.¹¹⁸ There

is a way to make data can be seen by making them in group so that its result properly is well organized, afterward the researchers prepare clear and reasonable information for further researchers do report them.

The Technique of Validity Data

The data must be investigated in order to avoid either mistakes or errors in the research that has been collected, it is necessary to check the validity data. The validity of data in this study is based on the criteria which is started with the trust using the technique Source Triangulation. Triangulation is a technique to check the validity of data that can utilize findings out of data, the purpose of this technique is to verify or to compare the data. Denzin (1978) distinguishes four types of triangulation as techniques examination that utilize in using resources, methods, investigators, and theories.

The meaning of Triangulation is to compare and examine information through the level of trust, those can be achieved through different time and tools in the process of qualitative research (Patton 1987: 331). Patton stated the meaning about how Triangulations usually use in qualitative research. The reasons are as follow:

1. Compare data between observations and interviews.
2. Compare the way people speak up either in a person or public.
3. Ask them about the research situation, then compare how they do

conversation each day.

4. Compare the situation and perspective each person with various opinions and point of views, such as fair people, middle class or high educated, well to do, and government officer.
5. Compare the results of the interview toward the issue related document.

From the explanation above, it can be inferred that researchers have to see the accuracy of the data obtained during the research through examine the validity of the data that was conducted as the truth of valid.

Result Research

Based on the results of interviews with Mr. Farhan Zahri as staff in the field of presentation and service information as follows: *"The Ministry of Tourism and Creative Economy website has a variety of content such as containing PPID (Information and Documentation Management Officer) (PPID), ministerial tourism message, Act policy, national civil servant candidate (CPNS) vacancies, announcements, and contact forms for information about the tourism ministry, and the press release is part of the media to make a press release for planning organized by the Ministry of Tourism and Creative Economy through the festival."*

Every content displayed on kemenpar.go.id's website has different responsibilities, in the public relations department is responsible for PPID

(Information and Documentation Management Officer) and E-Magazines, photo banks and links uploaded by social media teams. The Bureau of Law and Public Communication focused on the press release. Prioritizing once a week to upload a single narrative. The making of the Press Release uploaded will be released through THP "Government Public Relations" in accordance with the press release provisions are reported and given to the Ministry of Communication and Information after that they are accepted and blamed to 34 ministry ministries. The Bureau of Law and Public Communication has a social media team, from the team a single narrative of the minister of tourism is posted via social media with the hours that have been agreed on in the ministry team.

Promoting Indonesian tourist destinations through the Ministry of Tourism's official website and social media consisting of Facebook, Twitter, Instagram, and Youtube. Like prioritizing the new Bali 10 destinations that have been set in 2016 including one of the toba lakes which is the center of the 2016 KKPDPT "Enchantment of Lake Toba Enchantment Independence", publish destinations divided by teams from the tourism ministry such as the team speeding destinations (team work from the

tourism ministry specifically for the new 10 Bali) that controls and answers quickly from the public on social media. Mr. Farhan Zahri as the staff of the Information Service and Presentation Section (Website Manager) stated about the effective Ministry of Tourism website from the number of people who visited the website. "It is quite effective, because we are official, there are like www.kemenpar.go.id really government. Karen, this is a web that must be valid." Similar reasons were stated by Mrs. Fira Handayani as staff of the Information Presentation and Services Division.

Effective, it can be seen from the website visit that there are visits to the web per day because it can be tracked in the dail but in the current era in the digital era can be updated on social media".

Website Management

This stage is about the results of answers to interviews or research in outline by taking answers based on information obtained directly from the research subject. The management of the website is managed by the Public Law and Education Bureau in the Information Service and Presentation Section. This statement was delivered by Ms. Fira Handayani as Staff Information and Service Presentation Section, namely: "Before we infokan web Kemenpar now more 3rd webiste indonesia travel, [kemenpar. go.id](http://kemenpar.go.id), Indonesian charm. there are 3 why? More the

aim of each website is different if Kemenpar.go.id publishes news or information of the ministry's own policy regarding events, plans of the Ministry of Tourism's work program more to corporate image. While Indo Travel and Indonesian charm focus more on the promotion that is shown to foreign tourists and wisnu nusantara. Target foreign tourists and domestic tourists. Public relations promotes tourism through news, including press conferences, launching destinations, while Indonesia travel with Indonesian charm is managed by Markom-each of them is a tourist foreign tourists and domestic tourists.

Promoting tourism through news, among others, there is a press conference, launching Lake Toba, 3 months before the event took place there was the launching of the Minister of Charm Lake Toba, such as in the office, our ballroom made its release, a photo from PR. material is managed and made as information material for the kemenpar.go.id website. the purpose of promoting Lake Toba or promoting the area. But we take the side of kemenpar.go.id activities from the minister, not promotion to the destination.“\

Public Relations of the Ministry of Parias managed content containing news about press conferences, launching destinations, and other events. The Ministry of Tourism's Public Relations made a press

release that would later be uploaded to the website. The Ministry of Tourism uses social media such as YouTube, Twitter, Instagram and Facebook to promote the destinations that will be appointed or visited by many people by using the tag #pesonaindonesia #wonderfulindonesia. In addition, the website is designed with Indonesian nuances such as the appearance of Mount Bromo, Wayang Kulit, Indonesian traditional dance, and others. In the use of the language used according to EYD Enhanced Spelling there are 2 languages used in Indonesian and English. tollbar consists of profiles, policies, news, e-magaze charms, public information,. On the homepage of the website there are applications of the Ministry of Tourism, Government Public Relations, Director y Links, Tourist Visit Statistics, Calendar of Events every year, Ministerial Speeches and Contact us.

The Ministry of Tourism's Public Relations follows the predetermined SOP in managing the website as it explains the mechanism for requesting public information in the Ministry of Tourism.

Mrs. Kharisma Citra as the Head of the Information Presentation and Service Section said that:“*For the Public Law and Information Bureau, manage the official website of the country. The name is kemenpar.go.id, it is related to the PPID whose*

function is to provide open information to the public and there is a Constitution that binds us to provide information directly” We have a social media team to post the destinations that we adopt, from culinary, tourism, culture, and others. Because our team has determined hours to post when it is posted. Like the stage we want to before pre-post events on events.

Contents Messages in Promoting Indonesian Travel Destinations

The message conveyed by the Ministry of Tourism through social media has the value of the content listed on the website. this was confirmed by Mr. Farhan Zahri as the manager of the staff website for the Information Presentation and Service Section, namely: “The content is many, there are ppid, press releases, ministerial messages and many law policies, cpns vacancies, announcements, contact forms if anyone asks the ministry and it is quite fast and easy to understand”.

Mrs. Fira Handayani as staff of the Information Presentation and Management Section stated that: “Focus more on the press release, cu message pack ministers, prioritizing once a single narrative once a week (last night via THP” Government Public Relations “who took care of the single narrative. The results were given to Ministry of Communication and Information later accredited to the 34 ministry ministries blast “They will

post on social media there are certain hours simultaneously in the ministry team. There are statistics on foreign tourists’ visits, the charm of e-magazine and PPID.”A similar reason was stated by Mrs. Kharisma Citra as the Head of Information Service and Presentation Section, namely: “*For the news, the policy has been the policies of the tourism minister, the President’s program and there are 10 destinations, there is a homestay and one of the policies must be promoted. We also have activities to visit the minister or there is also a program in the area as well as content to help the region promote. Now is regional autonomy right? Regions can already develop their own tourism and the center determines its policies, the center also helps promote what they have. So we appeal more.*”

Effects of the Ministry of Tourism Website in Promoting Lake Toba Destinations Promotion of tourist destinations also affects the performance carried out by the Ministry of Tourism in promotional activities while this statement by Mr. Farhan Zahri is as follows: “Influence on destinations through press releases and destination photos to promote the area. For example, Lake Toba festival was appointed the Tobanya Lake destination. “The Ministry of Tourism has set the 10 New Bali nicknames that have been established by the President of the Republic of Indonesia Jokowi Dodo and Minister of Tourism Arief Yahya, that has been justified and explained by Mr.

Farhan Zahri as the manager of the staff website of the Presentation and Information Services namely: "Yes, it's quite influential.

The effect will continue to be as rich as this year 2017 and there is quite a large one too because Jokowi's orders continue to be preserved such festivals develop the Lake Toba destination. Examples of the promotional effects of the 2016 KKPDPT: like yesterday there were several foreign tourists specifically to see Lake Toba festival "A similar reason was also stated by Mrs. Kharisma Citra as the Head of Information Services and Presentation Section, namely: "Very big. It's very big, yes, now we have the website for the whole world. We talk about tourism, we leave it to social media, the conclusions are clear about tourism and it is clear about tourism and it has been very influential. If we talk about official matters, for example, if you open a website, do you want to search about Indonesia, then you compare with our website, you will be more confident with us as official ministry. So there are so many things that we have to guard like trust, writing and sources that are accurate, not camouflage and don't preach sara and others."

"Of course, because yesterday the topic was up to one and a half days. We also promote crazy, for example, for the minimum number of people in Lake Toba, they can know that thousands of people are in their area, the shame

is exact time, as they can come from foreign tourists who want adventure or Samosir, now with the festival they are ready to prepare tourists. it also again trains its community stage holders. Stage holder like a hotel, industry."

The existence of activities and activities promoting the destination through public relations media (PR Media), namely all forms of media (facilities / channels / channels) that public relations practitioners use in their work with the aim of broad publications so that public relations market products or services are better known by the public.

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Discussion

Based on the results of the research conducted there are several processes that must be carried out in website management which include fact finding, planning, action, and communication and evaluation to get maximum and satisfying results to achieve the objectives as maximum and satisfying suggestions to achieve as information delivery public Kemenpar website aims to publish information about tourism that has been managed by the Bureau of Legal and Public Communication in the staff of the Presentation and Information Services section. There are several sections to manage the website including e-magazine, single narration, ministerial tourism speech and message, destination promotion, press release, press conference. Look at the tollbar consisting of profiles, policies, news, e-magaze charms, public information.

On the homepage of the website

there are applications of the Ministry of Tourism, Government Public Relations, Directory Links, Tourist Visit Statistics, Calendar of Events every year, Ministerial Speeches and Contact us. The Ministry of Tourism's Public Relations follows the SOP that has been determined in managing the website such as explaining the mechanism for requesting public information within the Ministry of Tourism. The Ministry of Tourism website has 3 websites consisting of Indonesia travel (ind.travel), kemenpar.go.id, Indonesian charm. The purpose of the website itself is different. First kemenpar.go.id to publish the ministry's own news or information regarding events, the tourism ministry's work program plan focuses on corporate image. Unlike Indonesia travel (ind.travel) and Indonesian charm is more focused on discussing promotions aimed at state tourists and domestic tourists.

The management of the ministry website contains the Ministry of Tourism promoting the new Bali program including Lake Toba which is the center of the 2016 KKPD and is still being carried out to date in 2017. Based on the results of the research, it was found that the management of the website www.kemenpar.go.id in promoting destinations

As a tourist attraction in Indonesia refers to Terry Flew's theory

explaining about new media namely computing and information technology, communication networks, digitalised media and information context, convergent or abbreviated as 4C (Computing, Communication, Content, convergent). The purpose of the website management is to more precisely promote the destination and provide information to the public about tourism, so that the public knows the information that was previously managed in advance by the presentation and information services section of the public communication bureau. tourists who visit it. Website views such as design, content, will be changed more recently today. The tourism ministry promotes Indonesian tourist destinations through websites, social media, regional events and festivals to be promoted. Effective enough to promote tourist destinations because the website is a definite official government official website for information that has been posted, the function of providing information directly.

Based on the results of interviews regarding the Ministry of Tourism's communication strategy, there was an updated and real-time activity with national events or festivals. Kemenpar activities are also published through social media with live so that the activities of the tourism minister are known and seen by the public. The

Tourism Ministry gave a caption on social media that reads “please visit the Ministry of Tourism website”. For the website itself, upload the press release before and after the event is over and post photos that go to the event. The Ministry of Tourism created a PDF teaser campaign for national events such as sea games and carnivals the upcoming one is up to the news.

According to Onong Uchjana Effendy, the strategy is essentially planning (planning) and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows direction, but must be able to show how operational tactics. Based on the results of interviews conducted by researchers regarding the content of messages contained on the website the ministry has positive content. The contents of the message discuss PPID, press releases, ministerial messages, CPNS vacancies, Law policies. The contents of the messages on the website also discuss tourism promotion activities and ministerial activities aimed at promoting destinations in each region. According to Charles R. Berger, quoted in his book Stephen W. Little John and Karen A. Foss, entitled Theories of Human Communication 9th edition Cognitive plans provide important guidance in activities in compiling and disseminating messages to achieve goals. An awkward message plan

allows communicators to reach their goals more and more efficiently; so that communication competence is very dependent on the quality of the plan on the individual.



Sumber: www.kemenpar.go.id

Conclusion and Suggestion

Conclusion

The researchers concluded all the explanations about this research in the previously chapters. They are gained from the results of research that had been conducted by the researchers through in- depth interviews. The researchers will describe all the result of interview in short obviously description. In addition, the researchers will accept any advice as a consideration for improving the results of research both academically and practically in order to make this study amazingly better rather than now.

There are several activities in managing official website The Ministry of Tourism www.kemenpar.go.id website that has been organized through the Bureau of Law and Public Communication in the department of service and informasi, as follows:

1. The official website The Ministry of Tourism www.kemenpar.go.id is managed

by staff of the Bureau Legal and Public Communication, its aim absolutely to promote Indonesian tourist destinations. In The Ministry of Tourism there is a regulation within the law and constitution to give an open information for society out there to make the government and people can directly connect each other. People will greatly helped through official website of government, due to the content of the www.kemenpar.go.id provides us about ministerial policies, news about PPID, press release, interesting message from the Minister of Tourism, The Minister of Tourism's policy and laws, vacancy as public servant, announcements, contact registration, e-magazine and narrative information.

2. The Ministry of Tourism's website is under responsible by the head of the service and information based on system that manages "ASDEP" in order to help people do research about tourism's policies.
3. There are different tasks to Manage the official website www.kemenpar.go.id, it is started from the PPID, its function is to provide openly information to the public. The reason to provide information directly to the public due to there is the constitution for arranging the information. Public Relations work to maintain content which is filed news with press conferences,

launching new destinations, and other events related to the tourism. The Ministry of Tourism's Public Relations can do press release that would later be uploaded to the website. It uses social media such as YouTube, Twitter, Instagram and Facebook to promote the destinations to be raised or visited by many people while using the hashtag #sponaindonesia #wonderfulindonesia. In addition, the website is designed with Indonesian nuances from the appearance of Mount Bromo, Wayang Kulit, Indonesian traditional dance, and others. Having language as acceptable language is using Bahasa and English, both of the languages are appropriated in the spelling of EYD.

4. There are several strategies in communication that have been used through. The Bureau of Law and Public Communication, one of the strategies are engaging with The Ministry of Tourism's website and social media for presenting information, the other strategies surely is to keep in touch on the live streaming via Instagram while telling the followers about new worth destination, The Minister's visits, tourism events. The Bureau of Law and Public Communication will be going to continuously upload press released and photo documentation within the framework of the event. Those can be seen through

official website The Ministry of Tourism.

5. The Bureau of Law and Public Communication always exploit their official website and social media to make a teaser campaign for national events such as the upcoming sea games and carnivals so that the news will be reaching to the public. The Ministry of Tourism has department for each of them must hold the festivals or promotions, they are assigned to appoint new destinies in each area through do the broadcasts and footage photos furthermore post both of website and social media.
6. There is will be news upload related to The Minister Tourism's policies, to promote destinations, the activities of the Minister of Tourism while his visiting or some catchy programs in several regions to attract many tourists.
7. Website is quite more influence on tourism promotion, for instance Toba Lake destinations (10 Bali Baru), it becomes new icon of North Sumatra that has increased the number of foreign tourists visit there, specifically to see the event of Toba Lake festival Pesona Toba Lake in the Independence Carnival Day (KKPDT) in 2016. The president of Indonesia, Mr. Joko Widodo attended the event, he asks to preserve such festivals in developing Toba Lake as main destinations.
8. Every destination will be decided from

the Ministry of Tourism, then it will be discussed by 34 Ministries of institutions, and the President significantly gets involved to promote new destinantions while campaign "Indonesia Travel" through official website.

Suggestion

Here in after the research, that researchers can provide any suggestions related to the Management of the Website [www. kemenpar.go.id](http://www.kemenpar.go.id) in Promoting the Destinations of Toba Lake as a Tourism Object in Indonesia. Hopefully, those are expected to be useful for generating the existence of Public Relations toward website of the Ministry. Here are some suggestions as follow:

Academics Recommendation

The following are the recommendation by the academics, researchers present this in two sections:

1. The results of this study can be used as a reference for further research, especially those whom have willing to conduct website management, it can be a fine research in promoting the companies based in the tourism sector destinations.
2. This study can be used as one of the references are especially in majoring Communication of Public Relations in particular using the science of communication on online media such as media websites.

Professionals Recommendation

It is strongly recommended that website should be maintained well as professional media, here are the explanations:

1. Researchers suggest that the appearance of the www.kemenpar.go.id must be improved such as color, design regarding the website. In order to attract the public, then the website of the Ministry of Tourism can appeal of many visitors.
2. Toolbar website must be renewed for next updates, because the appearance of the website when we open smartphones and PCs are quite different. The Portrait on the smartphone will experience a cut of the website display and the image toolbar look terrified.
3. There should be limitation in managing website and social media in order to have more professional in its publication, for involving which parts will be covered. It suggests to make equal publish between tourist destinations or those related to tourism.
4. The Bureau of Law and Public Communication is willing to give the feedback, their staff are more responsive to accept any complaints or questions related for website visitors. It is not only website but also social media and those whom visit The Ministry of Tourism in the department public information.
5. In the digital era communication, it is

better to keep do coordination each other between the members in the department for promotion of destinations on the website and facilitate visitors through the access all the information to find out about tourist destinations.

6. Transparency is the main issue related to the budget both of events and festivals, because every region has different budget and it is full of responsible by The Ministry of Tourism.
7. There is a division whom given the tasks in every region to maintain office space in the bureau law and public communications. So that, government should add the staff at The Bureau Law and Public Communication to prevent when other staff are on duty outside the city in carrying out their work from the Ministry of Tourism.

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