

# MARKETING PUBLIC RELATIONS IN ORNAMENTAL FISH COMPANIES IN GETTING NEW CUSTOMERS (A CASE STUDY AT PT. JUPITER INDONESIA)

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## ABSTRACT

*The potential for ornamental fish cultivation in Indonesia is currently proliferating, the value of exports and imports of ornamental fish continues to increase, every company, institution, and organization needs a good image and reputation in the eyes of the public because a good image and reputation will increase liking, love, respect, and trust from the community, these conditions will enable a company to gain new customers. In acquiring new customers, there is the concept of marketing public relations, which plays a role in providing information, education, and efforts to increase knowledge about the company's existence and its products or services to be remembered by the public. This study determines the marketing public relations in ornamental fish companies in obtaining new customers. This research uses a qualitative approach with a case study method. Data was collected by using interview and observation techniques. This study shows that PT. Jupiter Indonesia carries out the role of marketing public relations through media channels to be able to acquire new customers.*

**Keywords:** Public relations, marketing public relations, new customer

## 1. PREFACE

From the time it was first founded until its current Development, a company cannot be separated from the intense interaction process built with various parties. The relationships built within the organization, both formal and informal in all levels, greatly influence communication activities within the organization [1].

Internal communication within the company is commonly known as organizational communication. The most essential characteristic of organizational communication is the creation of messages, interpretation, and handling of the activities of organizational members. Thus, organizational communication needs to be interpreted as communication carried out by the company, internal or external, to achieve something aspired to. Whether small, medium or large, organizations will always need an active touch of communication to foster public participation in the Development of company operations and as an activity to acquire new customers [1].

Public relations is a bridge between companies, institutions, organizations, or micro, small and medium enterprises with their communities, or buyers, or recipients of goods or services, to be able to build and maintain good and valuable relationships in order to influence the success or failure of an organization [2].

Duties of public relations: 1) Fostering internal relations are people who are part of the unit or agency or company or organization itself; 2) Fostering external relations, namely by seeking the growth of positive attitudes and images in society at the institutions they represent; 3) Building

corporate identity and image as well as supporting two-way reciprocal communication activities with various parties; 4) Facing crises, namely handling complaints and dealing with crises that occur by forming crisis management in charge of fixing problems that can cause a company's image to fall; 5) Promoting social aspects concerning the interests of the community [3].

Marketing public relations in principle, is a planned activity and a continuous effort to be able to strengthen and develop goodwill and mutual understanding between an organization and the community. Marketing public relations emphasizes not on selling as in advertising activities, but plays a role in providing information, education and efforts to increase understanding through increasing knowledge about a product or service so that the company will have a stronger impact and make it longer to be remembered by customers, then marketing public relations is a higher and more complete concept than advertisements that are generally found in society [4].

Marketing public relations activity is conducting publications with a company entrusting product expansion based on published material to influence and attract targeted buyers, including making annual reports, brochures, articles, company newspapers, magazines and audiovisual materials, then building a media or identity. media, namely companies need to create an identity that can be easily recognized by the public, for example company logos, stationery, brochures, signs, company forms, business cards, building uniforms and clothing regulations, then organize or participate in events or events in a way that companies can attract attention about new products or company activities by holding special events such as interviews, seminars, exhibitions, competitions, contests and birthdays of the goods in order to reach the wider community, then making news or news as one of the main tasks of public relations is to create or find events that suit the company, its products, people or employees, by making the media interested in making press releases and attending press conferences, then conducting speeches or speeches because the higher the need for companies to be able to answer every community need by answering questions from the media can build a good corporate image, then provide public services or public service activities, namely the company can build a positive image by donating money and time in positive ways, then by becoming a sponsor or sponsorship, the company can market goods by sponsoring events that are beneficial to the company's survival [5].

In the end, the company will be oriented to the interests of consumers (customer oriented) before having to get the value of the party's trust (customer trust). In conclusion, that the targets and objectives to be achieved in the marketing public relations strategy must be in line with the marketing department and the main marketing objectives (marketing objectives), through efforts to satisfy the customer (customer satisfaction) [5].

New customers are potential customers or prospective buyers who see an advertisement from a company and then feel like interested and finally make a transaction to purchase goods or services from that company who have never previously purchased goods or services from that company [6].

Therefore, this research was carried out with the title "MARKETING PUBLIC RELATIONS IN ORNAMENTAL FISH COMPANIES IN OBTAINING NEW CUSTOMERS (A Case Study at PT. Jupiter Indonesia)". The problem in this research is how is marketing public relations in ornamental fish companies in obtaining new customers? (A Case Study at PT. Jupiter Indonesia). This study aimed to determine the marketing public relations in ornamental fish companies in obtaining new customers (A Case Study at PT. Jupiter Indonesia).

### ***Our Contribution***

The results of this study are expected to be useful for the Development of Communication Studies, especially in the science of communication majoring in public relations also the results of this study are expected to be a reference or reference for other researchers who want to research marketing public relations. The results of this study are expected to be a guide for practitioners of companies or organizations in carrying out public relations marketing in ornamental fish companies in obtaining new customers, and the results of this study are expected to provide input for someone who is starting his research in marketing public relations at an ornamental fish company in obtaining new customers.

## **2. BACKGROUND**

### ***Public Relations***

#### ***Definition of Public Relations***

Public relations is a bridge between companies, institutions, organizations, or micro, small and medium enterprises with their communities, or buyers, or recipients of goods or services, to be able to build and maintain good and useful relationships in order to influence the success or failure of an organization [1].

#### ***The Scope of Public Relations***

- (a) Product promotion, namely the introduction of new products.
- (b) Development of target markets as the achievement of the target market demographically, cultivating new target markets, strengthening weak target markets and identifying companies and their products through special interest from the target market.
- (c) Advertising by expanding the reach of advertisements, overcoming consumer resistance to advertisements, new breakthroughs in the commercial field, early notification before advertisements appear and selling advertisements that are newsworthy or newsworthy.
- (d) Marketing refers to testing marketing concepts, strengthening sales promotion campaigns, adapting marketing programs to local communities, increasing awareness of the name of a business entity or brand through sponsorship or sponsorship funds and creating new media to reach consumers.
- (e) Company reputation, namely building consumer confidence in the company, seeking support from consumers by creating programs or products that are in accordance with consumer desires, positioning the company as a credible company in its field, influencing opinion leaders or opinion leaders and defending products from risk hazards and obtaining support from the distributors.
- (f) Sales, namely increasing distribution, motivating sales and trying to be the most superior to its competitors [5].

### ***Marketing Public Relations***

#### ***Definition of Marketing Public Relations***

Marketing public relations is a planned activity and a continuous effort to develop good will and mutual understanding between an organization and society. Marketing public relations itself emphasizes not on sales as in advertising activities, but plays a role in providing information, education and efforts to increase understanding through increasing knowledge about a product or service from the company will have a stronger impact and make it longer to be remembered by

customers, then marketing public relations is a higher and more complete concept than advertisements that are generally in the community [4].

#### *The Role of Marketing Public Relations*

- (a) Raising awareness of the product (brand awareness)
- (b) Build consumer confidence in the company's image or the benefits of the products offered.
- (c) Encourage enthusiasm through a sponsored article about the uses and benefits of a product.
- (d) Reducing commercial advertising production costs.
- (e) Commitment to consumers, resolve complaints and achieve customer satisfaction.
- (f) New product campaigns and the repositioning of old products.
- (g) Conduct continuous communication about activities and work programs related to social and environmental concerns.
- (h) Fostering and maintaining the image of the company or product or service both product quality and service as well as quantity.
- (i) Strive proactively against potential negative adverse events [7].

#### *New Customers*

##### *Definition of New Customer*

New customers are potential customers or prospective buyers who see an advertisement from a company and then feel like interested and finally make a transaction to purchase goods or services from that company who have never previously purchased goods or services from that company [6].

### **3. RESEARCH METHOD**

This research explores experiences through direct questions to the Manager of PT. Jupiter Indonesia, Widi Jaya Utama, and the Manager of Export and Import of PT. Jupiter Indonesia, Moch. Alfiyansyah, from the sales side in marketing public relations activities in obtaining new customers, and two new customers, namely Muhamad Iqbal Aulia Futra and Syarif Hidayatullah.

This research uses a strategy or case study method. This research takes a case study on an ornamental fish company in Indonesia, namely PT. Jupiter Indonesia. The subject of this research is an ornamental fish company in Indonesia, namely PT. Jupiter Indonesia. The object of this research is the marketing public relations of PT. Jupiter Indonesia in carrying out their duties.

Methods that can be used by researchers to find primary data are observation and interviews. Researchers used this method to obtain direct information about marketing public relations at PT. Jupiter Indonesia, namely by conducting direct interviews with the Manager of PT. Jupiter Indonesia, Widi Jaya Utama, and the Manager of Export and Import of PT. Jupiter Indonesia, Moch. Alfiyansyah, from the sales side in marketing public relations activities in obtaining new customers, and two new customers, namely Muhamad Iqbal Aulia Futra and Syarif Hidayatullah, and also by making direct observations by coming to visit the field directly. Researchers obtained secondary data through the PT. Jupiter Indonesia website, through the internet and existing social media such as Facebook, Instagram, Youtube, and Tiktok.

### **4. RESULT AND DISCUSSION**

#### *Marketing Public Relations at PT. Jupiter Indonesia as An Ornamental Fish Company* *Public Relations at PT. Jupiter Indonesia*

Based on the results of interviews and observations, PT. Jupiter Indonesia has routinely and effectively carried out public relations activities, it can be seen that PT. Jupiter Indonesia carries out its public relations activities both offline and online. PT. Jupiter Indonesia is always active in conducting public relations activities such as publishing through social media such as Instagram, Tiktok, Facebook, also collaborating with famous artists and youtubers in Indonesia such as Eza Gionino, Esha Vlog, Irfan Hakim, and many more. Then also sponsorship or fund ornamental fish competition activities throughout Indonesia, then in the local area also PT. Jupiter Indonesia is routine and active in participating in social activities such as donating and also participating in community service, and always trying to grow, develop, and maintain good relationships. good with customers. This can be proven by the statement of Widi Jaya Utama:

*"So far, I think we have done a lot of public relations activities, such as sponsorship of ornamental fish contests throughout Indonesia, we definitely support them, we always come to gather and meet with sellers and buyers throughout Indonesia, then we also collaborate on youtube, continue to create content on social media, especially those currently trending, namely on Facebook, Instagram and Tiktok, we also work with communities around our area to work together, also to make donations -donations, we also establish and maintain the best possible relationship with other sellers around the world, our suppliers around the world, as well as domestically. Also treat customers as well as possible to maintain good relations forever"* (Interview with Widi Jaya Utama).

This is in accordance with the duties of a public relations officer, namely by fostering internal relations with the community who are part of the unit or agency or company or organization itself, then by fostering external relations by seeking the growth of a positive attitude and image in the community at the institution it represents. then by building a corporate identity and image as well as supporting two-way reciprocal communication activities with various parties, then by dealing with crises by handling complaints and dealing with crises that occur by forming crisis management in charge of fixing problems that can cause a company's image to fall, then by promoting community aspects that concern the interests of the community [3]. This can be supported by the statement of Moch. Alfiyansyah:

*"We disseminated that information, before before there were smartphones, we used word of mouth, for example, we had imported fish from India who wanted to come, usually it was immediately spread out and all resellers came to buy the fish, that's it. If the current era is very sophisticated, we usually update via stories on Instagram, on Whatsapp, and also post frequently on Instagram, Tiktok, so customers will continue to receive the latest updates about us."* (Results of interview with Moch. Alfiyansyah).

This is also supported by a statement from a new customer of PT. Jupiter Indonesia, namely Syarif Hidayatullah regarding the beginning of Syarif HidayatulLah knowing and getting to know PT. Jupiter Indonesia, namely through Instagram, PT. Jupiter Indonesia's public relations activities can be proven because through content on Instagram Reels, and uploads on feeds and Instagram story, PT. Jupiter Indonesia succeeded in making customers see, know, be interested, trust, and like, and finally follow PT. Jupiter Indonesia on their Instagram account.

*"Starting from knowing Jupiter originally from Instagram, at first I was looking for imported Auranti, I started selling auranti recently, because Auranti is a bustling fish, so I wanted to try it,*

*then I saw it on IG explore, at that time It's still new, it seems there is an IG Reels feature, I saw that there were Auranti ombyokan and there were lots of them, one tank was very busy with Auranti, so I saw it, I was really interested, then when I saw the account, it turned out to be this senior, I already knew It's been a long time, I heard, they're big importers, but they haven't really had the chance to make direct contact, so it just so happens that they're open to the public, we-we can buy them, so that's okay, I'll try to dm them and when the fish come, I sort directly to the location, now that was the first time I caught fish in Jupiter." (The results of the interview with Syarif Hidayatullah).*

This is in accordance with the quote that public relations is a bridge between companies, institutions, organizations, or micro, small and medium enterprises with their communities, or buyers, or recipients of goods or services, to be able to build and maintain good and useful relationships so that they can influence the success or failure of an organization [2].

#### *Marketing Public Relations at PT. Jupiter Indonesia*

According to the results of interviews and observations, it can be seen that PT. Jupiter Indonesia uses social media as a means to market ornamental fish, and PT. Jupiter Indonesia often uses social media which is currently a trend in society.

*"Currently, we use trending ones in the community, namely Facebook, Instagram, Tiktok. For now, that's what we're developing. And the results, in my opinion, mostly come from Instagram, lots of DMs immediately come in, asking prices, asking for stocks of certain types of fish, so it feels like online conversations with customers who just know are active." (Results of Widi Jaya Utama interview)*

Moch.Alfiyansyah also said that the reason for choosing social media as a means to market their ornamental fish is that by using social media, which is currently a trend, the feedback between PT. Jupiter Indonesia and customers will be faster and easier. This also affects information dissemination activities which are now faster, more accurate, and more effective. This can be supported by the statement of Moch. Alfiyansyah:

*"Because in our opinion, besides social media is also a trend for sales today, using social media is fast and effective, it doesn't waste time, just create content, upload photos and videos, after that there's a lot of feedback, customers know about our updated information in a fast time." (Results of Moch. Alfiyansyah's interview)*

In addition, there are also obstacles or complaints experienced by PT. Jupiter Indonesia when marketing ornamental fish through social media, namely currently Instagram more often does takedowns or account closures without the approval of the account owner, causing the loss of all followers, pictures, videos, and everything else. the form of documentation that PT. Jupiter Indonesia has uploaded, this can be supported by the statement of Widi Jaya Utama:

*"One of the obstacles is that it just happened recently, so it looks like Instagram is now taking down everything that sells on Instagram, including Jupiter's Instagram yesterday, yes, with fifty thousand followers, all photos, documentation, everything is in there, so yes, it's very unfortunate, we sell living things, but that means we are animal lovers, right, we breed, preserve them, we also sell in countries that have complete permits, so yes this is still a problem, many friends, our reseller also got their Instagram takedown." (Results of Widi Jaya Utama interview).*

The marketing public relations program, on the one hand, is an effort to stimulate purchases and at the same time can provide added value or customer satisfaction (satisfied customers) who have used their products. On the other hand, through Public Relations tips in conducting two-way reciprocal communication based on reliable information and messages, it is hoped that it can create positive impressions on the company [7].

In the end, the company will be oriented to the interests of consumers (customer oriented) before having to get the value of consumer trust first (customer trust). In conclusion, that the targets and objectives to be achieved in the marketing public relations strategy must be in line with the marketing department and the main marketing objectives (marketing objectives), namely through efforts to satisfy the customers (customer satisfaction) [5].

### ***Getting New Customers at PT. Jupiter Indonesia***

New customers are potential customers or prospective buyers who see an advertisement from a company and then feel like, are interested and finally make a transaction to purchase goods or services from that company who have never previously purchased goods or services from that company [6].

Based on the research through several questions that the researchers did to the resource persons as managers of PT. Jupiter Indonesia, it can be seen that PT. Jupiter Indonesia has always been active in uploading documentation of image and video evidence to be uploaded via social media, in order to be able to grow, improve, and maintain trust from customers, and also keep commitments by always keeping promises of guarantees when shipping ornamental fish, this can be supported by Moch's statement. Alfiyansyah:

*"Of course, we always update our daily activities, for example when packing, then when the order is taken to the delivery service, until it arrives at the destination, we monitor and upload it on social media, so that customers who may be new, there are trust that we are not scammers, yes, there is clear, complete evidence, also when exporting abroad, the condition of the fish, every day, we continue to update it, if the fish is sick, we certainly won't take the risk of shipping, so people After a while we know, everything we send must be in good health, and we always give the best starting from the packaging, all the plastic, we make sure everything is perfect for traveling near and far. We also have a guarantee, yes, if a fish dies on the way, we will replace 100% of it, 100% of the money will be returned."* (Results of Moch. Alfiyansyah's interview).

Based on research through several questions that researchers did to informants as managers of PT. Jupiter Indonesia, it can be seen that PT. Jupiter Indonesia has a target in selling ornamental fish, this target adjusts to customers, if the customer is a wholesaler seller, then the fish with a large quantity Many (thousands of fish) will definitely be offered, but if the customer is a collector of ornamental fish, then the fish are sold according to their quality and specifications, this can be supported by Widi Jaya Utama's statement:

*"In terms of targets, we cover all targets, but for example if there are imported fish, it means we play in the party, so automatically our targets are wholesalers, who can buy thousands of fish once, you see. But if the quality is very good, our target is to sell it to hobbies or collectors, who*

*collect fish because for example, the color is good, the scales are good, the way of swimming is good, the mentality of the fish is also good, like that." (Interview with Widi Jaya Utama).*

Based on research through several questions that researchers did to informants as managers of PT. Jupiter Indonesia, it can be seen that PT. Jupiter Indonesia always provides the best service to customers, offline and online, so that customers are always satisfied, this can be supported by Widi Jaya's statement. Main:

*"Yes, if we directly serve our guests as well as possible, here guests can see the fish in the aquarium comfortably, enjoy it, please also drink and eat here for free, we provide it for guests. Guests also if they need anything else, they can come right away and we will definitely help as much as we can, we don't impose distance at all, between party buyers or buyers who have just joined, we teach everything, we educate, so that they can also stand like their dreams. There is a sick fish, how to cure it, we provide everything, we also think of a solution if there are friends selling or customers who are affected by disaster. Through online, for example, buyers who are outside the city are also the same, although maybe we rarely see each other, but we are diligent in calling, diligently chatting, exchanging ideas, asking for opinions, giving suggestions." (Results of Widi Jaya Utama interview)*

Based on the research through several questions that the researcher did to the informant as a new customer, namely Muhamad Iqbal Aulia Futra as a customer, the resource person always felt full trust in PT. Jupiter Indonesia because there had been many reviews from other people about PT. Jupiter Indonesia, also through their own experience, this can be supported by the statement of Muhammad Iqbal Aulia Futra:

*"Because there have been many reviews, I have also heard people say that this is an importer who can keep commitments. Besides, I also came directly to the location, what kind of fish are there, I saw firsthand, so make sure the fish are healthy, in good condition. Then from Instagram they always update every day, so I really believe it." (The results of the interview with Muhamad Iqbal Aulia Futra).*

Based on research through several questions that researchers did to informants as new customers, according to sources as customers, PT. Jupiter Indonesia was very responsive in responding to messages from customers, this can be supported by the statement of Muhamad Iqbal Aulia Futra:

*"Yes, please, I personally really appreciate the admins who always answer quickly, whatever I ask, I chat, it will be answered immediately, it's immediately responded to, even on the phone so it's easy to talk, so I feel like I'm prioritized like that. " (Results of Muhamad Iqbal Aulia Futra's interview).*

Based on previous research researched by Harnina Ridwan, Masrul, and Juhapea in 2018 entitled Digital Communication on Cultural Changes in E-Commerce Society, changes occur when people usually need time and require conventional transactions, now with the presence of e-commerce it becomes provide space for people to be able to shop online. This of course has changed the pattern of public communication in conducting transactions. Which no longer has to be in face-to-face communication in conducting transactions but can be actualized only by means of virtual communication, as the researchers observed in this study, that currently the sale of ornamental fish in Indonesia no longer relies on conventional methods, but now there are benefit



from internet technology that supports marketing public relations activities of ornamental fish companies in Indonesia by using Instagram, Tiktok, Shopee, Tokopedia, and Youtube [8].

Based on previous research researched by Devi Amalia in 2017 entitled PT. Tripvisto Nusantara Jaya's Digital Marketing Communication Strategy, the research results obtained by Devi Amalia regarding the Digital Marketing Communication Strategy of PT. Tripvisto Nusantara Jaya is a digital marketing that has been carried out by Tripvisto which is quite optimal and running well, namely by running three Digital Marketing components namely Paid, Owned, and Earned Media and then applying the three Hybrid types of the three components developed by Handi Irawan. There are similarities with this research, namely the use of media has succeeded in helping a business entity to be able to further expand the presence of a business entity in the digital realm, so that a business entity will be increasingly known, liked, loved, and trusted by the public [9].

Based on previous research conducted by Christian Write and Lina Sinatra Wijaya in 2019 entitled Marketing Public Relations Strategy in Increasing the Number of Tourist Visits in the Talaud Islands-NorthSulawesi, the purpose of the previous research was to find out the marketing public relations strategy carried out by the Regency Tourism and Culture Office. Talaud Islands in increasing the number of tourist visits in 2016/2017. The similarity with this research is the marketing public relations strategy to market it so that people know more and know, so that then people will feel interested. In previous studies, it was found that the results of this strategy were successfully implemented to increase the number of tourist visits to the Talaud Islands-North Sulawesi [4].

### Figure 1

*Publication of PT. Jupiter Indonesia on Youtube*



### Figure 2

*Publication of PT. Jupiter Indonesia on Youtube*



1.25909

**Figure 3**

*PT. Jupiter Indonesia provides platinum sponsorship funds at the national level ornamental fish contest*



**Figure 4**

*PT. Jupiter Indonesia won the second place in national championship from the national level ornamental fish contest*



## 5. CONCLUSIONS AND RECOMMENDATIONS

The conclusion in this study can be concluded that marketing public relations activities at ornamental fish companies in Indonesia have carried out marketing public relations roles properly and appropriately, such as providing sponsorship funds, creating news, giving speeches, conducting seminars, organizing events, and also publish on social media such as Instagram, Tiktok, and Youtube in order to successfully acquire new customers. In terms of obstacles, it can be concluded that currently ornamental fish companies in Indonesia have to be careful when uploading content on Instagram because of the new regulations on Instagram that do not allow uploads that show the existence of buying and selling living things.

In acquiring new customers, ornamental fish companies have succeeded in building trust from the community, providing the best service and guarantees, these things can make a person feel confident and create a sense of trust to buy ornamental fish and become new customers in ornamental fish companies.

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