

Public Communication on the Tourism Sector (Study in Central Aceh District Aceh Province)

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ABSTRACT

Communication media has changed the way the government, private parties or individuals communicate with the public and convey information to the public related to the existing tourism potential. Not only that, not a few tourists share their experiences of traveling through social media such as Facebook, Instagram, Twitter, Youtube, blogs and others. Communication media is also used by people who work in the tourism industry as a marketing landscape. Problems that occur include the lack of access to information regarding tourism potential or government activities in the tourism sector. The government pays little attention to the communication process in the media sector and access to information to the media. The government has not provided information on tourism potential on a regular and transparent basis, whether related to plans or project activities, information on changes to policies and other provisions and conveyed through the right communication media network, so that the public can easily access the information data service. This study tries to understand the government's communication strategy in the use of media to promote tourism and explain the obstacles to the use of communication media in the use of communication media in promoting tourism. Methodologically, this research uses a qualitative approach which will be conducted in Aceh Tengah Regency, which is one of the tourist destinations (DTW) in Aceh Province. The output of this research is expected to be published in international journals or international proceedings.

Keywords: *Communication Strategy, Government Communication, Social Media, Tourism.*

1. INTRODUCTION

Tourism is one of the industries that is very influential on economic development in an area. With tourism, the local government will get local revenue (PAD) from the income of each tourist attraction in the area. The advancement of the tourism industry cannot be separated from the Regional Government. Local government policies in tourism development are very meaningful in supporting the success of national tourism development. The progress of the tourism industry of an area is very dependent on the number of tourists who will come, because it must be supported by an increase in the utilization of the Tourist Destination Area (DTW) so that the tourism industry will develop well.

Central Aceh Regency is one of the tourist destinations in Aceh Province which has the potential to increase tourism in the region. Central Aceh Regency offers a number of tourist objects with their respective

attractions such as nature tourism, agrotourism, arts and culture tourism, and historical heritage tourism. There are several mainstay attractions in Central Aceh Regency, namely Laut Tawar Lake, Pantan Eggplant, Burn Telege, Mene Beach, Lukup Panalam Pier. However, the local government's lack of efforts that have not been optimal in promoting tourism has caused the potential of its tourism objects to not grow optimally. The role of the media is again needed to oversee the movement of tourism activities in Central Aceh Regency. The media must be able to oversee every tourism activity and can ensure that tourists are interested in visiting it again

Social media can spread information quickly and has extraordinary reach compared to any other media. Social media is in great demand by the public as a means to communicate. The use and utilization of social media is one method of promoting and informing government programs and policies and relating and

absorbing the aspirations of the community so that there is mutual understanding for the common interest between the government and the community.

Currently, it is undeniable that the presence of social media is a threat to other conventional media. Social media has changed the way the government, the private sector or individuals communicate with the public and convey information to the public related to the existing tourism potential. Not only that, not a few tourists share their experiences of traveling through social media such as Facebook, Instagram, Twitter, Youtube, blogs and others. Social media is also used by people working in the tourism industry as a marketing landscape

Problems that occur include the lack of access to information regarding tourism potential or government activities in the tourism sector. The government pays little attention to the communication process in the media sector and access to information to the media. The government has not provided information on tourism potential on a regular and transparent basis, whether related to plans or project activities, information on changes to policies and other provisions and conveyed through the right communication media

formulation of the problem

1. What is the government's communication strategy in using communication media to promote tourism in Central Aceh District
2. What are the obstacles in using communication media to promote tourism in Central Aceh District.

2. GOVERNMENT COMMUNICATION

Associated with the context of the study of government communication, until now it must be acknowledged that theoretically-conceptually, the terminology of government communication is not yet known and has not been included in one of the specialization studies, both in the International Communication Association (ICA) and in the Association For Education In Journalism And Mass Communication. (AEJM) as mentioned by Hardjana (1999:6). The current phenomenon shows that the focus of this study is the development of the communication discipline that is developing so rapidly, including government communication. This reality is an implication of the nature of communication science as an applied discipline that constantly interacts with other disciplines, as stated by Hamijoyo (2000:1):

Communication science is an applied science. This means applying scientific principles, theories, generalizations, and scientific discoveries from the four basic social sciences that underlie them. It is

unimaginable for a scientist or communication expert to move on a practical level though. If you do not understand or master the principles of basic social science, because the core of your daily attention is human behavior and social change. This does not mean that as an applied science it becomes passive. Instead, he must be active in creating, innovating, and imagining, through research, development, and dissemination in real situations. In this case he will be guided by problems of practical implementation as well as problems of theoretical conception.

3. RESEARCH METHOD

Research using descriptive methodology with qualitative analysis methods. Qualitative research is an approach that uncovers certain social situations by properly describing reality, formed by words based on relevant data collection and analysis techniques obtained from natural situations[1]. Qualitative research has the characteristics of describing an actual situation, but the report is not just a form of reporting an incident without a scientific interpretation. The qualitative approach emphasizes the meaning, reasoning, and definition of a particular situation (in a particular context). Qualitative approach, more concerned with the process than the final result; therefore the sequence of activities may vary depending on the conditions and the number of symptoms found.

4. RESULT AND DISCUSSION

The Government of Central Aceh Regency has a significant role in advancing tourism in its area which includes five main roles that must be carried out, namely the role of facilitation, regulation, mediation, stimulation and coordination of the private sector and the community in tourism development. To realize all of these responsibilities, the government assigns the Department of Tourism as the motor of tourism. Previously, the Department of Tourism was in the same organization with the Department of Youth and Sports. Since 2021 the Tourism Office has received approval to become a single agency that focuses on one tourism sector.

Referring to observation data, interviews and documents it is known that there are 62 mainstay tourist attractions in Central Aceh Regency scattered throughout almost all regions.

Covid-19 which is widespread throughout the world has a bad impact on the tourism sector. The policy of limiting people's wiggle room resulted in a weak economy in the tourism sector, even slumping, especially in areas that rely on this sector as the main motor driving the economy such as Bali. Work from home policies and social restrictions and lock downs are

strictly carried out in the hope of suppressing the number of spread, but in fact the spread of the virus is getting out of control at least until early 2021. The length of this period of implementation further worsens the condition of regional tourism, national and foreign countries.

The condition of Central Aceh itself is not much different from other tourism conditions in the country. The lack of foreign tourist visits has an interrelated impact such as the number of flights, tourism services and the creative economy. Referring to data throughout 2020 or the second year of the spread of the covid-19 virus, there are only 589 foreign tourists. This number is much lower than in previous years. This downward trend can be understood because many countries, especially Europe, are locking down the region.

Table 1. List of tourist visits to attractions in 2020

No	Bulan	foriegn	domestics	Sum
1.	Januari	49	56.050	56.099
2.	Februari	16	26.925	26.941
3.	Maret	-	23.614	23.614
4.	April	30	13.806	13.836
5.	Mei	49	8.033	8.082
6.	Juni	68	100.754	100.822
7.	Juli	64	27.285	27.349
8.	Agustus	72	25.667	25.739
9.	September	67	24.644	24.711
10.	Oktober	62	23.747	23.744
11.	November	58	23.205	23.263
12.	Desember	52	20.497	20.549
		587	374.227	374.814

Source: Central Aceh Tourism Office, 2020

Public communication can be understood as a message transformation activity carried out in government organizations, messages and symbols communicated are also related to public issues, involving the interests of many people, communicators who are the source of information are also those who are in the formal structure of government, while the communicants come from individuals in government and the people. Public communication in the tourism sector which is the main object of this study can be understood as a form of interaction and message transformation between the government and the community and the government and the private sector.

The public (community) and the private sector in this study have two different roles and functions so that the approach to public communication will also be different. Public communication to the community as a tourism community is oriented towards empowerment, improving the quality of life, and protecting basic rights. Meanwhile, public communication in the private sector

is oriented towards investment certainty where the government has a legal standing for companies that invest their wealth. The private sector benefits from its business activities. However, both of them have something in common in the context of communication, namely the existence of a mutually beneficial relationship between the two parties (mutual relationship).

Alwin Teniro, a coffee entrepreneur as well as community tourism actors, is of the view that the orientation of tourism development in Central Aceh must rely on the community. The community must have sufficient access space to enjoy as well as try from the existence of tourism in Central Aceh, but he does not deny the involvement of the private sector as the owner of large capital to develop tourism in a larger space and form. The position of the community in tourism is as important as tourism itself. Community is social capital whose functions and roles exceed the role of the government itself. An indifferent society results.

The existence of the government which has a position as a regulator as well as an operator in the tourism sector in Central Aceh confirms its central position. Meanwhile, the community and the private sector act as partners who also have an important role.

Utilization of Media in the promotion of tourism in Central Aceh Regency

Communication strategy is one of the determining factors for the success or failure of a communication activity. Within the scope of the government, a clear communication strategy is made that takes into account the circumstances and conditions of the community so that the desired message or goal can be conveyed properly. In addition to the condition of the community, in determining the communication strategy, of course, the government as a communicator also considers long-term goals so that it will always be right on target. The communication strategy also functions as a bridge to promote activities carried out by the government.

Talking about promotion, the government should carry out an appropriate strategy so that the message in the promotion that will be given to the public can be spread evenly and is able to have its own charm. This is done, of course, with the aim of attracting tourists, both from outside the region and the local community. In addition to increasing visitors, of course another reason is that the community is also able to help preserve nature and culture today. The Central Aceh government, especially Dispar, certainly has its own communication strategy which is considered appropriate to be developed so that it is the right step to achieve the target.

One of the communication strategies carried out by the Central Aceh government in promoting tourism is by utilizing communication media. Communication

media is very helpful for the government in exposing various kinds of tourism locations owned by Central Aceh district. Media and communication are two parts which, if packaged properly and with full planning, make tourists interested and decide to visit tourist areas in Central Aceh.

From the results of observations and interviews that researchers conducted with the Central Aceh government in promoting their tourism using communication media such as print media, social media and face to face through events conducted by the Central Aceh Dispar.

Print Media

Print media is one part of the communication media used by the Central Aceh Dispar in promoting tourism in the area. This was conveyed during an interview by informant Arsa Sahara (51) as Head of Marketing, Branding and Promotion:

"Of course, apart from social media, we also carry out promotions from print media such as brochures and billboards"

Brochures are one of the print media used by the government to publish tourism officially in great detail and clearly. This brochure contains information that is arranged in a systematic and orderly manner that explains tourism or about the Central Aceh Dispar itself. Brochures are distributed free of charge and equitably to the public and are designed very attractively to attract the interest of the readers. In addition, there are billboards and banners as print media used by the Central Aceh Dispar to promote tourism in Central Aceh. The contents of the billboards and banners are related to tourism promotion advertisements that are placed at several points in the city of Takengon or Central Aceh.

Print media as a mainstream media still gain public trust, although simultaneously social media has attracted the attention of many people. Public confidence in mainstream media remains high because it is considered that mainstream media is better able to filter information than social media. Therefore, the government still makes this media as one of the media to promote their tourism activities in various forms of news releases.

Awaludin Arifin said mainstream media and social media became two competitors in meeting information needs or both complemented each other in an effort to verify the truth of information. Social media certainly in terms of punctuality in presenting information is superior, because social media. Because in terms of timeliness to present media information is superior because it can be done by anyone without going through the discussion process at the editorial table as done by mainstream media in general. The events presented are only limited to information without a review of the truth

of the information as a fact that can be personally accounted for. Sensor function is only owned by a diverse public and provides spontaneous reactions.[2]

Social Media

Technological advances make all levels of society use gadgets and the internet as a means of communication and information. Nowadays, information can be accessed by everyone very quickly anywhere and anytime. Of course, opportunities like this are also well utilized by the government in promoting tourism in Central Aceh. The government certainly does all kinds of strategies so that all people can clearly access what Central Aceh has as a tourist destination. One form of government taking advantage of the times is by promoting cultural and tourism programs through social media. The government sees social media today as a marketing medium.

From the results of interviews and observations made by researchers, the social media used as a means of promoting tourism are Instagram, Youtube and Facebook. This was also conveyed by Mr. Arsa Sahara (51) as Head of Marketing, Branding and Promotion:

"We, as managers, really take advantage of today's technological sophistication, where everyone uses social media as a means of communication and information. We also promote tourism in Central Aceh itself, the social media are Instagram, Youtube and Facebook" (Central Aceh, 18/10/2021).

The development of the internet brings many changes for the community as well as the government, people can connect with each other in an easy way. The government is also likewise, the easier the job to do, communication between the ruler and the community can be more intense, direct and fast.

Digital is like a revolution for people. It brings changes to almost everything. It brought about a change from mechanical-analog patterns to digital electronics.

Referring to the history of technological development, digital technology is inseparable from the revolution itself (1770-1850) in the form of the birth of water-powered mechanization technology, while in the second proide (1850-1940) gave birth to an electrification system in various fields. Electrification became the basis for the development of motorization and automatic mobilization technology and in the fourth period of the industrial revolution (1940-1970) that made the digital revolution possible in the next period.[3]

Jeff Bertolucci said that digitalization began to spread around the world in the 2000s after becoming a phenomenon in western countries in the 1990s. By the end of 2005 more than one billion people on earth had used the internet. Three billion more people on earth used mobile phones in 2010. In 2015, internet access

with tablet computers and smartphones exceeded internet access by using desktop computers.[4]

The Government of Central Aceh believes that internet and social media assistance is able to provide information and promotions that are carried out can be received equally in all circles of society.

Instagram is a social media used by the public to upload videos and photos. The Central Aceh government uses Instagram as a medium for tourism promotion, even now brochures are also available digitally so that brochures are also uploaded on Instagram.

5. CONCLUSION

The government, the community and the private sector are three parties that cannot be separated from the narrative of tourism development in Central Aceh. The government is responsible for providing legal certainty, realizing proper facilities, and providing open and transparent information that can be accessed by the entire community. The community then has an equally important role, namely caring for what has been built and realized by the government. In the tourism narrative, people are positioned in two places as tourist objects as well as actors

As an object of society, it is the party who is subject to government policy. The community carries out what they are ordered to do, but they are also tourism actors. The success of tourism relies on the community's commitment to maintain and care for all available public facilities. The community also has the right to enjoy and open a tourism business.

Communication between the government and the private sector can be seen from the communication pattern built with the principles of openness and direct service, namely services that are carried out quickly to make it easier for investors. The feedback given by the private sector is to uphold the values of local wisdom and make the community as a party that supports the private sector in the business wheel, so that the private sector does not immediately shut down their long-established business.

This study also shows that the use of communication media is still very limited and comprehensive for each sector. The use of digital platforms has not been oriented to the created approach so far, so far it is still limited to the use of available platforms (available utilizations). This is quite clear from the reality on the ground where tourism information is still compiled in manual catalogs and some other evidence is still distributed in conventional media.

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