

MARKETING COMMUNICATION STRATEGY OF HALAL TOURISM BY TOURISM OF WEST SUMATERA PROVINCE

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Abstract— Formerly, halal label we can find on food, beverages, cosmetics and drugs. However, as the development of the lifestyle of the developing community ranging from financial products such as insurance, Islamic banking, and non-alcoholic entertainment places and no sex, even today the tourism sector such as hotels and recreation places also labeled halal. The trend of sharia tourism also increased rapidly in various countries. One of Indonesia, which intensively develop and optimize the halal tourism sector. Abu Dhabi Arab reorganized World Halal Tourism Award (WHTA 2016). In WHTA 2016 competition then Indonesia won 12 categories represented by several Provinces in Indonesia one of West Sumatra. The purpose of this research is to know and analyze the strategy communication marketing of halal tourism by Tourism Office of West Sumatera Province and media strategy and message that is used to get "Three Best of Award" and make tourism minister and society believe that West Sumatera can represent Indonesia. This study uses Qualitative method of Descriptive. The results of this study note that the Department of Tourism of West Sumatera Province uses marketing communication mix such as Advertising, Publicity, Event and Endorser as marketing communication strategy, and media strategy and message.

Keywords— *Marketing Communication Strategy, Marketing Communication Mix, Halal Tourism, Tourism Office of West Sumatra.*

I. INTRODUCTION

Reviewing the current world economy that is very aware of the Islamic economy that plays an important role for global income. There are several significant economic sectors that are increasing pharmaceutical, culinary, fashion, Islamic finance, insurance industry, entertainment and tourism. Seeing all these sectors has entered the concept of halal in every product. This Islamic economy is triggered because of the demographic number of young Muslim market is large enough, the rapid growth of economics in the majority of Islamic countries, and the number of Muslims in the world spelled out the majority.¹

Formerly, halal label we can find on food, beverages, cosmetics and drugs. However, as the development of the lifestyle of the developing community ranging from financial products such as insurance, Islamic banking, and entertainment places that no alcohol and no smell of sex, even

today the tourism sector such as hotels and recreational areas also labeled halal. Seeing the trend of lifestyle traveling today is in great demand by young people even all walks of life. Make the tourism sector grow rapidly, and expand its wings dikancah International. The trend of sharia tourism also increased rapidly in various countries. There are several countries that have started sharia tours with different sharia tourism names. The names among other Islamic Tourism, Halal Friendly Tourism Destination, Halal Travel, Halal Lifestyle, and so forth. These are the top 10 countries of the Organization of Islamic Cooperation (OIC) Malaysia, Turkey, UAE, Saudi Arabia, Qatar, Indonesia, Oman, Jordan, Morocco, Brunei and Non OIC in Global Muslim Travel Index 2015 Singapore, Thailand, South Africa, France, Belgium, Hongkong, USA, Spain, Taiwan.²

Based on the above data, Indonesia is in the sixth position of 10 Islamic majority countries and 10 Islamic minority countries are in demand by Muslim tourists. Seeing this great opportunity, the government of Indonesia did not remain silent, various steps were taken. Rely on each Provincial and City Tourism Offices that work together to fix the parawisata sector to halal label. Sharia tourism in Indonesia is called by the name of halal tourism. Where halal tourism is an activity supported by various facilities and services provided by the community, businessmen, government, and local governments that meet the provisions of sharia. 3 Halal tourism not only for the Muslim community, but nonMuslims can enjoy this kosher tour. Halal tour is just the same as we travel healthily, because avoid the foods that are forbidden according to Islam where the food is medically unhealthy for human health. So, this tour is suitable for all market segmentation (general).

Shortly after receiving 3 awards at the 2015 International World Halal Travel Summit (WHTS), on December 7th, 2016 Indonesia won 12 out of 16 different nominations at the same venue but with a different theme World Halal Tourism Award (WHTA) 2016.

Indonesia is among others World's Best Airline for Halal Travelers: World's Best Family Friendly Hotels: The Rhadana Kuta Bali, World's Most Luxurious Family Friendly Hotels: The Best Halal Travel Website: www.wonderfullomboksumbawa.com, World's Best Halal

¹ (Source: www.kemenpar.go.id, accessed September 7th, 2017 at 8:20 WIB).

² <http://www.kemenpar.go.id>, diakses pada 7 September 2017, pukul 09:29 WIB

Honeymoon Destination: Sembalun Valley Region Nusa SoutheastWest, World's Best Hajj & Umrah Operator: ESQ Tours & Travel, World's Best Halal Destination: Sum atera Barat, World's Best Halal Culture Destination: Aceh.⁴

This is a tremendous boon that Indonesia is able to defeat countries that have already excelled in the World Halal Trourngism Award (WHTA) 2016 like Malaysia, Turkey and Thailand. Currently, Indonesia is in the fourth position up two levels from the previous. Seeing the victory achieved Indonesia, Tourism Ministry represented by Tourism Minister Arief Yahya said that would be more optimistic in the future to promote halal tourism in Indonesia. "Indonesia's determination to become the number one Halal Tour destination in the world".⁵ He believes that Indonesia will become the center of halal tourism in the World in 2019. With all forms of efforts and improvements in infrastructure and regulations in various tourism sectors throughout the Province of Indonesia.

However, of all the categories mentioned above that there are 3 Provinces that dominate from others. Among them are West Nusa Tenggara, West Sumatera and Aceh Provinces. Each province has its own appeal. The Ministry of Tourism focuses its attention on these three Provinces because the "Three Best of Award" has great potential and can represent Indonesia. Researchers interested to examine West Sumatera as an object of research researched by researchers. Marketing communication strategy and media and messaging strategy used in halal tourism by Province "Adaik basandi sarak, sarak basandi kitabullah" is to get "Three Best of Award" and make tourism minister and society believe that West Sumatera can represent Indonesia.

This research chooses the focus of research is how is the strategy of halal tourism communication by the Tourism Office of West Sumatera Province. As well as how the strategy messages and media strategies used Marketing Department of Tourism Province of West Sumatera in marketing communications through marketing communication mix. This study aims to determine and analyze the marketing strategy of halal tourism tourism by the Tourism Office of West Sumatera Province. And knowing the strategy messages and media strategies used Marketing Department of Tourism Province of West Sumatera and strategy messages and media strategies used Marketing Department of Tourism Province of West Sumatera in marketing communications through marketing communication mix.

II. BASIC THEORY AND RESEARCH METHODOLOGY

2. 1 Basic Theory

Marketing Communications

Marketing communication is a communication activity aimed at delivering messages to consumers and customers by using a number of media and various channels that can be used in the hope of three stages: change of knowledge, attitude change, and change of action desired.⁶(Rd.Soemanagara (2008: 4)

³Kemenpar, 2012: 12

⁴(Source:<https://www.cnnindonesia.com/gaya-hidup/20161027144829-269168441/dukung-indonesia-menang-di-world-halal-tourism-awards-2016/>, accessed on September 12, 2017, at 10:43 pm)

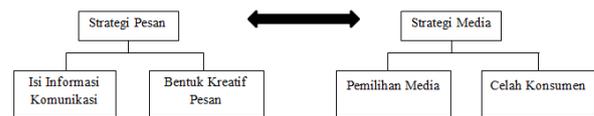
⁵(Source: <https://travel.dream.co.id>, accessed on September 12, 2017, at 11:43 pm)

Good communication is expected by the Provincial Tourism Office of West Sumatera is able to convey marketing communication messages Halal Tourism from the Province of West Sumatera to local communities and abroad. Marketing communication is also able to achieve the purpose of West Sumatera Dispar.

Strategies for Effective Marketing Communications

There are two strategies in achieving the communication objectives used by marketing in marketing their products, namely message strategy and media strategy. The message strategy explains the content of communication and creative strategies. While the media strategy includes two media subjects namely the selection of media and the gap of consumers.

Figure 2.1 Communication Strategy Components



Sumber : Mahfoedz (2010:28)

Based on the picture above, there are two components of communication strategy is the strategy message and media strategy, the following explanation:⁶

1. Order Strategy

In a message there is content and form of message. Before designing the content and form of messages, target market segments must be selected first. The target market is chosen because it has the background characteristics that lead to similarities in process and consumption behavior. Marketers should be wise in designing a messaging strategy according to their target market. Marketers convey information about products aimed at generating consumers' appetites to make purchases.

a. Communication Content

In conveying the message, the marketer has several goals and objects of communication. The media used should also be appropriate. Each object indicates a particular consumer's need at the same stage of the purchase process and for that reason it is possible to use the information in the same way.

b. Creative Strategy

After identifying the target market and developing communication objectives, marketers must create target market elements to find out the demand for the company to motivate the target market to decompose and integrate marketing messages. There are two types of messages to attract consumers, that is first informational or rational, both emotional or transformational.

⁶Mahfoedz (2010:28)

Informational attractiveness is a marketing effort to convey information about a product to a consumer that is applied to a rational buying process. Through advertisements in print media that convey information about the product, publicity efforts in the form of articles contained in print media containing facts and figures, presentation of product explanations by salespeople, all presented to appeal to rational appeal.

Emotional or transformational attraction is an attempt to influence consumer suggestions that will use the products offered. On suggestive television commercials and the effect of salespeople are very effective for creating emotional appeal on the products they offer.

2. Media Strategy

There are two types of media strategy namely the selection of media and the gap of consumers.

- a. Media selection is the channel used to convey messages. Whether the selected media is in compliance with the target market
- b. The consumer gap in the form of time and place to deliver the message to reach its maximum reach.

Marketing Communication Strategy

The concept of communication strategy explained by Onong Uchjana that the success or failure of an effective communication activities much determined by socialization strategy by way of communication.⁸ Onong Uchjana (2003: 299).

Thus, the Tourism Office of West Sumatera Province can be seen communications effectively or not seen from how communicated.

Marketing Communication Mix

In conducting marketing activities, each company strives to establish its marketing strategy and target market. The marketing activity starts from producing a product until the product is received by the customer. According to Lamb, Hair and Mc Daniel marketing communication mix is a unique product, promotion and pricing strategy designed to generate mutually beneficial exchanges with the intended market.⁷ According to Freddi (2009: 23-29) there are several promotional tools that are better known as promotional mix (Promotion Mix) consists of 4 variables, but used only 2 ads and publicity that is:⁸

1) Advertising

Advertising is a non-individual communication with a number of costs, through various media conducted by companies, nonprofits or individuals. Advertising can be interpreted as a form of nonpersonal achievement paid by sponsors to present promotional ideas or ideas from certain goods or services.

- a. Print Media: Newspapers (Newspapers), Magazines, Brochures and Direct Mail.

- b. Electronic Media: Audio Media and Audio Visual Media.
- c. Outdoor Media: Billboard, Signboard, Banners and Sticker.

2) Publicity

Publicity is an attempt to stimulate the demand for a product in a nonpersonal manner by making commercial news about the product in printed media or not, as well as the results of interviews published in the media.

3) Event

According to Didih not just above, the media also exist in the form of Event Marketing in the media category of promotion means here is a series of activities organized by the owner of the brand or product so that interaction between customers with products in a particular activity.⁹ Various event activities include entertainment events in the form of musical performances, watching together, performing arts and theatrical. In addition there are still other forms of events that are still used by marketers to promote products such as sport events, exhibition, seminars/convention events, competitions, and others.

4) Endorser

According to Didih, Endorser is an icon or a specific figure used in promotional activities aimed at supporting the effectiveness of delivery of product messages.¹² The endorser could be an island, big name company, cartoon character, sports star, famous person, public figure, and who often is an artist. The rising artist is the most enjoyed choice by marketers to support promotional activities.

Halal Tours

In Indonesia, sharia tourism is called a halal tour. While abroad various kinds of naming sharia tourism such as islamic tourism, halal tourism, halal travel, as moeslim friendly destination.

Halal Tour Purpose is:

- a. Optimizing the potential of regional tourism through the development of halal tourism destinations in a more progressive and directed.
- b. Provide comprehensive and applicative guidance for stakeholders in developing halal tourism destinations.

The goal of this Halal Tour is:

- a. To realize a comprehensive understanding of the parties in developing halal tourism destination as one of Indonesia's tourism assets.
- b. Making Indonesia as the world's best halal tourism destination in order to work on the great opportunities of halal tourism market to 20 million foreign tourists and 275 million wisnus travel in 2019.

⁷Freddi Rangkuti,(2009: 21).

⁸Freddi Rangkuti (2009: 23-29).

⁹Didih (2006: 109-110)

¹² Mahmud Mahfoedz, (2010: 29)

¹³(Mahfoedz, 2010: 28).

Figure 2.2.3

Destination Mix by RIPPARNAS



(Source: *Kajian Kriteria Pengembangan Destinasi Pariwisata Halal*)

Destination mix according to RIPPARNAS there are two aspects of destination and tourist activities. This Muslim-friendly system is seen from two aspects in the picture above. Where the halal tourism will run or have a tourist activity if the destination mix such as territorial, tourist attraction, Amenitas, Accessibility, Community Empowerment and the last Investment is running well. When six mixes have been done and running well, Recreational Tourism Activity, Shopping Tour, Kuliner Tour, Alternative Tour, and others will run in accordance with the desired goals and expectations.

According to Article 1 of Regulation of the Minister of Tourism and Creative Economy of Indonesia No.2 Year 2014 concerning the guidance of the implementation of sharia hotels business, the meaning of sharia is the principles of Islamic law as governed by a fatwa or approved by the Council of Alim Ulama Indonesia. Meanwhile, according to Sofyan syariah tourism is broader than religious tourism is a tour based on the values of Islamic sharia. There are three general criteria of sharia tour:¹⁰

1. Have an orientation to the common good
2. Have an orientation of enlightenment, refreshment, and tranquility
3. Avoid idolatry and khurafat
4. Free from vice
5. Maintain security and comfort
6. Maintain environmental sustainability
7. Respect the socio-cultural values and local wisdom.

If according to Muhammad Munir Caudry Halal tourism is a tour that has a new concept that can not be equated with Umrah or haj tours.¹¹ However, according to the Ministry of Tourism (2012) halal tourism is an activity supported by various facilities and services provided by the community, businessmen, government and local governments that comply with the provisions of sharia.

Based on the above statement can be concluded that halal tourism is a wide range of tourism activities and supported facilities and services allowed in Islamic teachings that meet the needs of Muslim tourists, provided by the business

community, local communities, government. As well as this tour can be enjoyed by various kinds of non-Muslim tourists.

2.2 Research Methodology

In this study, data were collected in the form of interviews, field observations, field notes, documents either personal documents or official documents from relevant sources. So, this study aims to describe the reality in depth related data collected. Qualitative method used is qualitative in the form of descriptive. Qualitative descriptive is research by collecting data in the form of words, images and not numbers.

The researcher's consideration uses qualitative methods because the qualitative method is to understand the phenomenon that is happening naturally (natural) in the circumstances that are happening naturally. This concept emphasizes the importance of the nature of data obtained by qualitative research, ie natural data. Natural data obtained from interviews or direct expression of the subject of research and documentation or records in the field. The data collected in this study can not be presented in numerical form, but can be described in Bahasa form.

III. RESEARCH

3.1 Research Result

3.1.1 Message Strategy and Media Strategy in Halal Tourism Marketing Communications by Tourism Office of West Sumatera Province

3.1.1.1 Message strategy in Marketing Communications by the Tourism Office

According to Mahfoedz said that in a message contained the content and form of the message.¹⁵ However, before designing the content and form of messages, target market segments must be selected first. The target market is chosen because it has the background characteristics that cause similarities in process behavior and consumption. Marketers should be wise in designing a messaging strategy to achieve their target goals.

Contents of Communication Information

After the data analysis researcher has been described and categorized it can be concluded that each media used almost the same in the delivery of the message content information. Fill information from electronic media, print, outdoor, publicity, endorser and event. The contents of the communications information messages conveyed are informative and persuasive. The use of photos and captions on electronic media such as online media (social media, website) in harmony, such as when vote West Sumatra then when the caption mention Vote West Sumatra Indonesia in 2016 WHTA event, the background photo is a map, diversity of art, and natural attractions shown in order not to misinterpret in visual and text. Likewise with other media content of the message usually depends on the target target of the Dispar itself eg target young people, the photos or video destinations to be made interesting, beautiful, and caption interesting, but when the discussion is about the rules for stakeholder information for Halal Tour in West Sumatra runs fast then the

¹⁰Sofyan (2012: 33).

¹¹Kemenpar Assessment Report, 20115:

¹⁵Mahfoedz (2010:28)

narration on the caption (message content) will be structural as the government gives orders.

West Sumatra has religious diversity, tolerance is always used in any case. In the content of the message was the same, so that there is no gap in one of these religions especially about Halal Tour, before Dispar explain the meaning of Halal Tour first through talk shows-talk show in electronic media such as Radio, Television, etc. So other religions also know that this Halal Tour can be consumed by all religious parties. And do not forget also that all religions participate in developing Halal Tour in West Sumatra, places of worship such as pagoda was used as tourist attractions of tourists who want religious tourism. The use of hastage also on social media also makes it easier for consumers (the public) in searching for news about Halal Sumbar Tourism. Suppose as used *#MinangalTourism*.

The main purpose in conveying this message is to create a positive image of West Sumatra in society, especially the Muslim community. At least when they travel to West Sumatra do not worry anymore for culinary problems, and other tours because halal tours guarantee the needs of the Muslim community. And the second goal is to increase the visit of foreign tourists especially Muslims, increase local revenue, improve the economy of local communities.

3.1.1.1.1 Message Creative Form

The creative form of the message delivered is of course different from each media used. First on electronic media such as television, radio and online media. Among the three media above just the creative form of the message delivered in different ways. On television and radio the creative form of messages such as programs. If the television in the form of travel program is entertainment so that people can enjoy with direct tours of West Sumatra are served through programs such as MTMA and Indonesia Morning Show. While the radio in the form of talk shows conducted by the figures of Halal Tour itself such as the people of the Department of Tourism or Ministry of Tourism. Another with the online media just like social media and websites used Dispar West Sumatra. The form submitted in the form of photographs, pictures and videos Halal Tour of West Sumatra coupled with a description dication translate photos in text so that readers also understand the intent of the message form. The use of photos looks interesting because of good editing. The colors, the villages, the typology of letters, and the logos are all set up so that when looking at social media the form of an interesting message that looks like a poster. However, for event photos, nature tour photos, culinary tours are usually photos taken with a good camera and a reliable photographer for the photos are also interesting without editing.

Secondly, the print media here Dispar uses the newspaper as a medium of delivery of messages with target targets but nothing special in the form of own newspaper. Third, outdoor media shapes are used using attractive colors such as green, blue, and so forth. The colors are indeed in line with Halal Tour. Fourthly, the publicity of the creative message form is delivered just like other news in general informative and educative for the community. Not only that, the publicity on the online papers is usually the title given to attract readers to

want to read. And this is one of the creative message form strategies. Suppose the "3 awards granted by West Sumatera at WHTA 2016 Abu Dhabi, West Sumatera condemned other provinces", with the form of a sentence like this makes the reader curious. Fifth, the event is a simple form of media but with different packaging with other media. The creative form of the message conveyed by this event is more on the experience of the audience. The audience feels directly the message conveyed by the event through activities that are directly followed by the audience. Sixth, Dispar endorser using Audun Kvitland citizens of Normegia. Creative form of the message used was shaped song. So that the viral video duration of 3 minutes 10 seconds is in the virtual world to outside Indonesia. Is one of the creative form of the message is not accidental but the community became aware with West Sumatra.

Do not forget also Dispar always use the tagline as a form of creative messages, for the Aware community with Halal tourism West Sumatera *#AyoKesumbar* and *#MinangHalalTourism*. And never forget every form of message all the media with the logo "Serenity of Minang" and it is only owned by West Sumatra with the characteristics of the horn of a custom house such as buffalo (home bagonjong).

Marketers generally use two types of messages to attract consumers that are first informational or rational and both emotional or transformational. (Mahmud Mahfoedz, 2010: 29). Dispar itself uses rational appeal, because to avoid the disappointment of foreign tourists coming to West Sumatra. Usually delivered through original photos and videos so the reality is more visible.

3.1.1.2 Media Strategy in Marketing Communications by the Tourism Office

The media strategy describes two media subjects used to convey a message to the consumer (public). First, the media is the channel used to convey the message. Second, the consumer gap in the form of time and place to deliver the message to reach the maximum range (Mahfoedz, 2010: 28). The West Sumatra Provincial Tourism Office uses a media strategy to communicate its marketing of Halal Tour to its target audience.

3.1.1.2.1 Selection of Media

The tourism office of West Sumatera Province uses several media as media strategy for marketing communication of Halal Tour. Media used in the form of electronic media, print media, outdoor media, publicity, Event and Endorser.

Selection of the above media in accordance with the target Dispar own local and mancanegar, according to the target of each media used. But Dispar own target all the same media that is for the wider community. Based on the results of the analysis of each media researchers even most of the target audience for local West Sumatra, such as print media and outdoor media. All media used by Dispar most effective in delivering messages is online media. Because online media there is no boundary space and does not cost very much. However, in the analysis of Dispar researchers have not maximized the use of social media as a marketing communication medium, for example youtube. Now youtube

is the second medium after an effective television to communicate and be able to change opinions and attitudes audiences. The purpose of using all the media above is so that the target targets can be reached by the Tourism Office of West Sumatra Province. Hence there are various kinds of media used.

3.1.1.2.2 Consumer Gap

Marketing Dispar West Sumatra Province itself has a lot of media and every media used there is no time limit in posting or impressions. For outdoor media is not always baliho it is used, billboards change according to the time set by Dispar own. Likewise with time periodic endorser in accordance with the artist or character. For the event, the schedule has been determined through the West Sumatera event calendar. The tourism office is not too targeted target. The most important thing is that Dispar has provided valid and rational and current messages and information.

IV. CONCLUSIONS AND RECOMMENDATION

4.1 Conclusions

The message strategy and media used by Dispar West Sumatra Province:

1. The Content of Communication Information on promotional mix media used is informative and persuasive. Using photos, videos, hastages with captions. So the audience is not multi-interpretation in reading the text on the media promotion mix used because the text in accordance with the photos or video in use. The main purpose of communication information submitted by Dispar through promotion mix is Halal Tourism Pematran West Sumatera Province.
2. The creative form of the message, Dispar always use their own logo so that has a characteristic of the other provinces, do not forget any media is always there bagonjong house as a form of message kratifitas. As a After the text edit has ben completed, the paper is ready for the template. Duplicate the template file by using the Save As command, and use the naming convention prescribed by your conference for the name of your paper. In this newly created file, highlight all of the contents and import your prepared text file. You are now ready to style your paper; use the scroll down window on the left of the MS Word Formatting toolbar.
3. whole each media creativity form of the message is different considering the target of different audiences on each media used.
4. Selection of media, Dispar choose all media as a form of opportunity in reaching its target. The purpose of a very large and comprehensive audience such as local and foreign communities.
5. In the consumer gap, West Sumatera Provincial Dispar has no time limit for online media postings,

programs in electronic media (Television, Radio), print media, outdoor media, Publicity and Endorser. And this is able to become a more maximum consumer gap. The reason for the news given is always updated and new without any time limitations (Prime time) particular.

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