

CREATIVE TOURISM COMMUNICATION STRATEGY IN COMMUNITY DEVELOPMENT BASED IN LOCAL CULTURE

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ABSTRACT

The Covid-19 pandemic that has hit Indonesia since 2020 has had many impacts, including the tourism sector, which has experienced a decline. The tourism sector has great potential and is included in one of the priority programs, Nawacita, launched by President Joko Widodo. The development of this program must be accompanied by a development in terms of human resources which must also pay attention to the local culture that is owned by each region in Indonesia. Tourism development in Indonesia must pay attention to aspects of its cultural preservation because it is included in efforts to maintain national identity. This study aims to obtain creative communication strategies based on local culture in the field of tourism, which are utilized for the development of local communities. This research uses a qualitative approach with a case study method. The research subject is the DPSP location, Mandalika (West et al.), while the research object is local culture and creative tourism communication strategies. Data was obtained through interviews and observation. The research results show that a creative communication strategy by utilizing local culture, especially in Mandalika, must begin by creating a literacy strategy for the local community regarding how to communicate and run a business at DPSP tourist sites.

Keywords: Local culture, creative communication, tourism communication, creative communication strategy

1. PREFACE

The Covid-19 pandemic that has hit Indonesia since 2020 has had many impacts, one of which is in the tourism sector. Based on data published by the Ministry of Tourism and Creative Economy, there has been a decrease in the number of domestic and foreign tourists. In 2020 yesterday the number of foreign tourists entering Indonesia was only around 4,052 million people, which when compared to this number, is only around 25% of the total number of foreign tourists in 2019 (Tren Pariwisata Indonesia Di Tengah Pandemi, 2021; Utami & Kafabih, 2021). The Indonesian tourism sector has great potential; this can be seen from the contribution to the national PDP, increasing by 5.5% according to the target set by the Ministry of Tourism in 2019 (Laporan Kinerja Kementerian Pariwisata Tahun 2019, 2020).

The tourism sector is also part of Indonesia's development priority program set by President Joko Widodo in his nawacita, namely: Improving the Quality of Life of Indonesian Humans, which is then translated into priority sectors in the infrastructure and tourism sector, which then gives birth to the Super Priority Tourism Destinations (DPSP) development program. The five locations included in the DPSP are Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang (Rahmadi, 2021). The success of the DPSP development program must also be accompanied by development in terms of spatial planning, connectivity, facilities, human resources, marketing, and promotion. (Rahmadi, 2021). HR or human resources in tourism

development includes work culture, serving culture, and cleanliness culture. Human resource development must also pay attention to the local culture that is owned by each region in Indonesia. Indonesia is multicultural (Dasrun et al., 2017; Haba, 2012; Pesurnay, 2018). Therefore, tourism development in Indonesia must also pay attention to aspects of its cultural preservation. Preserving local culture is an effort to maintain the identity of the Indonesian nation, a multicultural country that makes it unique and different from the others (Karmadi, 2017; Sukarwo, 2017; Yusriadi, 2019).

Indonesian people in many areas are very attached to local culture. They firmly hold the local language, values, customs, kinship systems, and beliefs. For them, local culture is not just a legacy to be introduced to the next generation but also a part of their lives. Local culture is a world of view which is their basis for responding to reality. The strength of the local culture can be a distinct characteristic of a society. It is the difference between one community and another. Because of this, society is so unique and often invites the attention of many people. Some call it a community with local culture (Aisara et al., 2020; Aref et al., 2010; Cempena et al., 2019). Even in the Indonesian context, people in one region can have different local cultures (local genius). This is what makes Indonesia very rich in local culture.

As something unique, this local culture will become a special attraction for the world of tourism. Tourism is defined as travel carried out by individuals or groups of people to find balance or harmony and harmony with the social, cultural, and natural environment, as well as scientific dimensions. (Elyta, 2021; Fatmawati & Prasetya, 2021; Yusuf & Obie, 2020). Two factors encourage the movement of people or mobility in tourism, namely the pull factors and driving factors. The driving factor is that people need time to relax, get out of the daily grind, relieve fatigue, and want to see something different from what they see every day. While the pull factor is a big magnet in a place that makes people want to visit a tourist attraction, such as the opening of a new tourist attraction, unusual natural phenomena, or unique culture, to the value of a place (Yusuf & Obie, 2020). Mobility will have a big impact on society, namely the interaction between local residents and tourists. This interaction occurs when tourists visit locations where people with local cultural strengths reside. This has the potential for community development and integrating local communities and tourists (Fatmawati & Prasetya, 2021; Jaelani, 2018; Wu et al., 2020).

Therefore community development must be pursued. This development is usually marked by several things, such as increased community participation to advance the local tourism industry. Then the increase in community capacity collectively advances the tourism industry. This high capacity can be realized on the broader knowledge of the community about tourism or the increased contribution they can make to local tourism. Next, the richer the community's skills in various tourism sectors also help revive the local tourism industry. However, of course, this must be done collectively, both individually and organizationally, as well as the inclusion of various other communities in society. (Aref et al., 2010; Putranto & Astuti, 2021) But that can only happen if tourism potential can be widely introduced. In addition, it is necessary to carry out adequate marketing communication activities so that tourism potential can be recognized and attract the attention of potential visitors. This requires good, precise, and creative planning and communication design. If this communication has occurred, what must be done is to strengthen the communication process that has occurred.

On this basis, a study is needed that focuses on communication strategies for developing tourism destination areas based on local culture as part of efforts to preserve Indonesian culture. Research was carried out at destinations in the Mandalika region which are included

in the DPSP, and in 2022, yesterday became the venue for the Moto GP. The communication strategy which is the product of research results which can later be applied to other DPSPs, and even areas that are not included in the DPSPs. Developing a tourism communication strategy is a broad and in-depth creative process, to communicate messages in an informative and attractive way to the target audience.

Based on the explanation above, the purpose of this research is to analyze and describe the use of local culture in tourism development and to analyze and describe the creative tourism communication strategy applied in Mandalika. This research is expected to provide new insights and knowledge for science, especially communication science, regarding tourism communication strategies based on local culture. Then it is also hoped that this research will produce creative tourism communication strategies based on local culture that can be applied to tourism destination areas in Indonesia apart from Mandalika. This research itself uses several conceptual foundations, which are explained as follows.

An understanding of local culture can refer to the culture that a certain group of people owns in a certain geographical area. This local culture can also be interpreted as the identity of a particular group, and in a broader context, it can also become the identity of a nation, which therefore needs to be preserved. (Karmadi, 2017; Lestari et al., 2009; Mubah, 2011). The formation of cultural identity through local culture then develops into the concept of local wisdom, where utilization is one of the efforts to preserve local culture in facing various challenges, especially in the era of globalization (Batubara, 2017; Mubah, 2011). Local wisdom functions as an answer in facing the challenges of daily life and the actualization of life systems because it is a framework for responding to external challenges to maintain a coherent cultural identity in the future. Local wisdom can be found in various sectors of human life, including lifestyle, social pattern, perception and orientation (Pesurnay, 2018).

In its application, the preservation of local culture through forms of local wisdom can be seen through various scopes, for example, in tourism, conflict management, politics, and Public Relations. Local wisdom can be utilized for the development of tourist destinations, especially in Indonesia, which has a variety of local cultures so it has the potential to develop tourist destinations that are unique in local wisdom. The study of local culture and wisdom can also be used as a method or solution for conflict management and maintaining harmony between groups. Local culture is even used in the political realm to influence public opinion. A study also shows a Public Relations behavior contained in the local wisdom of the Jakhu tribe (Cempena et al., 2019; Fatmawati & Prasetya, 2021; Hidayat et al., 2018; Lestari et al., 2009).

2. RESEARCH METHODS

Tourism is a development potential that develops noble values that existed in ancient times, still exist today, and are still maintained for the future. The growth and development of tourism are increasingly being enhanced, especially in terms of earning foreign exchange and community income, expanding employment opportunities and introducing the nation's culture. Indonesia has considerable tourism potential in terms of natural beauty, regional cultural diversity, and geographical location. To overcome the problems above, the science of tourism communication can provide valuable input to overcome the problems of tourism interests. In delivering this kind of tourism, it is essential to carry out adequate socialization, so that information can be known about good tourist spots. Tourism communication is a human activity spreading news and information about traveling or visiting an area/tourist attraction.

Elements of tourism communication. 1. Disseminator is a person or institution or company that provides information related to tourism, 2. News is important news content to be conveyed in tourism dissemination, and the content is related to tourism, 3. A disseminator is a person or institution that receives information or news about money travel . From the description above, the authors conclude that the role of tourism communication in achieving sales promotions or informing people about the tourist attractions they have visited can also enhance the culture that is increasingly known by the public and increase the country's foreign exchange. (Genç & Genç, 2017).

Tourism development aims to redirect, plan and implement policies promoting natural resource development for the benefit of indigenous peoples and other stakeholders, including government, industry, communities and tourists. Therefore, communication is essential for the successful development of tourism destinations. Communication policies for destination development require the active participation of the community. Tourism development certainly plays a significant role in improving the welfare of the local population because the support of the local population is very important for tourism. The existence of a community supported by leadership, innovation, and social capital is an important part of building a brilliant tourist destination. Communities are the most important stakeholders in sustainable tourism development. Furthermore, the development of tourism communication must also be based on local culture and wisdom, which is supported by the preservation and development of a sustainable environment. Tourism socialization based on local wisdom can provide nuances of renewal of tourism activities based on the development of science and technology that are oriented towards "modern" things. Implementing a marketing communication model based on local wisdom and trying to provide other choices for tourists for their tourism destinations. Therefore, as one of the development sectors, regional tourism development is inseparable from the development of local communities and the development of supporting facilities. Due to the increasingly fierce tourism market competition, a tourism destination must be developed through more innovative communication methods so that tourists can love it because tourism demand is more diverse than in previous years (Yasir et al., 2019).

Communication theory within the tourism framework has an important role in tourism factors, components or elements of tourism. This tourism communication contains many elements starting from interpersonal communication, mass communication, persuasive communication, or other communications. Tourism itself is the most complex product, communicating to tourists tourism marketing, destinations, branding, and all the pillars of tourism regulation that form a tourism body.

3. RESULTS AND DISCUSSION

Strategy is planning, discusses communication planning or communication strategy, and derives two main concepts: strategy and communication. Planning or strategy is handled more through the concept of management. Strategy or plan is a conscious and continuous effort to choose the best alternative from the various alternatives available to achieve certain goals. In business, there needs to be a strategy. By using a good strategy or plan, we aim to introduce goods or services to the public quickly. Of course, this is also balanced with good communication (Putri & Adinia, 2018).

A communications strategy is a written document describing what communications-related work must be done to achieve the goals, how those goals can be achieved, and the audience, equipment, and timeframe of the communications plan. What can be achieved, and how to measure (evaluate) the results obtained from the plan? Therefore, the communication strategy is an operational practice of planning and managing to achieve certain goals. Effective

communication strategies are as follows: a. How to change the attitude (how to change attitudes) b. Changing opinion (change of opinion) c. Changing Behavior.

The concept of strategy can be defined based on two different perspectives, namely: 1. From the perspective of what the organization wants to do (intend to do), strategy can be defined as a procedure for determining and achieving organizational goals and fulfilling its mission. This strategy implies that managers play an active, conscious, and rational role in formulating organizational strategy. b. From the perspective of what the organization ends up doing, strategy is defined as the pattern of response to its environment or the organization's response over time. This view applies to reactive managers, i.e., they passively respond and adapt to circumstances only when necessary. Strategy connects all parts of the company and covers all essential aspects through alignment and balance to use all company resources effectively in a changing environment. Strategic decisions include business boundaries, products and markets to be served, missions to be carried out, and critical policies required (Trihayuningtyas et al., 2021).

Therefore, a clear strategic statement is the key to success in responding to changes in the business environment. Strategy provides unified direction for all members of the organization. If the strategic concept is unclear, the decisions taken will be subjective or based on intuition by ignoring other decisions. After segmenting the market into groups of potential customers with similar characteristics and behavior, marketers must be able to select target segments, an activity called targeting. Tourism communication is a human activity that conveys travel information to tourists about trips to a particular tourism area/topic while admiring tourist attractions to other tourist attractions so that tourists know the places they will visit and generate interest in other tourist attractions.

Destination branding is a discussion of destination branding in the context of destination product branding, where destination branding is the media and the message itself in the context and process of marketing communications in general and in the context of tourism marketing in particular. 1. Tourism Communication Management This communication management also examines how management is applied in the field of tourism communication in order to regulate and manage tourism marketing and regulate the quality of life of people at work as well as in companies and travel 2. Tourism Communication Communication Tourism This means of transportation is very important for society who want to climb because people who want to know the means of transportation that can be used on land and in the air need information about the accessibility of tourist attractions. 3. Tourism visual communication is no less important because people want to use places outside their domain and also have to know if they are ready, such as art shows and places where they can relax freely. 4. Tour group communication This kind of tour group communication must also exist before it can be published or reported because there are also people who do not go to tourist attractions alone but can join groups, who need tour groups, that is, tour guides with personal ability to help others program, such as for foreign guests who come, they also have to be able to become an interpreter. 5. Public Relations and MICE Public Relations (PR) and MICE are very much needed in tourism communication because they are significant fields because everything that must be informed in tourism communication, from planning to formulation and implementation, is the role of PR (Lipiäinen & Karjaluo, 2015)

Effective communication will be characterized by understanding, which can lead to happiness, influence attitudes, strengthen good social relations, and ultimately lead to action. Effective communication can be achieved by striving for the highest communicator-to-communicator rigor in the communication process. Similar to the process of

someone carrying out Islamic da'wah, a da'wah is used to convey material or lecture messages, and transmission is very effective if there are similarities between the communicator and the communicator or congregation or audience in understanding, attitude, and language. Da'wah communication is effective if the message can be received and understood by the audience, even acceptable for its fulfillment in the afterlife. Meanwhile, creative communication can be stated as an activity in which a person conveys information to other people through specific media. After receiving the information and understanding it as well as possible, the recipient conveys responses to other parties through certain media—the person who delivered the message to him. The person uses the skill to find new relationships, see things from a different perspective, combine several concepts, transform them into different concepts, and thus become something that is considered better.

4. CONCLUSION AND RECOMMENDATIONS

This research uses a qualitative approach with a case study method. The qualitative approach was chosen by the researcher with the reason to be able to describe the results of the research in-depth and broadly to produce a model of a creative tourism communication strategy based on local culture. Qualitative research is a research approach to exploring and understand a central phenomenon. To understand this central symptom, the researcher interviews research participants or participants by asking general and rather broad questions. The information submitted is then collected. The information is usually in the form of words or text. The data in the form of words or text is then analyzed. The analysis results can be in the form of descriptions or descriptions or in the form of themes. (Bajari, 2017; Bungin, 2011)

While the case study method is a research method in which how and why questions are asked in a study when the researcher has little control over an event and focuses on contemporary phenomena that have context with the real life of individuals, groups, communities, as well as organizational (Yin, 2014), the case study in this research is the development of Mandalika tourism destinations.

The subjects of this research are parties, both people and places in research, who can help answer research questions, so the subject is Mandalika tourism destinations with resource persons who assist in developing the Mandalika region and surrounding communities. At the same time, the objects in this study are local culture and creative tourism communication strategies.

The data in this study were obtained through in-depth interviews with informants. In addition, by making observations in the Mandalika area. The resource person in this study The resource person in this study was Zakaria, Chair of GenPI (Indonesian Charm Generation) Lombok Sumbawa, and Muhammad Subhan Sulaiman, as Head of the Creative Content Division of GenPI Lombok Sumbawa. Both are also local tourism business people and photographers. In addition, the author also interviewed several residents around the Mandalika Lombok tourist destination area. In addition, there was an additional informant from Pertamina as the primary sponsor at the Mandalika MotoGP event, Mrs. Nurul as the brand manager.

Meanwhile, the data analysis carried out was qualitative data analysis using the Miles & Huberman technique with the following stages: (1) data collection; (2) data reduction; (3) data presentation; (4) verification. (Sugiyono, 2013). The data validation technique used in this study is triangulation, namely source triangulation. Source triangulation is done by comparing data with other different sources.(Lexy J. Moleong, 2017)

5. RESULT AND DISCUSSION

Picture 1

Mandalika Beach, Lombok



Mandalika in Lombok, Indonesia, is one of the exciting tourist destinations. Located in the southern part of Lombok Island, Mandalika is one of the super-priority tourist destinations developed by the central government (Artana & Suardana, 2022). This destination is in the Mandalika special economic zone (SEZ) and offers spectacular natural beauty. Mandalika has stunning beaches, such as Kuta Mandalika Beach, famous for its white sand and waves, perfect for surfing. Apart from that, Mandalika also has a wealth of local culture that tourists, such as traditional Sasak art performances and regional handicrafts, can enjoy. This destination has received attention in online media, but it also faces challenges, such as land disputes between residents. To increase tourist visits after the Covid-19 pandemic, developing tourism infrastructure and halal tourism in Mandalika is a focus with excellent natural potential and local cultural wealth; Mandalika in Lombok offers a unique and exciting tourist experience. (Artana & Suardana, 2022; Hasanah, 2019; Rachmat et al., 2021)

Local culture in Lombok is used to develop local tourism by utilizing existing local wisdom. For example, Sade Village in Central Lombok has local wisdom, which has become a cultural tourism attraction, such as the typical Sasak tribal building, the Gendang Beleq dance, and traditional weaving. (Hasanah, 2019). Tourism development based on local wisdom is also carried out in the tourism village of Sade in Central Lombok, with the development of tourist sites and activities, accommodation, access to tourist destinations, tourism supporting facilities, and tourism marketing communications. In tourism development, local wisdom is an essential aspect in increasing the number of visitors and developing tourism potential based on local wisdom. Therefore, the development of local tourism in Lombok depends on utilizing and preserving local culture and using local wisdom as a tourist attraction.

However, apart from nature tourism, halal tourism, and cultural tourism based on local customs, the government is also developing sports tourism destinations in Mandalika, and Lombok, which contribute to tourism development in the area. The development of sports tourism also creates a positive order related to cultural tourism, sports, and community activities in sports tourism activities. The Mandalika tourist destination, a super-priority tourist destination developed by the central government, has also attracted online media attention and is in the spotlight in tourism development in Lombok. (Artana & Suardana, 2022)

In the process of delivering this kind of tourism, it shows that there is an effective socialization effort. Tourism communication as a human activity spreading news and information about travel or visiting an area/tourist attraction in Lombok is carried out not only by the local government with the help of the central government but also the involvement of local tourism businesses and communities such as the Generasi Pesona Indonesia (GenPi)

community. This information dissemination effort, in accordance with the elements of tourism communication, namely spread by people or institutions or companies that provide information related to tourism, contains news or information that is important to be conveyed in tourism dissemination, and the content is related to tourism, contributes to sales promotions or informs people. -people about the tourist attractions they have visited can also increase the culture that is increasingly known by the public and increase the country's foreign exchange (Genç & Genç, 2017). However, based on interviews with informants, there still needs to be ongoing strategic communication by the local government involving all tourism business actors to develop tourism promotion in the area. What's more, developing tourism communication based on local culture and wisdom, supported by the preservation and development of a sustainable environment, will maximize the tourism business. In addition, the socialization of tourism based on local wisdom can provide the nuances of renewing tourism activities based on the development of science and technology that are oriented towards "modern" things. However, the government needs to be more serious about managing tourism areas in a firm and clear concept, not only during certain big events.

Picture 2

The condition of the Mandalika Circuit tourist attractions that are not neatly arranged



Communication policies for the development of tourist destinations need the support of the local government and the active participation of the community. Tourism development certainly plays a significant role in improving the welfare of the local population. Therefore, the support of the local population is significant for tourism. The government must make a long-term policy map that is wider than the need to carry out certain events. The local government needs to carry out a literacy campaign for local residents in offering their wares, and an exceptional location needs to be created that does not disturb the comfort of visitors and is also beneficial for local residents. For example, you can see the management of Borobudur Temple tourism, which has been neatly arranged. This is necessary to create positive perceptions for tourists and provide a pleasant experience so that tourists can function as marketing agents to bring in other tourists to Mandalika.

In practice, local governments can involve local communities to empower local residents. The existence of a community supported by leadership, innovation, and social capital is an essential part of building a brilliant tourist destination. Communities are the most critical stakeholders in sustainable tourism development.

Picture 3

Interviews with informants from Lombok, Sumbawa tourism businesses



The contribution of tour guides in promoting sports tourism destinations is also important in increasing the number of tourists and influencing tourist confidence in these destinations. In carrying out their business profession, tour guides, and tourism business people in Mandalika Lombok carry out creative tourism communications. Creative communication can be expressed as an activity in which a person conveys information to others through a particular medium. After receiving the information and understanding it as well as possible, the recipient of the information conveys responses to other parties through certain media—the person who delivered the message to him. The person uses the skill to find new relationships, to see things from a different perspective, to combine several concepts, to transform them into different concepts, and thus into something that is considered better. As tourism business actors, members of the GenPi community, culinary business people, tour guides, and travel drivers have the opportunity to create a vacation experience, which in other words is the process of disseminating tourist information and tourism service business activities to tourists. Thus, they are directly elements of society who actively participate in the promotion and communication of Lombok Mandalika tourism.

6. CONCLUSION

In tourism development, effective communication and active community participation are also important factors in the successful development of tourist destinations. By utilizing the potential of sports and involving local culture and through good communication, sports tourism destinations in Mandalika can contribute to developing tourism in Lombok. Tourism communication based on culture and local wisdom in post-pandemic Lombok can be an effective strategy in developing tourism in the area. In this context, a communication strategy can involve various stakeholders, including the local community, to build attention and concern for developing culture-based tourism and local wisdom in Lombok. In addition, the use of digital media and digital community development can also be an effective communication strategy in promoting local wisdom and culture in Lombok. Apart from that, involving the local government and other stakeholders is also important in developing culture-based tourism and local wisdom in Lombok. In developing tourism based on culture

and local wisdom in Lombok, it is essential to consider the role of stakeholders, such as the local community, in efforts to develop the local economy through tourism. Overall, a culture-based and local wisdom-based tourism communication strategy in post-pandemic Lombok can involve research, use of digital media, local government participation, and involve stakeholders in efforts to develop culture and local wisdom-based tourism in Lombok. Practical advice from the author for Lombok Mandalika tourism organizers is to integrate tourism strategic communications on all fronts sustainably. Academic advice for further research is to use a different approach to measure the effectiveness of strategic tourism communications carried out by tourism businesses in Lombok and Mandalika.

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