

Wellness and Herbal Tourism Based on Local Wisdom as an Alternative to 'New Normal' Tourism

Wisata Kebugaran dan Jamu Berbasis Kearifan Lokal Sebagai Alternatif Wisata 'New normal' di Solo

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Masuk tanggal : 24-02-2022, revisi tanggal : 11-09-2022, diterima untuk diterbitkan tanggal : 02-11-2022

Abstract

The government initiated a wellness and herbal tourism program, in collaboration with the Indonesian Ministry of Tourism and Creative Economy with the Ministry of Health. This tourism cluster is prioritized because it has high impact in improving health, cultural and economic field. This type of tourism is considered would provide fresh air in the New normal situations that require people to remain side by side with the Covid-19 pandemic situation. The author examines concretely the marketing communication strategy of tourism stakeholders in developing the program to see how the establishment of wellness and herbal tourism based on local wisdom as an alternative in tourism industry, especially in the New normal era. The author uses a marketing communication strategy with the SOSTAC + 3Ms model of marketing communication analysis, which was popularized by PR. Smith. This theory is considered could describe the integrated marketing communication science in the tourism industry. This research was conducted using a qualitative descriptive method, with an emphasis on the naturalistic inquiry paradigm. Direct interviews were conducted with competent primary sources who represent their fields. The results of this study describe the tourism stakeholders in Solo have been prepared for the development of the wellness and herbal tourism program, with a focus on the local wisdom of Solo's custom. However, the development and preparation of the wellness and herbal tourism program is deemed not optimal, because internal and external conditions are still hampered tourism business in the midst of the Covid-19 Pandemic.

Keywords: *marketing communication, new normal tourism, SOSTAC + 3Ms analysis, wellness and herbal tourism*

Abstrak

Pemerintah menginisiasi terwujudnya program wisata kebugaran dan jamu, kolaborasi Kemenparekraf RI dan Kemeskes RI. Klaster wisata ini diprioritaskan karena mempunyai prospek kesehatan, budaya, dan ekonomi tinggi. Jenis wisata ini dinilai dapat memberi angin segar di kondisi new normal, yang mengharuskan masyarakat tetap berdampingan dengan situasi pandemi Covid-19. Ditunjuk menjadi salah satu destinasi, Kota Solo menyambut positif melakukan pengembangan program wisata kebugaran dan jamu, yang dapat menambah keanekaragaman potensi pariwisata di Solo. Untuk melihat bagaimana pengembangan wisata kebugaran dan jamu berbasis kearifan lokal sebagai alternatif wisata era new normal, penulis meneliti lebih konkrit tentang strategi komunikasi pemasaran *stakeholder* pariwisata di Solo dalam membangun program wisata ini. Penulis menggunakan strategi komunikasi pemasaran dengan analisis komunikasi pemasaran model SOSTAC + 3Ms yang dipopulerkan oleh PR Smith. Teori ini dinilai dapat mendeskripsikan penulisan tentang ilmu komunikasi pemasaran terpadu di dalam industri pariwisata. Penelitian ini dilaksanakan dengan metode diskriptif kualitatif, dengan menitikberatkan pada paradigma naturalistik inquiri. Wawancara langsung dilakukan kepada narasumber primer berkompeten dan mewakili bidangnya. Hasil penelitian ini mendeskripsikan *stakeholder* pariwisata Kota Solo telah bersiap dalam pengembangan program wisata kebugaran dan jamu, dengan fokus materi diangkat kearifan lokal budaya khas Solo akan tetapi, pengembangan dan penyusunan program wisata kebugaran dan jamu ini dirasa belum maksimal, karena masih terganjal kondisi internal dan eksternal bisnis pariwisata di tengah Pandemi Covid-19.

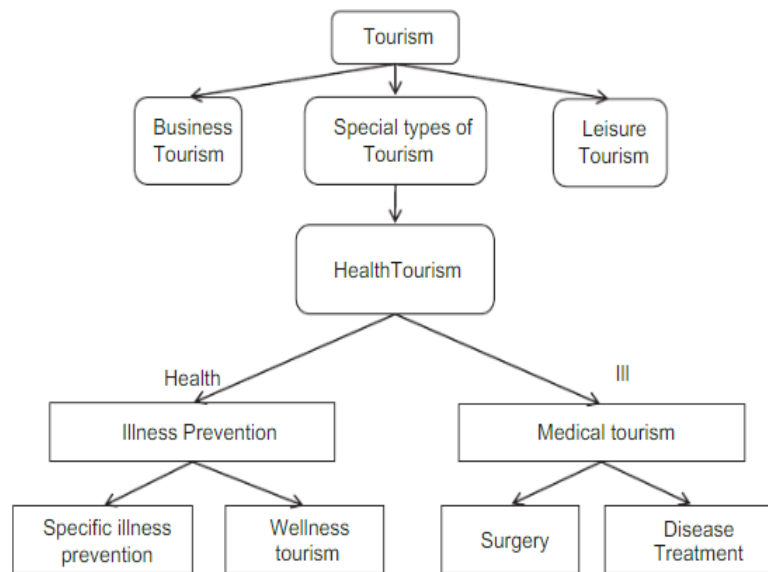
Kata Kunci: analisis SOSTAC+ 3Ms, komunikasi pemasaran, wisata kebugaran dan jamu, wisata *new normal*

Introduction

The year 2020 was a tough year for the world when the Covid-19 outbreak emerged and ravaged the joints of the world economy. Then because of that, making governments in various parts of the world think of a marathon in formulating emergency response policies in dealing with the Covid-19 outbreak. One of them is the lockdown policy to limit the total spread of this virus. Indonesia itself modified it under the name of Large-Scale Social Restrictions/ Pembatasan Sosial Berskala Besar (PSBB) which were enforced per region, either province or district/city based on the severity of the outbreak, the assessment of which was determined by the central government through the Ministry of Health. The PSBB implementation rules are regulated through Government Regulation/ Peraturan Pemerintah (PP) No. 21 of 2020 concerning Large-Scale Social Restrictions, as well as in Presidential Decree/ Keputusan Presiden (Keppres) No. 11 of 2020 concerning Stipulation of Public Health Emergency which was signed by President Joko Widodo on March 31, 2020. It has an impact on growth low or even negative, therefore the government is trying to schedule a New normal policy. So that the economic impact of the pandemic does not cause a prolonged crisis. (Muhyiddin, 2020).

In line with this, the Indonesian Ministry of Tourism and Creative Economy (*Kemenparekraf*) with the Ministry of Health (*Kemenkes*) collaborated to develop the concept of wellness tourism. The wellness tourism is divided into four clusters, namely (a) Medical Tourism; (b) Wellness and Herbal Tourism; (c) Sports Tourism that supports Health; and (d) Health Scientific Tourism. The Indonesian Ministry of Tourism and the Ministry of Health, as the pilot of the project, agreed to develop a wellness and herbal tourism cluster. By designating 5 initial destinations for development, namely the Joglosemar area (Yogyakarta, Solo, Semarang), Bali and DKI Jakarta. Wellness tourism is all forms of tourism activities that can improve body fitness, which is expected when the body is fit automatically, the body will also be healthier. (Aditya Eka Prawira, 2019).

Health tourism is one of the fastest growing segments of the global tourism market. According to the Global Wellness Tourism Congress (GWTC), health tourism is a near half-trillion-dollar market, representing 14% of total global tourism revenues (\$3.2 trillion) overall (New Study Reveals Wellness Tourism, 2013). This is projected to grow on average 9,9% annually over the next five years, nearly twice the rate of global tourism overall, reaching \$678.5 billion by 2017, or 16% of total tourism revenues. Wellness tourism is directly responsible for \$11.7 million global jobs, which delivers \$1.3 trillion in global economic impact or 1.8% of the world's GDP in 2012. When speaking of travel based on some form of health-related activities, the following terms are mostly used and often interchangeably-health tourism, medical tourism, wellness tourism, spa tourism and medical travel. Some researchers view these terms as notions of independent tourist segments (Carrera & Bridges, 2006; Hume & DeMicco, 2007; Kusen, 2011; Sobo, 2009). Wellness tourism is assumed to be pursued solely by "healthy" people whose main motive is to preserve or promote their health, and medical tourists are seeking treatment for a specific medical condition or ailment. (Romanova, Vetitnev, & Dimanche, 2015)



Picture 1: Typology of Tourism In Relation to Health, Medical and Wellness Tourism

The former Minister of Health of the Republic of Indonesia for the 2019-2020 period, Terawan Agus Putranto emphasized that the Indonesian Ministry of Health and the Ministry of Tourism prioritized the development of wellness and herbal tourism as the right decision. This cluster is considered to have high impact in improving health, cultural, and economic field. In addition, Indonesia also offers more promotive and preventive actions in the health sector, with high local wisdom. Indonesia itself has a heritage of herbs and herbal concoction inherited from ancestors which popularly known as *jamu*. (Andari Novianti & Selfy Momongan, 2019).

For the people of Indonesia, herbal drinks/*jamu* are ancestral heritage recipes that are still maintained and developed today. The basic ingredients used in making herbal medicine consist of herbal plants that can be found in the surrounding environment. *Jamu* is a representation of local wisdom that has developed in the community because the benefits of this traditional drink are still believed by the community to be able to cure various diseases without causing side effects. *Jamu* is one proof that the ancient Javanese people have known traditional medicine as an important component in the health sector since the period of the Hindu and Buddhist kingdoms in Indonesia. The term *Jamu* comes from two words, namely, "Djampi" which means healing using medicinal herbs, prayers, or *aji-aji* and "Oesodho" which means health. According to the Big Indonesian Dictionary, *Jamu* has the meaning of medicine made from roots, leaves, and so on. *Jamu* is a herbal product from Indonesia which is formulated and served in the form of a drink, and considered non-toxic and does not cause side effects. (Isnawati & Sumarno, 2021)

The city of Solo was appointed as one of destinations for the development of wellness and herbal tourism and also welcomed the program very well. The Government of Solo observes that the development of a wellness and herbal tourism program in Solo could make a new opportunity in building the revival of the tourism sector in Solo, which has also been affected by the corona virus pandemic. (Tim detikcom, 2020)

With the addition of tourism program development by the government in Solo, it even adds to the diversity of tourism potential in Solo. Reported from the official website of the Solo Tourism Office, Solo government calls itself a unique place with a festival spirit, a culinary paradise, with a lot of cultural heritage and hospitality. In addition, Solo is an interesting city to visit because it has many variations of accommodation that can accommodate various MICE activities, complete with the presence of a shopping center, and offers various conveniences and comforts at a reasonable price. (Dinas Pariwisata Kota Surakarta, 2021)

In this study, the authors want to see how the implementation of the marketing communication strategy for tourism stakeholders in Solo to promote wellness and herbal tourism based on local wisdom as an alternative to tourism in the New normal era. This includes the implementation of each stakeholder in developing a wellness and herbal tourism program in accordance with their professional field. In analyzing the results of the implementation and strategy of marketing communications, the author uses a marketing communication strategy with the SOSTAC + 3Ms model of marketing communication analysis, which was popularized by PR. Smith.

Smith discusses in some depth the trademarked communications framework he has developed, called SOSTAC. This comprises six stages: Situation, Objectives, Strategy, Tactics, Actions and Control. Developed over a decade, the framework grew out of a meta-analysis of other marketing planning tools, identifying their common elements, and synthesizing them into a new, more accessible and flexible approach. (Reed, 2014).

This theory is considered can describe integrated marketing communication science in the tourism industry. Referring to a simple yet logical structure of the SOSTAC analysis system, strategy should take precedence over tactics. Strategy must direct tactics towards the objectives, remembering that if there is no strategy, tactics can lead to one another. Strategy summarizes how the goals/objectives will be achieved. Before a strategy is chosen, strategic options must be created and considered (Smith, Berry, & Pulford, 1999).

Furthermore, SOSTAC is considered as one of the most robust frameworks for marketing strategy. It's six phases aid in determining the relevant components related to marketing strategy. SOSTAC was used as the main outer framework as guideline of the underlying research methodology. (Safanta, Shihab, Budi, Hastiadi, & Budi, 2019).

SOSTAC popularized by PR Smith (2014) can simplify marketing communication plans. SOSTAC itself is an abbreviation of Situation Analysis which is defined how the current conditions, Objectives is defined what would be the goal want to be achieved, Strategy is defined how to achieve goals, Tactic is defined as any aspects that can support the strategy smoothly, Action is defined as how the implementation, and Control is defined as how to measure/control the activities are in accordance with the objectives or not. (Smith & Zook, 2016).

SOSTAC provides an outline or structure for a comprehensive plan. An actual plan certainly requires a lot of detail, several components, and a situation analysis. Where it is very important and could take up half of the total plan. Situation analysis should be made thoroughly. Objectives and strategy should be written concisely. While Tactics and action require a lot of detail. Control, feedback, and monitoring mechanisms should be built into the plan.

To complete the analysis system using the SOSTAC method, it takes three main operating sources known as +3Ms, which means Man/Woman (human resources), Money (budget), Minutes (time scale).

SOSTAC and +3Ms provide a simple structure for building an integrated marketing communications plan. Thus, SOSTAC + 3Ms analysis can function and be applied in preparing marketing communication strategies for all types of products or services for customers. SOSTAC can apply to either overall marketing communications planning or simply campaigns planning for a single communication tool, such as direct mail. (Smith & Zook, 2016).



Picture 2: SOSTAC Model Planning System for Marketing Communication Strategy (PR Smith, 2011)

Meanwhile, tourism marketing is essentially no different from marketing in general, which is oriented towards customer (tourist) satisfaction. Customer is a strategic element in service-based marketing. The difference between marketing of manufactured products and marketing of services (tourism) is only in the type of product being marketed. Marketing in manufacture industry sells products that are tangible or in physical form. Meanwhile, marketing in service-based industry

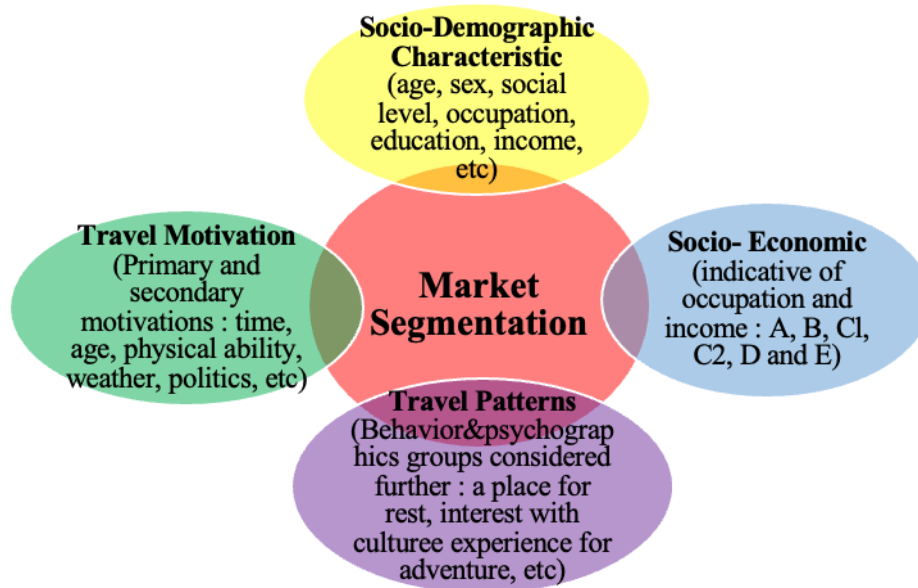
such as tourism sells services which often called as intangible products. Marketing in tourism is often equated with marketing in hospitality. In tourism, customers are not receiving tangible products, but they get product in the form of services instead. So, it is often known as service marketing, hospitality marketing, and tourism marketing. (Sudiarta & Suardana, 2015).

Middleton (1994) stated that tourism marketing consists of five interrelated elements. The five integrated elements are market demand, travel organizers, destination organizers, product supply, and physical elements of accessibility.

The key role of tourism marketers in this process is to match tourists with the right providers (rather than promoting products on certain providers' behalf), and to help the operand and operant resources flow smoothly. Their focus is thus three-fold: to improve the quality of customized experiences, to improve the relationship between tourists and providers, and to improve the connection and cooperation within the industry network. (Li, Robert, & Petrick, 2008)

Morrison (2002) listed eight characteristics that make tourism and hospitality marketing special. These include customers' shorter exposure to services, more emotional buying appeals, greater importance on managing evidence, greater emphasis on stature and imagery, more variety and types of distribution channels, more dependence on complementary organizations, easier copying of services, and more emphasis on off-peak promotion. (Li, Robert, & Petrick, 2008)

Tourism is heterogeneous because consumers vary tremendously in a variety of characteristics. The tourism organisation which must analyse its markets and identifies marketing opportunities will have to understand the characteristics of individual markets and will have to assess how environmental factors impinge on its marketing. All markets are capable of segmentation, and this will determine which marketing strategy will be adopted by the organisation. (Chuo, 1992)



Picture 3: A Conceptual Framework for The Marketing Of
(Joseph H Chuo, 1992)

Research methods

This study focuses on the marketing communication strategy of Solo tourism stakeholders in producing Solo, as a wellness and herbal tourism city based on local wisdom in the New normal era. The study was made using qualitative descriptive methods, with an emphasis on naturalistic inquiry paradigm.

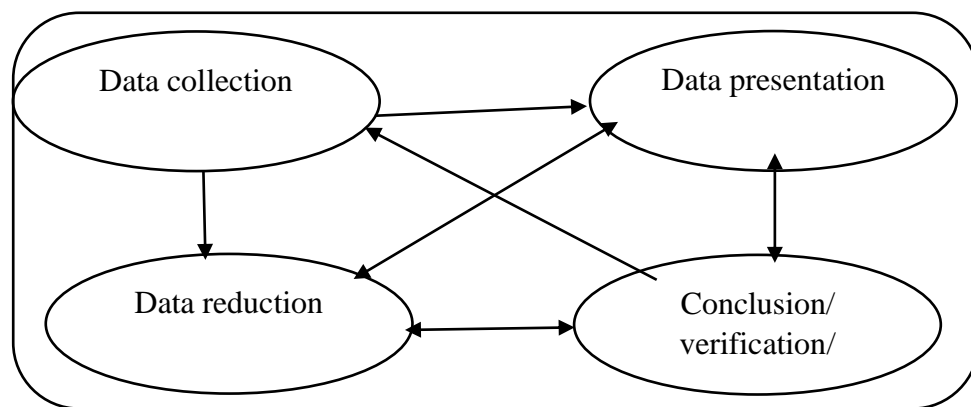
Basically, descriptive method is focus on status, attitudes, opinions of individual groups, sets of conditions and procedures, a system of thought or events in order to make a data which collected from systematic and analytic observation that can be used to solve an actual problem today (Suprpto, 2013). Descriptive method is generally not intended for explaining things, but rather focus to express a description or understanding. (Pawito, 2007)

Qualitative method means that the data collected is not in the form of numbers, but comes from interview scripts, field observation, personal documents, memo notes, and other official documents. (Moleong, 2012). Meanwhile, naturalistic inquiry, according to Lincoln & Guba (in Al Muchtar, 2015) is not a method, but a paradigm commonly used in qualitative research. Naturalistic inquiry is an approach to understanding the social world in which the researcher observes, describes, and interprets the experiences and actions of specific people and groups in societal and cultural context. (Armstrong, 2010)

Researchers conducted direct interviews with competent and representative sources in their fields to collect primary data. Interview is a way of collecting data through verbal communication to obtain information directly from the source. (Moleong, 2012). After the data was obtained from interviews, notes, and documentation, the data then analyzed. The description of this data is done by

compiling and grouping, so it can provide a real description of the respondents. (Sukardi, 2008)

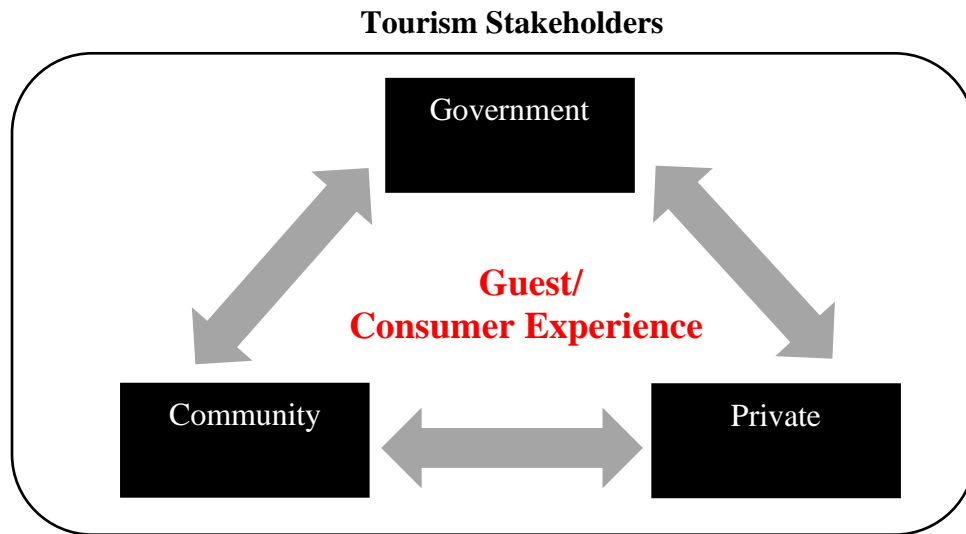
In accordance with the type of research above, the researcher used an interactive model from Miles and Huberman to analyze the research data. Activities in qualitative data analysis are conducted interactively and continuously until it is completed, so that the data is saturated. The interactive model can be described as follows:



Picture 4: Components of Interactive Data Analysis Miles and Huberman
(Miles, Huberman and Saldana, 2014)

In qualitative method, the technique used for the writing sample is selective. According to Moleong (2005), sampling in qualitative method is used to capture as much information as possible from various sources and structures. Therefore, in qualitative method, there is no random sample, but a purposive sample. (Moleong, 2012).

Swarbrooke (2001) divided stakeholders into five major categories namely government, tourists-both domestic and foreign, the host communities, tourism businesses and other related sectors. Every group of stakeholders is considered a critical constituent of the tourism destination. (Nicolaides, 2015). The picture below shows the correlations and synergies between stakeholders and tourism development activities. Each of these stakeholders cannot stand alone, but must synergize with each other and move together to achieve and realize the goals and objectives agreed.



Picture 5: Tourism Stakeholder (Nur Hidayah, 2017)

In this study, the respondents targeted were representatives of three tourism stakeholders components in Solo. The respondents were representatives of each tourism stakeholder;

- a. The head of Promotion and Information Section of Surakarta Tourism Office, Terry Sulistyaningrum represents tourism stakeholders from local government sector.
- b. The head of Tourism Travel Business Diploma Program at Sebelas Maret University (UNS), Deria Adi Wijaya represents tourism stakeholders from community sector.
- c. The chairman of Asita (Association of the Indonesian Tours and Travel Agencies) Solo, Priyono, who represents tourism stakeholders from private sector.

Results and Discussion

The findings of this study are in the form of interviews with respondents who are presented in several categories of data.

1. Solo as a Destination for Wellness and Herbal Medicine

Wellness and Herbal Tourism are considered being the new tourist trend that will have a lot of demand during the current New normal conditions. Solo city is also one of the destinations that became the pilot project for this tourism development besides Yogyakarta, Semarang, Jakarta, and Bali areas. Solo is located in Indonesia, precisely in Central Java. The population of Solo is 563,814 people (data from Dispendukcapil in 2018), in which the residents of Solo are known to have strong Javanese culture and become the center of the development of Javanese traditions. Solo is considered a unique place with a passion, a lot of cultural heritage and hospitality. Solo is known as the entrance for tourists who want to enjoy various tourist attractions, both in the city itself or the surrounding districts around Solo.

Based on the book of Wellness Tour Scenario which was launched by the Indonesian Ministry of Tourism and Creative Economy, Wellness and Herbal Tourism in Solo is included in the theme of *Tracing The History Of Jamu* which has been regulated by the government. This theme was chosen to be a wellness tourism attraction in Jogjakarta, Solo, Semarang (Joglosemar) areas. This journey to rediscover the history of herbal medicine will compile archaeological traces, preservation traditions, to the scientific and modern development of herbal medicine. Tourists not only get information about the history of herbal medicine and herbal traditions in Java, but also experience impressive cultural interactions in modern society. The values of "wisdom" and "modernity" become a perspective to see how the Javanese people keep *jamu* as a tradition. On the other hand, it also describes the efforts to make herbal medicine a part of a modern lifestyle.

Solo itself has been embedded in the minds of society as the city of culture. Appointed as one of the tourist destinations for wellness and herbal medicine in Indonesia actually also can become a new opportunity of tourism trend, as well as boosting to attract tourists to visits Solo. The Head of Solo Tourism Office, which is represented by the Head of Promotion and Information Section, Terry Sulistyaningrum, stated that Solo is not only about Javanese dances, performances, and special culinary events, Solo also offers a variety of wellness tours and nuances of strong local wisdom.

Solo is also considered having various cultural heritage of health and traditional treatment ingredients inherited from the kings and queens of the Javanese palace, in the form of herbs, traditional spas, body scrubs, flower baths, and spices that have been proven their efficiency and still benefiting in the modern society. Other potential of wellness tourism can come from a variety of healthy culinary and typical medicine brews from Solo, which was previously known as culinary tourism. Such as *pecel*, *selat*, *soto rempah*, *gudangan*, *trancam*, *wedang uwuh*, *jamu gendong*, fresh milk, etc.

2. Relying Culture-Based Local Wisdom

The chairman of Asita Surakarta DPC for the 2018-2023 period as well as the Director of Gava Holiday Solo, Pri Siswanto said that his organization had interested in wellness tourism as an alternative for tour packages to attract tourists to visit Solo. Although it is still in the pilot stage, Asita as one of the tourism stakeholders in Solo has prepared and compiled a roadmap for wellness and herbal tourism packages without reducing unique elements of local wisdom of Solo's culture.

The wellness and herbal tourism program that is currently being developed adopts the typical Solo tourism program that has been offered so far. It's just that this tour package is added and collaborated with cultural-based healthy activities, or what he calls wellness culture. According to him, wellness and tourism programs that utilized for vacation only have different goals and commitments. For example, if a tour that its purpose for vacation

only, it tends to use accommodations that are self-entertained. While for wellness tourism, it relies more on physical activity in it.

Based on strong local wisdom of Javanese culture, wellness and herbal tourism packages in Solo can be something that has its own appeal. For example, the activity of stringing/weaving coconut leaves which has a high philosophy in Javanese customs. Stringing leaves can be one of the activities that support wellness tourism activities. Because through this activity can inspire creativity, taste, and intention like a Javanese artist. Meanwhile, for herbal medicine tourism, it can be body movements to make herbs and body scrubs like the king and empress guided by courtiers of the palace.

Besides tourism activities that require high local cultural wisdom, it also needs to be supported with narrative stories that restore memories from the past in order to create an impressive tourism program. Wellness tourism activities and other herbal medicine can also be developed by providing relaxation services wrapped in culture such as meditation, Javanese massage, spice masks, and others that have both physical and mental benefits.

Considering wellness tourism and herbal medicine have existed from ancestor long time ago. Until now, the trend has increased along with the outbreak of a pandemic that hits almost all over the world. This wellness tour accommodates activities that improving physical, psychological, and mental health. This activity can be physical activity, consuming healthy foods and herbal drinks to increase body stamina, or just meditation to calm the mind. It's just that this wellness and herbal tourism needs to be targeted for short to long term, so that it doesn't just become seasonal tourism, it actually adds to the diversity of tourism themes in Indonesia, especially in Solo. The wellness and herbal tourism need to be adapted and packed creatively and also attractively so that this tourism program can be easily understood and accepted by the community. Of course, through an agreement on the meaning of wellness tourism that has been agreed by all tourism stakeholders in Solo.

Head of Tourism Travel Business Diploma Program at Sebelas Maret University (UNS), Deria Adi Wijaya, believes that this wellness and herbal tourism can be accepted by any groups, from teenager to the elderly, where awareness of healthy living is increasingly well understood. Incorporating elements of local wisdom based on typical Indonesian culture can be an interesting theme for wellness and herbal tourism. When combined with creative content, it has the potential to become the leading sector in wellness and herbal tourism in Indonesia because of its authenticity.

This can be seen from several traditional healthy lifestyles that are increasingly being interested by millennials. Like the herbal medicine business, using skin care and body care products using traditional spices. Some healthy activities that previously could only be practiced by courtiers for their king's daughters, people who are not royal lineage nowadays can enjoy healthy-enhancing activities like the king and queen of the palace. In addition, Solo has so much potential, and has the opportunity to excel in providing the royal Javanese wellness services program.

3. Marketing Communication Strategy

In implementing the marketing communication strategy for wellness and herbal tourism based on local wisdom in the New normal era in Solo, the marketing function is delegated to the Solo Tourism Office, which is also supported by the role of other tourism stakeholders, with the elements analyzed in the SOSTAC + 3Ms model which are Situation, Objective, Strategy, Tactics, Action, Control, Men/Women (human resources), Money (funds), Minutes (time limit).

Meanwhile, for strategic elements, there are important components that need to be considered consisting of Segmentation, Targeting, Objectives, Positioning, Sequence of tools, Integration of the tools, Tools which is abbreviated as STOP SIT, the author will analyze the strategy that has been prepared by Solo Tourism Office as the main stakeholder who represent the local government.

a. Situation Analysis

This analysis must cover the overall performance of marketing, market, competition, strengths and weaknesses as well as several activities such as, distribution, product quality, including conditions of opportunities and threats that fall into the category of SWOT analysis (Strength, Weakness, Opportunity, Threat). SWOT situation analysis is a description of the condition of the company, making it easier for marketers to determine strategy. The author also has to summarize the SWOT situation analysis from interviews with tourism stakeholders who have their respective roles in developing tourism in an area.

Table 1. The SWOT Situation Analysis (Interview Results)

STRENGTH	Solo's strong branding as The Spirit of Java is considered to have great potential in developing wellness and herbal tourism programs with strong local wisdom of Javanese culture. This has been adopted by healthy activities which so far could only be practiced by courtiers for their king's daughters, people who are not royal lineage nowadays can enjoy healthy-enhancing activities like the king and queen of the palace. Moreover, this is reinforced by the presence of two royal palaces of the Islamic Mataram Kingdom, namely the Surakarta Kasunanan Palace and the Mangkunegaran Palace. In addition, Solo has so much potential, and has the opportunity to excel in providing wellness tourism services program based on strong customs and local wisdom.
WEAKNESS	This wellness and herbal tourism is considered less popular for the majority of Indonesian, especially the people from Solo. The central government is not maximized socializing and standardizing this particular tourism program. Most Indonesian still have a tendency to choose tourist attractions that offer various selfie spots at much more affordable prices. Compared to the concept of wellness tourism and herbal medicine, that

	puts forward elements of experience and healthy activities in it, which of course requires more costs to accommodate it. This makes wellness and herbal tourism seem exclusive, limited, and can only be reached by a limited market class, such as the upper middle class.
OPPORTUNITY	Wellness and herbal tourism will become a new tourism opportunity or trend during the pandemic. The pandemic situations make people's lifestyles change to prioritize health protocols, or things that support their body's improvement and immunity. Moreover, this wellness and herbal tourism emphasizes more on activities in nature/open spaces, so the wellness tourism concept acts as an alternative community tourism during a pandemic. The wellness tourism can also add the various national tourism themes in the future.
THREAT	The unstable condition of the Covid-19 case in this country has made the government enforce regulations limiting visits between regions, so that people will think twice about going on tours between regions. Moreover, because it is considered new and not well understood by large scale of society, the potential for wellness and herbal tourism has not been explored properly and optimally.

b. Objectives

Objectives are useful for clarifying strategies to focus. From the interview results with the speakers, wellness and herbal tourism are considered new tourism opportunities in Solo, as well as being able to increase tourist visits to Solo, especially during the current pandemic conditions. Wellness and herbal medicine tours can become public education that can improve health, fitness, and giving benefits both physically and psychologically. Although it takes time to adapt and be accepted directly by the community.

c. Strategy (determining promotion strategy)

The strategy refers to "how do we get there?" which is how the goal will be achieved. The promotion strategy, according to Paul Smith (1999) in his book 'Strategic Marketing Communication' is to determine the message that must be presented to a certain target audience through a promotion mix. To support the components of the marketing communication strategy using the STOP & SIT method.

SEGMENTATION

Wellness tourism and herbal medicine are considered relevant for tourists, both domestic and foreign. Where they are interested in all travel activities that can improve their physical and psychological health. As well as those who are interested in learning about the peculiarities and culture lore of an area. The segmentation that is considered suitable to be worked on is also education, intended for students. Where they can learn health recovery activities and wellness through programs filled with local wisdom as an alternative for outing class programs.

TARGET MARKETS

Because this tourism involves many activities, so would be more relevant for the middle to upper market. In addition, this particular tourism activities also considered provided with reasonable price. Wellness and herbal tourism are also relevant to be socialized to millennials, who are active in spreading information so that it will be more easily accepted by the community. Terry explained, known as a city that produces creative generations, his association wants to collaborate with millennials in spreading socialization and education related to wellness and herbal tourism. Millennials are easy to socialize and educate about the advantages of wellness and herbal tourism packages, so that the new tourism program looks natural and attractive in the

OBJECTIVE

In determining the objective of wellness and herbal tourism strategy, the respondents use prospects and potential of wellness and herbal tourism based on local wisdom based on cultural uniqueness as the foundation. By considering implementation scale in short, medium and long term

POSITIONING

The goal of organizing wellness and herbal tourism in Solo is in line with the branding of Solo The Spirit of Java, which is "Wellness Tourism Solo: Solo is Comfortable and Safe to Visit, Let's Travel to Solo." However, it needs to be socialized more, given the lack of understanding about wellness tourism and herbal medicine.

STAGES

To determine the programming strategy requires coordination and collaboration with other tourism stakeholders, especially the private sector and community. According to him, at the stage of determining the main strategy for organizing wellness and herbal tourism in Solo, it should also be supported by the government / CSR financially, so that it can operate as it should.

INTEGRATION

Each stakeholder stated that the integration strategy is still in drafting, intensifying, and material finishing for the wellness and herbal tourism program. The implementation of the program has not yet been implemented because it is still under further study, considering the PPKM limitation to implement this tourism program during pandemic.

TOOLS

In developing wellness and herbal tourism program in Solo, The Solo Tourism Office has launched early promotions through digital media owned by Solo Tourism Office and local government, in social media and official website page owned by Solo Tourism Office. The promotions are posted in Instagram account @pariwisatasolo, Facebook fan pages account @Info Wisata Solo, Twitter account @wisatasolo, YouTube account of Solo Tourism, the website address for Solo Tourism Office www.pariwisatasolo.surakarta.go.id and www.solocity.travel, as well as the official website of Solo which is www.surakarta.go.id. The hope is through this media promotion of wellness and herbal tourism, it can reach more people and tourists efficiently. Both domestic tourists and foreign tourists who are known to like studying the various indigenous cultures of a region.

Source : Interview Results

d. Tactics

According to Paul Smith (1999) tactics refer to activities done in a relatively short period of time. In wellness and herbal tourism program in Solo, the Solo Tourism Office has prepared a tactical plan, which is preparing a promotional program for the community such as socialization about wellness tourism and herbal medicine, as well as making promotional videos for wellness tourism program packages through information media channels and promotions of Solo Tourism Office. This tactical-strategic cannot be separated from the aspects that are highlighted, in which the potential aspect, the accessibility aspect, the tourism facility aspect, and the human resources aspect.

e. Action

Action or implementation of marketing communication tactics requires the ability to get others to deliver messages on time and within budget, to move on to the next action. The Solo Government, through the Solo Tourism Office, together with other tourism stakeholders, has implemented the promotion of wellness and herbal tourism programs, although still in the process of socialization and further study.

<p>Stakeholders representing the Government (Surakarta Tourism Office)</p>	<ol style="list-style-type: none"> 1) Socialization of communication forums with tourism stakeholders under the theme: Menangkap Peluang dan Tren Pariwisata pada Masa Pandemi on April 7, 2021 at Swiss Bell Hotel Solo. 2) Producing wellness tourism videos. Includes: Producing TVC in 30 seconds duration, a healthy culinary vlog in 30 seconds duration, a vlog of a health tourism destination in 30 seconds duration, a vlog of spa services in 30 seconds duration. 3) Monitoring and evaluating the implementation of regulations during pandemic in industry and tourist destinations in Solo. 4) Promotion of wellness tourism via social media @pariwisatasolo and the website www.pariwisatasolo.go.id or solocity.travel. 5) Promotion of wellness tourism via TV media by broadcasting on local metro tv networks in Central Java, East Java, DIY, West Java, Bali, South Sulawesi, Kalimantan and Sumatra. 6) Promotion of wellness tourism via videotron in another city (Bandung, Semarang, Yogyakarta). 7) Promotion of wellness tourism via social media account managers (Solo, DIY, Lampung, DKI) and Instagram ads (advertising on Instagram). 8) Promotion of wellness tourism via advertorial video tribunjogja.com, jateng.tribunnews.com, pantura.tribunnews.com.
<p>Stakeholders representing the Community (Tourism Travel Business Diploma Program UNS)</p>	<p>According to Deria, as an educator, also a stakeholder who provides education to the community, her study program has compiled learning materials related to wellness tourism and herbal medicine in the wellness tourism subject. This curriculum is a figure of synergy with the policies launched by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, regarding the development of wellness and herbal tourism in Indonesia, especially in Solo in term of educational field. By targeting four graduation profiles, specifically tour guides, tour planners, travel consultants, and MICE, the curriculum material focuses on the development of wellness tourism. It aims the students to be able to understand and practice how to make wellness tourism events, make wellness tourism packages, become guides specializing in wellness tourism, and have plans which is expected to provide input and contribute to the development of wellness tourism in Solo and Indonesia. UNS also does not forget to collaborate and synergize with tourism activists, such as Asita and HPI, who also play a role in providing curriculum to students in studying wellness tourism so that it can be applied directly in the real world.</p>

Stakeholders represent Private sector (Asita Solo)	<p>Asita Solo, presented by Priyono, has arranged a wellness and herbal tour program for three days and two nights, but it is still in the trial stage. The program that his associations is trying to arrange is a tour package that he already invented to sell the potential of Solo. It's only modified and re-polished an idea with the concept of wellness tourism based on culture. This tour program is still limited to some people gradually because still in the trial stage. His association also arranged steps to invite travel agents from outside Solo in Central Java to try the program and asked for input for evaluation in the future. With the hope, wellness and herbal tourism packages in Solo can also be promoted by travel agents outside Solo. The problem is this implementation is still limited to its promotion and introduction due to the pandemic situation.</p>
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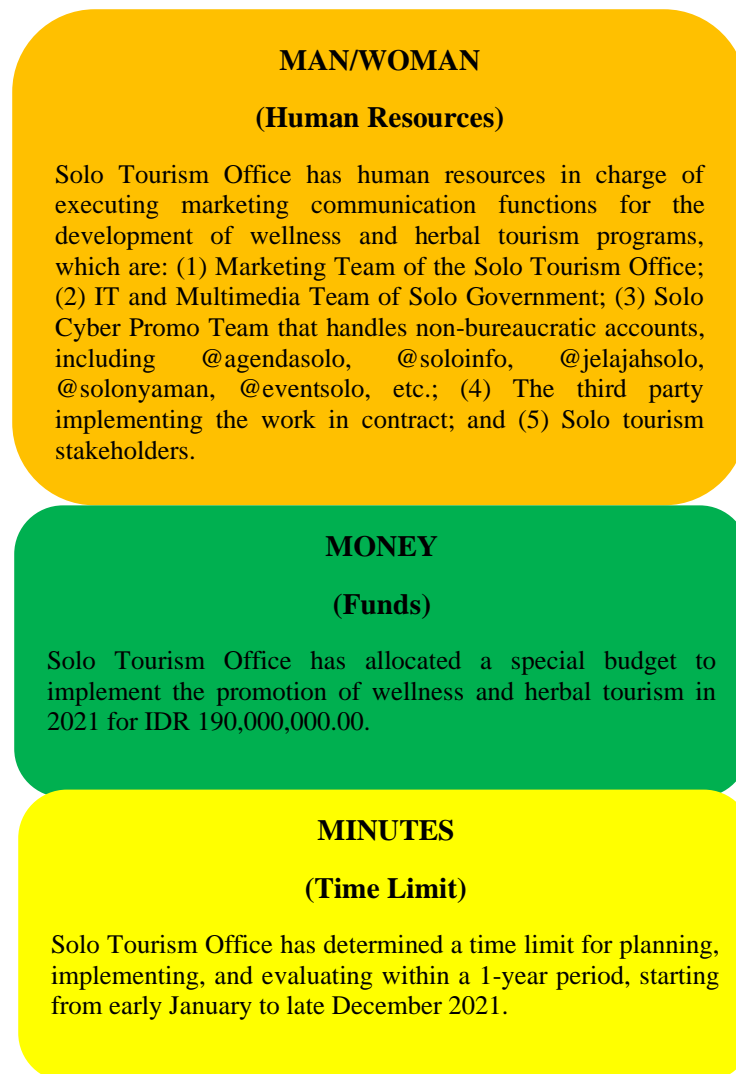
Source : Interview Results

f. Controlling

Control system should be in invented to help monitor each campaign or activity. With clear and precise goals, the money that has been used expected to measure performance against goals becomes more efficient.

Terry said, to control the promotional communication in developing the wellness and herbal tourism program in Solo, the Solo Tourism Office which oversees the tourism potential industry in Solo can control the program through monitoring promotional media. Such as monitoring the number of engagements, followers, or viewers on social media platforms; review the results of the promotional video broadcast report on Video Tron according to the contract; monitoring reports on news broadcasts related to the development of wellness tourism and herbal medicine in digital media.

Terry explained, in running the marketing communication business for the development of fitness and herbal tourism programs based on local wisdom culture, his team did not forget to utilize the +3Ms aspect to support the analysis of marketing communications according to the SOSTAC model.



Source : Interview Results

Table 2. Implementation of Solo Tourism Stakeholder Marketing Communication Strategy (Interview Results)

NO	Informan	Marketing Communication Strategy Analysis								
		Situation Analysis	Objective	Strategy	Tactics	Action	Control	Man	Money	Minutes
1	Government Sector (Dinas Pariwisata Kota Surakarta)	√	√	√	√	√	√	√	√	√
2	Private Sector (Asita Solo)	√	√	√	√	√	-	√	-	-
3	Community Sector (UPW UNS)	√	√	√	√	√	-	√	-	-

Conclusion

The results of this research on the Marketing Communication Strategy of Tourism Stakeholders in Building the Image of Wellness and Herbal Tourism Based on Local Wisdom as Tourism Alternatives in the New normal Era in Solo, although it is relatively new, it appears that Solo Government has prepared the development of this potential. Preparations for the development of the potential for wellness and herbal tourism are also supported by other components of the main tourism stakeholders in Solo, specifically the private sector and the community. Both the government and other tourism stakeholders have the same understanding, to carry out cultural-based local wisdom that can become the value and main attraction of wellness and herbal tourism in Solo. Thus, Solo has two Islamic Mataram palaces which contain cultural heritage, including the culture of maintaining health and wellness, which can be benefitting for modern society. Like the tradition of body masking, drinking herbal medicine, dancing, and meditating.

The results of the implementation that have been executed so far, Surakarta Tourism Office has prepared several destinations for developing wellness and herbal tourism programs in Solo. Promotional videos have also been made and advertised to various social media owned by the Tourism Office and Solo Government. Not only that, Asita, as the private organization in charge of the tourism business movement in Solo has also prepared a fam trip program for wellness and herbal tourism in Solo. There also has been conducted a trial to invite travel agents from outside Solo as study material for improving the program. UNS, which is led by the Tourism Diploma Program, also has a curriculum on wellness tourism and herbal medicine which is taught to students. The preparation of this curriculum also collaborated with Asita and HPI as tourism activist practitioners, who provided practical learning in the field.

However, each stakeholder realizes that the development and preparation of the wellness and herbal tourism program is still not optimal, because there are conditions that come from internal and external stakeholders. So that the public has not been educated properly and has not operated as it should. Each of the stakeholders has several suggestions for discussion, for the advancement of the development of wellness and herbal tourism programs in Solo. This wellness and herbal tourism program still need to be re-discussed by involving the community as part of its social control. The society needed to evaluate whether the program that has been prepared is ideal or not. For example, by throwing surveys through social media, or selling wellness and herbal tourism packages in Solo to tourists, and then following up by asking for their responses in participating in the tourism program.

Although this type of tourism does not have a specific indicator yet to measure its success by the central government. It is recommended that the tourism stakeholders of Solo to discuss and make a mutual agreement regarding the standardization of wellness and herbal tourism package program based on local wisdom of Solo's culture. For example, whether the program can be well received

by the community by measuring sales results or conducting more tests on market analysis and the quality of the program offered.

Besides the standardization of the quality, each tourism stakeholder also needs to examine the standardization of understanding and knowledge about wellness and herbal tourism further by creating a shared narrative so that the information conveyed can be received and understood by all groups. Moreover, the notion of wellness tourism and herbal medicine is so general, so a common understanding is needed because narrative is considered important and adds value for a tourism tour. More Importantly, Solo has strong cultural potential, so that the narrative of cultural activities is expected to become a powerful value for cultural preservation.

Acknowledgement

In this study of Wellness and Herbal Tourism Based on Local Wisdom as an Alternative to 'New normal' Tourism in Solo, the researchers did not forget to express her gratitude to the all respondents who were willing to be interviewed, to analyze a social issue that is expected to become a scientific study in the field of communication in particular. The respondents were the Head of the Promotion and Information Section of the Tourism Office of Surakarta, Terry Sulistyningrum representing the tourism stakeholders for local government; Head of the Tourism Diploma Program of Sebelas Maret University (UNS), Deria Adi Wijaya representing tourism stakeholders from the community; The chairman of Asita (Association of the Indonesian Tours and Travel Agencies) Solo, Priyono, who represents tourism stakeholders from private sector.

The author would like to thank the supervisor, Prof. Dr. Mahendra Wijaya, MS and Mr. Albert Muhammad I.N., Ph.D. who kindly directed the author to compile this scientific work that hopefully can be useful for the community. The authors would also like to thank parents, family, friends, colleagues, and many parties who support the research and preparation of this scientific journal so can benefit for society.

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