

COMMUNICATION STRATEGY OF THE EAST JAVA PROVINCIAL TOURISM AND CULTURE OFFICE TOWARDS TOURISM RECOVERY IN EAST JAVA AFTER THE COVID 19 PANDEMIC

Oleh:

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Introduction

- Tourism is an industry that can bolster the economic growth of an area. In Indonesia, the tourism industry is often described as the biggest source of foreign exchange. Besides impacting the economy, the tourism industry also contributes to decreasing unemployment, which continues to rise daily due to the elevated birth rate.
- The growth of tourism in the area is affected by several factors, such as geographical location, the quality of human resources, and the planning and strategies employed by relevant authorities. In this research, the author will examine the impact of tourism development by analyzing the implemented communication strategy. This is what the government can aim for to impact the development of tourism. This aligns with the authority granted to a region to govern and oversee its own area to attain prosperity for its citizens, as outlined in Article 1 paragraph 6 of Law No. 23 of 2014 on Regional Government. This is provided as an initiative to help local governments develop strategies for regional growth since they have a better grasp of their area's benefits, including those from the tourism industry.
- In 2019, the World Health Organization officially obtained a report indicating that the covid-19 virus, first identified in the Chinese Government's territory, had begun to spread. Until the conclusion, nearly all nations were impacted across different sectors, with one being tourism, which needed to be restricted or even temporarily shut down to reduce social interactions. Eventually, as the spread lessened, the government started to reopen organized public areas for public access once more. Nonetheless, tourism that isn't essential leads individuals to choose

Formulation of the problem

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What is the communication strategy of the East Java Culture and Tourism Office to restore the tourism sector post-COVID-19?

Objective

The purpose of this study is to determine and analyze communication strategies that can be implemented by the East Java Provincial Tourism Office in handling tourism recovery after the Covid-19 pandemic.

Metode

This study employed a qualitative descriptive research method, Direct interviews with "informants" served as the basis for this research. Sampling was a method of collecting factual data, involving interviews with sources deemed to have specialized experience or understanding of a topic. Collecting research material was the purpose of the reporter's work so that relevant information could be obtained from it. One employee from the Human Resources Development and Tourism Marketing Unit (HRD), two managers from the Tourism Destination Management Unit (UPT), three managers from the Creative Economy Department, and four East Java residents served as informants. Five were Directors of Development and Tourism, and a District Health Officer.

Pandemic Impact Data

- Foreign Exchange Earnings from the East Java tourism sector in 2021 amounted to 6.75 million US\$ (Rp. 0.10 Trillion) where this value decreased compared to 2020 which amounted to 30.26 million US\$ (Rp. 0.42 Trillion).
- The GDP of ADHB Tourism in 2021 was 137.96 Trillion Rupiah, which increased compared to 2020 of 129.74 Trillion Rupiah. Meanwhile, the GDP of ADHK Tourism in 2021 is 87.19 trillion Rupiah, which has increased compared to 2020 which was 84.56 trillion Rupiah.
- The absorption of workers in the tourism business in 2021 was 82,808 people, down from 101,170 people in 2020.
- Tourism attendants with active licenses in 2021 were 46 people, which decreased compared to 226 people in 2020.

Result

The Covid-19 pandemic has had a significant impact on the tourism sector in East Java Province. In early 2020, there was a drastic decline in tourist numbers until April, then a gradual increase towards the end of 2020. In 2021, tourist arrivals reached 5,510,711 people, an increase compared to 2020's 5,052,465 people. Although there was a slight decline in July 2021 due to the Delta variant and mobility restrictions, tourist arrivals again showed an upward trend.

Changing conditions before and after the pandemic demonstrate the importance of communication strategies in tourism promotion. Communication strategies are a combination of management and communication planning to achieve specific objectives through effective messaging. These strategies are analyzed using two approaches: macro (external) and micro (internal), and consider audiences, methods, situational analysis, informative messages, and persuasiveness.

Result

The East Java Provincial Culture and Tourism Office implemented four main strategies:

- 1) Advertising, through online media such as Instagram to inform the reopening of tourism while still implementing health protocols.
- 2) Promotion, through collaboration with agencies and universities, such as a collaboration with UNAIR to discuss tourism development trends and strategies.
- 3) Publicity, through organizing the Majapahit Travel Fair 2022, involving 38 regencies/cities and 50 tourism industries to restore the tourism and economic sectors.
- 4) Private sales, through direct outreach to agencies and organizations regarding health protocol standards and the tourism event calendar.

Overall, the implemented communication strategy was adaptive and played a crucial role in the recovery of East Java's tourism sector post-pandemic.

discussion

- It can be concluded that the Tourism Office's strategy for promoting regional tourism utilizes four effective communication strategies: advertising, promotion, publicity, and personal selling. It also involves tourism development supported by the local community as a source of livelihood.
- The results were visible at the end of 2021, with tourist visits to East Java increasing compared to 2020 and early 2021, although hotel occupancy rates continued to decline.

conclusions and recommendations

Conclusion:

- The East Java Culture and Tourism Office uses advertising, promotion, publicity, and personal selling strategies.

Recommendations:

- Empowering local communities as actors in the tourism economy.

