

# Communication Strategies in Efforts to Restore Tourism Villages During the Covid-19 Pandemic

(Study at Pentingsari Tourism Village, Sleman)

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**Abstract**—This study aims to find out how the communication strategy was carried out by managing the Pentingsari tourism village in Sleman Regency during the Covid-19 pandemic. This is motivated by the absence of tourism activities, which results in no economic turnover in the tourist village so that it affects the income of the local community. This study used a research method with a qualitative approach. Data collection was carried out by interviewing selected informants using a purposive sampling technique and source triangulation to test the validity of the data. The results are summarized using the planning model Assessment, Communication and Analysis, Design, and Action (ACADA) and based on analysis by the author, the processes carried out include: 1) describing the background of the problem, 2) using all communication channels and objectives in maintaining the existence of a tourist village, so that people believe that the discussion of the tourist village of Pentingsari can survive and continue to develop human resources in the current pandemic, 3) conduct deliberations by involving management and tourism village communities, 4) and convey a message of optimism to all village communities to maintain hope and protect the village. Theoretically and practically, this research is expected to provide a reference in the study of communication science and input for tourism village managers.

**Keywords**—*innovation, communication, tourism, strategy*

## I. INTRODUCTION

The period of the Covid 19 pandemic had a very influential impact, especially on the tourism sector. The tourism sector in the Special Region of Yogyakarta experienced economic losses of up to IDR 81 billion [1]. The tourism sector, which is usually always sided by the side with crowds of people during this pandemic, has changed. Everyone who used to spend weekends on vacation now suddenly can only be at home and is prohibited from making crowds because of government policies. The spread of this pandemic can be slowed down, and it is hoped that it can disappear quickly. As a result of the Covid-19 Pandemic, which has lasted for several months, it has

weakened economic activity. Economic activities include production, distribution, and consumption activities [2].

Efforts to restore tourism villages require communication and innovation strategies. Communication strategy is a combination of communication planning and communication management to achieve a goal. To achieve this goal, the communication strategy must show how the operation is tactical in the sense that the approach can change from time to time, depending on the situation and conditions. Communication strategy is a determinant of the success or failure of communication activities effectively. Thus, the communication strategy, both macro (planted multi-media strategy) and micro (single communication medium strategy), according to Effendy, has a dual function [3].

There are three goals of change in carrying out a communication strategy: changes in awareness, attention, and loyalty. Systematic and tactical that is done in identifying channels to develop ideas and opinions through these channels to provide understanding to the public is a communication strategy that must be carried out on an ongoing basis [4]. Therefore, in shaping attitudes, public behavior, and convincing the public, a communication strategy is necessary [5]. There are five things in the communication planning model according to Cangara [6], namely: 1) Assessment, namely by describing the description of the problem, 2) Communication and Analysis, namely mapping the availability of existing communication infrastructure, developing communication objectives, and implementing evaluation indicators, 3) Design, namely the steps in the form of determining and determining the selection of the communication strategy, 4) Action, namely the implementation or action.

From previous studies, it was found that the focus of discussion in prior studies is related to communication strategies, both related to the development and marketing communication strategies in tourist villages or on tourist objects [7-9]. However, no one has discussed communication and innovation strategies for the recovery of tourist villages

from previous studies, especially during the Covid-19 pandemic like today. The majority of these studies only focus on communication strategies. Therefore, this study aims to provide a descriptive understanding of how the communication and innovation strategies carried out by tourism villages, especially the critical tourism villages, recover during the Covid-19 pandemic.

## II. METHODOLOGY

Data collection techniques in this study were conducted using interview techniques. Research subjects as informants, which means people in the research background, are used to provide information about the research background's situation and conditions [10], as for the subjects in this study are subjects who know clearly about the communication strategy in the recovery of a tourist village during the Covid-19 pandemic. The number of subjects in this study was four people divided into two central management of the Pentingsari tourism village, Mr. Doto as the chairman and Mr. Isnaini Fajri plus two people involved in managing the tourism village. The subject selection technique used was purposive sampling. Researchers tended to select informants who were considered to know and could be trusted to be data sources to know problems related to communication strategies in the recovery of tourist villages during the Covid-19 pandemic in depth. In this study, only selected data informants came from the management of the Pentingsari tourism village. There is no definite limit in interviewing techniques in determining the number of samples [11]. Previously, the researcher explained the purpose and purpose of this interview as research material to understand communication and innovation strategies in the recovery of the tourism sector in Pentingsari Village. As a triangulation to support and strengthen interview data, researchers also used secondary data sources. Interviews with two other Pentingsari tourism village board members were also carried out to improve the results of the previous discussion. To increase the validity, other data also need to be added [12,13].

## III. RESULTS

According to Hafied Cangara [14], the ACADA communication planning model consists of Assessment, Communication and Analysis, Design, and Action.

### A. Assessment / Problem Background

The main problem experienced by the village of Pentingsari tourism is the absence of visits from tourists. The lack of visits impacts the absence of economic turnover and no tourism activities in the village. This situation results in the return of the village community to carry out their rural activities. Which before the pandemic, the village community already got benefits that can be felt from tourist visits.

*"What is clear is that the main problem is that there is no visit, no visit means there is no economic turnover or no activity, it must be the same problem, only the second problem is that we cannot face this pandemic with the most basic*

*strategy, namely in the village, meaning we have to think about how for six-seven months maybe until a year in the future we are without any activities related to tourist visits, now that we are creative how to invite people to return to their original activities as farmers even though they are already active as farmers, as villagers but yesterday get the benefits of tourist visits, visiting guests who travel."*

The absence of tourist visits is based on government regulations that limit the movement of people to travel from their places of origin, especially from areas with high positive cases. Because based on existing data, tourists visiting the tourist village of Pentingsari come from big cities in Indonesia such as Jakarta, Surabaya, to foreign tourists. Apart from that, the management and village officials also anticipated it in a limited way because, indeed, activities in the tourist village had a lot of interaction with residents.

### B. Communication and Analysis/Mapping the Availability of Communication Infrastructure, Communication Objectives, and Application of Evaluation Indicators

Pentingsari tourism village administrators open all lines of communication. Pentingsari tourist village has a tourism Penta helix, so it is possible to open communication channels to see which one is the most supportive. Pentingsari tourism village was also chosen to be one of the 13 tourist villages in the pilot project for sustainable village development and sustainable tourism. The presence of information technology media supports it. Local government is also one of the infrastructures for communication, one of which is to prepare a promotion system.

*"We open all communication channels. We have a tourism pentahelic so that we open all channels, whichever allows support. We have just been selected to be one of 13 villages that are included in the pilot of sustainable village development and sustainable tourism projects, and the presence of information technology media supports that because we have been doing it for a long time and finally got such support, there are not many villages like that. Both their local governments have prepared a promotion system."*

Pentingsari tourism village is not very strong with social media because the management acknowledges the limited human resources. Therefore, currently, the administration is conducting digital marketing training for village promotion by involving young people in the village. Of course, the exercise's usefulness is to expand the information to be conveyed, but not by hard selling but only soft selling.

The purpose of the communication that is expected by the village is to provide information that this village is still feasible to become a reference for the development of a tourist village and a reference during a pandemic like today because the tourist village of Pentingsari can survive the current pandemic with various existing problems. So, the communication to be achieved is to remind that the tourist village of Pentingsari still exists, we can still do it, and there are still activities.

*"We only explain and provide information that this is still worthy of being a reference for the development of a tourism village so that I have many friends in the area who they will study because learning about the importance of sharia in current conditions is still appropriate because we can still survive. Communication is made like that, reminding us that we still exist, we have done it, we have activities that are indeed a tourism village."*

#### *C. Design/Determination of the Communication Strategy*

The primary step in determining the communication strategy carried out by the Pentingsari tourism village is deliberation, deliberation, which is carried out by presenting the management and also the community. Then next is to conduct hearings or coordination with the government and third parties. This was done to see support for programs that will be carried out by the village. The village will also communicate with the buyer either directly or through intermediaries such as travel agents, because travel agents have so far had a lot of influence on a large number of tourist visits to tourist villages, so there is a need for communication to reach an agreement regarding policies taken in the future. This pandemic.

*"One thing is for sure, we have deliberation, deliberation with the management and deliberation in the community, secondly we also conduct hearings or coordination with the government or third parties, and thirdly we will also discuss with buyers, whether buyers are direct buyers or intermediaries, namely the travel agency."*

#### *D. Action/Implementation or Action*

So far, no action has been taken because they still see the ongoing situation. After all, there are still extension regulations issued by the local government, extending the emergency response status. The government, in this case, the tourism ministry, has yet to issue a decision on tourism villages. Still, the village minister has agreed that tourism villages can be reopened, but the regional tourism office has not decided either. So that what the management currently does is to maintain the hopes of the community or the expectations of the city that they are an important part of a tourist village, if the community is enthusiastic about caring for their village, maintaining their homes, managing their environment is an important part of future hopes. So far, activities such as clean Friday are still running, the purchase of shuttle cars is still being carried out, sponsorships are still running. Improvements to the technology system are still being carried out by the management of the Pentingsari tourism village. However, regarding the reopening of the tourist village, it is unknown because it still sees the existing conditions and sees how the tourism climate is.

*"We don't have anything yet, because significantly as a leader I still see the government's doubts, especially the regional government, because if we look at Jogja, the emergency response is always extended and makes us doubtful. The two tourism ministry governments have yet to decide on*

*tourism villages. Still, the village ministry government has said that tourism villages can be opened, even though the tourism office itself is still waiting for confirmation. So what we are doing now is keeping people's hopes up, keeping people's hopes that they are an essential part of village tourism activities, if they are passionate about caring for their villages, looking after their houses, managing their environment, that has become an essential part of their hopes for the future, clean Friday is still running I bought a shuttle car that is still running, there are sponsors, there are improvements to the technology system, we have done that, but we don't dare to open it because I will adjust to the existing situation."*

## IV. DISCUSSION

Pentingsari tourism village is one of the tourist villages located in Sleman Regency, Yogyakarta Special Region Province. This tourist village also feels the Covid-19 pandemic impact, which ultimately resulted in the cessation of economic turnover in the village.

### *A. The Role of Administrators in Restoring the Tourism Village*

To restore the tourism village during the Covid-19 period, of course, tourism village management's role is very much. From a governance perspective, Gall et al., [15] emphasized that strong leadership and involving tourism actors is essential to bring about social and transformative change after a natural disaster. Because there is no clear information about when this pandemic will end, the first thing that is done by the management of the Pentingsari tourism village is to keep the people's hopes up or to maintain the people's hopes that the community is an important part of a tourist village, therefore if the community is enthusiastic about caring for their homes, caring for their environment, caring for his village is an important part of his future hopes. Seeing what the village administrators are doing to the community, the village administrators try to convey an optimistic message to the community that this tourism village will rise and be victorious again in the future. Hence, the management invites the community to maintain and care for current assets in the village—pentingsari. Optimism as a certain style in responding to negative events in life [16]. Hope and optimism are all related to behavior directed to obtain the expected results [17]. So, hope and optimism refer to the belief that in the future good events and those related to positive feelings will occur more frequently than bad events and those related to negative feelings.

### *B. Innovation and Media Utilization Strategy*

Pentingsari tourism village has been running for 12 years so far, and conditions such as this pandemic made the Pentingsari tourism village return to the way it was in 2008, where all processes were carried out slowly or gradually. To maintain the existence of the tourist village of Pentingsari in the minds of tourists, the management of the tourism village makes short-term innovation efforts by utilizing current trends, such as the

trend of riding. After riding, the community can enjoy the dishes that are in the community-owned stalls in the village. From the research Sembiring [8], it is also stated that several programs need to be formulated to realize a desire to realize the vision and mission, one of which is to carry out events. Apart from that, concerning village policies which state that the focus in the future is on quality, the impact that will be felt is the reduced number of people who can tour the village, therefore, to be able to serve people who are not included in the group quota, village officials The tour prepares video technology that contains information about the village. There is also a video about making batik, all of which provide excellent service to visitors to the tourist village.

In utilizing the media, choosing communication media must consider the characteristics of the content and the purpose of the message content to be conveyed, and the type of media the audience has [18]. In this case, the management of the important tourism village opens all routes from the government, the private sector, universities, print and electronic media, and the community. In this case, the local government prepares a promotion system that will be carried out, and then from the private sector, it prepares digital marketing through training. The tertiary institution provides assistance and research related to the latest innovations regarding the tourism business, and the community acts as a way to drive the tourism village communication forum. According to research conducted by Rodih and Yusuf [7], the first media utilization strategy must know which media is owned to avoid waste of costs and must be on target according to the target. The communicators in the study also used all media, both formal and informal.

### *C. Integration of Human Resources and Institutions*

In the recovery of a tourist village during the Covid-19 pandemic, village administrators integrated human resources externally and internally. Research Karta and Suarhana [9] stated that in creating image and brand awareness, it is determined by marketing communication between the organization and internal audiences because it guarantees the creation of sustainable tourism. Internally, the village management focuses on improving human resources, especially among village youth, because the important Sari tourism village is one of the villages that is recognized as still weak against social media use. With these weaknesses village, administrators conduct training for village youths accompanied by the third such as the government and private sector. Apart from conducting the training, the village management also involves young people in the village to enter into the management that aims to learn and gain experience to continue the development of the tourism village of Pentingsari in the future.

Externally, the tourism village management builds integrated communication to all lines, from government, private sector, universities, communities, and tourism service providers. As is also in line with research Sembiring [8] that in achieving communication objectives in the development or

recovery of the tourism sector, it is necessary to collaborate with stakeholders and investors, then coordinate with both central and regional governments. This was done to increase the expertise and ability of the tourism village administrators, which it is hoped that later this can be applied and followed by the village community. This expertise is obtained from third parties' training, training such as digital marketing, marketing, and so on. Apart from increasing integration expertise, it is carried out so that there is good communication of plans related to tourism village policies and also to ascertain whether there are support efforts from related parties with all kinds of consequences by the current pandemic conditions.

## V. CONCLUSION

The communication strategy carried out by the management of the Pentingsari tourism village aims to try to maintain the existence of the Pentingsari tourism village during the pandemic, strive for the community to continue to be able to carry out activities and still be able to get a good economy for their families, to cultivate community behavior patterns towards the adaptation of new habits, ensure that the community and the village were ready when later it was allowed for the tourist village to start operating again.

The first thing that is done by the management of the tourist village of Pentingsari is to maintain the hope of the community and ensure that they are an important part of the tourist village. They also urge the community to keep taking care of their homes, taking care of their villages, and caring for their environment because it is a good asset for later days. Apart from that, strengthening human resources must also be done. With this pandemic, the village can evaluate the shortcomings in their village and use it to become a force by conducting various training and cooperation efforts. Furthermore, collaboration with various parties is also one of the strategies carried out by the Pentingsari tourism village. The parties that are the target of the village management are the government, private sector, universities, communities, travel agencies, and also media friends.

Theoretically and academically, this research is expected to increase knowledge and references in communication science, especially in the field of study of tourism communication strategies during the pandemic. In practical terms, this research is also expected to provide input and suggestions for tourism village managers to restore tourism villages.

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