

# Communication Marketing of Youth and Sport Department of Culture and Tourism in the Water Park Cave Sunyaragi Cirebon City, West Java, Indonesia

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**Abstract**—The communication marketing in tourism is an attempt being made to convey information about the existence of a tourist attraction to the public, so that potential tourists know interested, and willing to come to the resort town in question. Identify the problem in this research are as follows: 1). To find out how cave water park management policy Sunyaragi, 2). To find out how cultural potential cave water park Sunyaragi, 3). To find out how do communication marketing of youth, culture sports and tourism in the water park cave Sunyaragi Cirebon City, 4). To find out how do constraints communication marketing on youth sport department of Culture and Tourism in the Water Park Cave Sunyaragi Cirebon City. **Methods** The study used a qualitative descriptive study. Selection of informants by using purposive. The result: 1) Disporbudpar is only as a consultant and supervisor, the manager is special, 2). Potential water park of Sunyaragi Cave is that it is the most unique structures in ASEAN created by humans from the sea and the rocks of the mountain which is man-made, 3). Marketing Communications is exclusively a special management, support Mass Media, Regional Government Activities and Services such as Kominfo through "Cirebonku" 4). Physical Barriers mean an obstacle, in this case is the budget for infrastructure in the arrangement of a tourist attraction that built as local wisdom, although at the end of these years revitalization of Sunyaragi cave water park being conducted.

**Keywords**—communication marketing; revitalization

## I. INTRODUCTION

The area management activities needed their marketing communication in order to achieve the desired goal. To achieve these objectives, the communication marketing should be able to show how the tactical operations should be carried out, in the sense that the approach can vary at any time depending on the circumstances. The marketing communication is an activity undertaken to assist in decision making that direct exchanges to be more aware of the parties to do better, so that the marketing communication in tourism is an attempt being made to convey information about the existence of a tourist attraction to the public, so that the candidate travelers know, interested, and willing to come to the resort town in question.

City Government Cirebon, both on the order of reform as well as the past, realize that the cultural heritage of this highly significant socio-cultural needs to be maintained and developed for the sake of identity and authority of the city as well as a source of public revenue, even when the Regional Executive elected directly. The results of this study indicate the role of marketing communications goes well also did not go well [1].

## II. RESEARCH METHODS

The research method in this study is through qualitative methods. Meanwhile, this type of research uses descriptive qualitative approach, through this type of research will describe a variety of conditions, circumstances or the various phenomena associated with marketing communication.

The research subject is determined based on the technique of key persons, the researchers had to understand the preliminary information about the object of study and research informants, so he needs a key person to start doing interviews or observations. The key person is the core character or non-core characters [2].

## III. RESULTS AND DISCUSSION

### A. Management Policy of Water Parks of Sunyaragi Cave

Based on interviews with Disporbudpar represented by Mr. Sugiono:

"Disporbudpar is only as a consultant and supervisor, while the policy is in Cirebon city's government, Disporbudpar receives the report about the visitor and finance, we are not the owner ". Disporbudpar is the governing body of destinations, while the policy is in Cirebon city government. Interpreters maintain as the representative of the Office to maintain and more every month are reported, and the fees budgeted for the municipality.

The results of the observation by a search of some of the literature that basically cave Sunyaragi development initiated by Prince Gold Zaenul Arifin [3]. The construction of this cave to replace Giri Septa Rengga who had changed into Cemetery Sunan Gunung Jati and their families.

Water Parks Caves Sunyaragi also facilitated the podium shaped building along the stands for the audience. It is used for events that are traditional performances such as dance typical spring Cirebon mask dance typical.

The search results based on the literature of his own on the web Disporbudpar [4] Sunyaragi that the largest cave has experienced several times of repair or restoration, both at the time of Sultan Sepuh IX, in the colonial era and the present. Recorded at the present time restored by the Ministry of Education and Culture for eight periods (since the fiscal year 1977/1978 until 1984/1985 budget year ago coupled with fencing 1989/1990 and 1990/1991).

Marketing communications and promotion of the right to use RSI Lumajang in order to increase the number of visitors and the people who come and pick RSI Lumajang as health services. From these results can be made suggestions that might benefit Lumajang RSI to determine the right marketing strategy [5].

Destinations Water Parks Caves Sunyaragi elected also as a place for holding Gotrasawala in Cirebon which is an important moment to restore the spirit or the spirit of the events that occurred in Cirebon culture in the 17th century. This was revealed by the Vice Governor of West Java, Dedy Gotrasawala Mizwar at the opening ceremony, which took place at the Cultural Stage Water Park Sunyaragi Cave, Cirebon, on Friday night on November 30, 2015.

Gotrasawala Exhibition 2015 runs from Friday-Sunday, October 30 ended 1 November 2015 are also held in the Palace Kasepuhan. Gotrasawala activities also included seminars, which gives emphasis to discuss local problems in the field of performing arts, visual arts, literature, history and culture.

#### *B. The Potential of The Water Park Sunyaragi Cave*

The potential of the water park Sunyaragi Cave is the most unique buildings in ASEAN created by humans from the sea and the rocks of the mountain the which is a man-made;

Based on the results of interviews with the Disporbudpar Cirebon:

"The building of the most unique man-made se ASEAN created by humans from the sea and the rocks of the mountain which is a man-made". One by one, dark caves and narrow into a dish to discover. The cavity will be the media liaison between the cave should be skipped. Here's a little picture of a given sensation Water Parks Caves Sunyaragi in Cirebon, West Java, which has an area of approximately 15 hectares. Sunyaragi cave is often used by visitors as a place to retreat or be imprisoned.

Construction and composition of the building site is a water park. From the remnants of the existing, visible sophistication and uniqueness result of human culture in his day. Sunyaragi caves are relics of ancient culture, which is part of the Palace Kasepuhan. Sunyaragi Cave Region now needs to be developed into a tool that displays objects Sunyaragi Cave, as well as introducing local culture, in this case the local arts flourish in Cirebon broadly into the tourism sector. Regional development Sunyaragi as Cultural Tourism Park Cirebon not

be separated from the values of the existing tradition. Cultural tourism is planned later must be able to show the hallmark of Cirebon.

Although changing function according to the will of the rulers of his day, an outline of Tamansari Sunyaragi is a garden where the princes of the palace and the palace soldiers imprisoned for the strength of kanuragan.

Disporbudpar head Jabar, H. Nunung Sobari states that:

"Every cave has a historical and archaeological findings strengthen the presence of the cave was in the past. Sunyaragi Cave is a unique site in Cirebon city Sunyaragi Cave Castle, occupying a land area of 15,000 square meters, the site was originally a park Kelangenan (pleasure garden) or garden sari, whose main function for *berkhalawatan* or solitude, it is also known Sunyaragi Kelangenan park designation.

Now the cave site Sunyaragi status as historical sights are even less likely to be the object of research for scientific works. The form is an interesting and unique architectural style, has attracted scientists to study it more deeply and more widely. Although there were already undergoing refurbishment, no less than just sixteen percent Sunyaragi cave consisting of old buildings, the original still intact. The rest were just sixteen percent have undergone renovation in the sense of material replacement construction materials.

Tamansari Sunyaragi Cave is located in the Village Sunyaragi, District Kesambi, Cirebon. Formerly Castle Cave City Sunyaragi far from the community settlement, so serve as a how or just looking for peace of mind in each of the halls of the cave. Because the atmosphere in the park was deserted because away from community house, but has now changed function, because in the vicinity of Castle Cave Sunyaragi complex has awakened many home residents. Until now Cave Sunyaragi still be a destination for local tourists, because it has the potential and attractiveness of cultural and historical attractions, but the condition of Castle Cave Sunyaragi at this time is very concerning, because there are some facilities that are well maintained.

The results of observation by an interview with the tourists equipped with literature from fokusjabar.com, that most visitors Caves Sunyaragi complain because the weather was hot. Not a few visitors who requested that Sunyaragi Caves area planted with trees. However, the manager said he did not necessarily plant with shady trees. Therefore, it will damage the heritage buildings in the Cave Sunyaragi itself [6].

"We also tried to explain that planted shade tree roots can damage the heritage buildings. And it is forbidden," [6]. When welcoming the arrival of tourists in the Cave Sunyaragi. The management also held a cultural event, such as "Performing arts such as masks, sintret Pasanggahan always held in the building. In addition to enliven the tourist areas are also part of our efforts to preserve the culture of Cirebon" [6]. Added the statement Mr. Top Elang as a guide, that the Water Park Cave Sunyaragi has potential that is as a cultural heritage that can be developed as an area of cultural tours. Site conditions and the diversity of objects that are in it to make Water Parks Caves Sunyaragi appeal has advantages compared to other attractions. The concept that held the Water Park Cave Sunyaragi today

should be appreciated as, the development of facilities for tourists to be more comfortable in traveling, event photography, art performances, gamelan playing activities and other cultural activities. Party Cirebon City Government also took over in promoting cultural heritage Cirebon this one. One evidence contained in Cirebon Mayor's decree No. 19 of 2001 concerning the establishment of Water Parks Caves Sunyaragi as Objects of Cultural Property [7].

#### *C. Marketing Communication of Youth, Culture Sports and Tourism in the Water Park Cave Sunyaragi Cirebon City*

Based on interviews with Mr. Jajat Sudrajat:

Marketing Communication Activities Disporbudpar has been systematic and detailed, so that the program can be identified; The Result interview with Jajat Sudrajat: Management of the Sunyaragi Cave of Water Park is exclusively a special management body under the Cirebon City Youth, Culture and Tourism Service and head to the Kasepuhan Palace which is also assisted by the media including Mass Media, Regional Government Activities and Services such as Kominfo through "Cirebonku". In addition, Marketing communications carried out by Sunyaragi, with Tall Cipali greatly increasing the progress of tourists to come to Cirebon, especially the Sunyarag Water Park. As many as 70% of tourists from the Water Park Sunyaragi know about it from their social media friends too. The management of Sunyaragi felt that it was also benefited by the existence of Getuk Tular (promotion of word of mouth) which was prioritized because usually with many selfie tourists they automatically promoted tourist sites. Rismayanti, his considers as ineffective because it leads to "cannibalization" among brands, especially when costumer's targeting is overlooked before drafting the IMC plan [8]. This is evidenced by the average monthly visitors of 10-12 thousand people outside of Long Weak and the majority of domestic tourists who come. The marketing communication strategy has not been effective enough in the city of Bandung, but it is very effective to attract consumers who are outside the city of Bandung [9]. To develop marketing communications carried out by the Manager, then there are routine activities every month in the form of entertainment to the visitors in the form of mask dance, synthesis and so on. In addition, there are also those who ask to make sports activities (ascetic), policy dances, traditional arts especially Cirebonan or religious nuances, garden parties, pre-wedding, family gathering and reunions can be done in the Sunyaragi Cave Water Park.

#### *D. Constraints Communication Marketing on Youth Sport Department of Culture and Tourism in the Water Park Cave Sunyaragi Cirebon City*

Constraints on communication marketing on youth sports department of Culture and Tourism in the Cirebon Sunyaragi Water Park Cave Disporbudpar obstacles can be found in the Sunyaragi cave water park. The initial Sunyaragi Water Park began as a lake "Segara Amparan Jati" in the form of the Great River surrounded by Teak Forest. Revitalization of Sunyaragi Water Park in 2014 was a package with revitalization of Kasepuhan Palace. Therefore, for cleaning and repairing its equipment, it does not damage its authenticity in coordination with the Archaeological Center in Banten [3]. The result

Anshari, Rindy, there is a significant relationship between the Sales Strategy Through Online Media and the Satisfaction Level of Buying USU FISIP Students [10].

Maintaining and preserving it during the rainy season because of a lot of moss, coral reefs should not be brushed but sprayed with high pressure or chemicals supplied by the government from the tourism ministry. In 2019 there is a plan for a lake library of about 1.2 hectares including a circulation pool, so that there is a need for a lot of government and private assistance and obstacles encountered can be overcome by socializing and engage citizens to understand, realize the potential in cave water park Sunyaragi.

#### IV. CONCLUSION

- Management Policy of Water Parks of Sunyaragi Cave Disporbudpar is only as a consultant and supervisor, the manager is special.
- The potential water park of Sunyaragi Cave is that it is the most unique structures in ASEAN created by humans from the sea and the rocks of the mountain which is man-made. Here's a little picture of a given sensation Water Park of Sunyaragi Cave in Cirebon, West Java, which has an area of approximately 15 hectares. It is often used by visitors as a place to relax or hang out. Continuing the development of facilities for tourists that is more comfortable in the tour, such as photography event, art performances, and other cultural.
- Marketing Communications Water park of Sunyaragi Cave, Management of the Gua Sunyaragi Water Park is exclusively a special management body under the Cirebon City Youth, Culture and Tourism Service and head to the Kasepuhan Palace which is also assisted by the media including Mass Media, Regional Government Activities and Services such as Kominfo through "Cirebonku."
- Physical Barriers mean an obstacle, in this case is the budget for infrastructure in the arrangement of a tourist attraction that built as local wisdom, although at the end of these years revitalization of Sunyaragi cave water park being conducted.

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