COMMUNICATION STRATEGY OF TOURISM AND CULTURE DEPARTMENT OF EAST JAVA PROVINCE TOWARDS TOURISM RECOVERY IN EAST JAVA POST PANDEMI COVID 19

by Alana Firman

COMMUNICATION STRATEGY OF TOURISM AND CULTURE DEPARTMENT OF EAST JAVA PROVINCE TOWARDS TOURISM RECOVERY IN EAST JAVA POST PANDEMI COVID 19

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Abstract.

Tourism is a trip made by someone to a certain place with the purpose of recreation or vacation that has been previously planned in advance. After the COVID-19 pandemic, which limits people's daily mobility, including the desire to vacancie, this desire arises after existing restrictions are slowly removed to eliminate the saturation that has accumulated during the pandemic. The purpose of this study is to describe the efforts made by the Tourism Office of Pacitan Regency in developing tourism after Covid 19. The results of this research can be concluded that the tourism office's strategy in promoting regional tourism uses four communication strategies that are considered appropriate, including using theories about advertising, promotion, publicity and personal selling, as well

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as tourism development followed by the surrounding community as a livelihood.

Introduction

Tourism is one of the sectors that can support the economy of a region. In Indonesia, the tourism sector is also referred to as the largest foreign exchange earner. In addition to affecting the economy, the tourism sector also has a role in reducing unemployment which continues to increase day by day influenced by the high birth rate.

The development of tourism in the region is influenced by various things, namely the location of geography, the state of human resources, and the design and strategy used by related officials. So in this study, the author will discuss the influence of developing a tourism by looking at the communication strategy carried out. This is what the government can strive to be able to influence the progress of a tourism. This is in line with the rights given to a region to be able to regulate and manage its own area in order to achieve prosperity for its

people as stipulated in Article 1 paragraph 6 of Law No. 23 of 2014 concerning Regional Government. This is given as an effort so that local governments can make strategies in regional development because they better understand the advantages of their regions, one of which is from the tourism sector.

Tourism is one of the sectors in Indonesia that has a very broad appeal, so many tourists are very interested in visiting tourist attractions. In fact, not only local tourists are interested, various types of tourist attractions are able to attract many foreign tourists to come, so they are not disappointed because Indonesia is no longer just a transit place but a tourist destination

Tourism development carried out by local governments must face the fact of the spread of the virus in 2019. Until finally the World Health Organization officially received a report that the virus was first discovered in the territory of the Chinese Government. Until the end, almost all countries were affected by various sectors, one of which was the tourism sector which had to be limited or even temporarily closed to limit social activities.

Travel after the Covid-19 pandemic. However, tourism which is not a basic need of the community makes people prefer to ensure their basic needs are met first rather than

vaccinating. From these problems, researchers will examine the strategies carried out by the Pacitan Tourism Office in promoting regional tourism during the post-COVID-19 pandemic. Because the Tourism Office has the authority as a manager related to the flow of tourism homecoming in East Java Province.

The current Covid-19 pandemic still has an impact on the number of visitors to tourist attractions, including tourist attractions who feel that restrictions on activities such as Large-Scale Social Regulations have a direct impact on people who depend on the tourism sector for their lives. The reduced number of visitors will have a direct impact on the income of people who are active in tourist attractions in East Java. In addition to the trauma faced by humans, the post-COVID-19 pandemic also caused the community's economy to experience a drastic crisis and lost their livelihoods during the COVID-19 pandemic due to the community's economy being affected during the pandemic. After the Covid-19 pandemic, restrictions by the government were relaxed, this is a momentum to start rising from the crisis during the pandemic.

As stated by Satriya Wibawa on the official website of the East Java Provincial Communication and Information Office, from the tourism sector of East Java Province there was a

drastic decrease of up to 83%. But this can still be thankful when compared to Bali Province, which in the lives of its people depends heavily on the tourism sector. This is because there is still mobility carried out by the community so that it can help the growth of tourism in East Java Province. Tourism mobility that is still quite high can be seen in Mojokerto Regency, precisely the Trawas, Pacet, or Malang City areas.

In fact, in pandemic conditions, it can also expand tourism objects that can not only be done in natural tourism, but also in hotels or restaurants as a new market in the world of tourism. So that this is responded by the government by allowing the organization of events to be carried out in hotels or restaurants but while still observing health protocols. In addition to being used for the implementation of events, these new objects are also often used by young people to do staycations or vacation in hotels. In addition, one of the strategies carried out by tourism actors is to provide bundling packages on tourist trips at promo prices to get some beautiful facilities and attractions.

The research explained that the East Java Provincial Tourism Office has made many efforts to bring in tourists so that people who depend on tourism for their livelihoods can continue to survive, one of which is collaborating with many parties to distribute tourism grant funds to maintain tourism

sustainability during the pandemic and holding virtual events etc. With the strategy carried out by the East Java Provincial Tourism Office, it is hoped that the targets achieved are in accordance with the objectives.

So this research was carried out to see the local government, in this case the East Java Provincial Tourism Office as a policy holder in the tourism sector in terms of planning and implementing communication strategies in the Covid-19 era. Supported by an optimistic attitude, it must be able to target tourist visits by implementing the communication strategy carried out.

Objective(s)

Based on the background of the research previously described, the purpose of the study is to find out and analyze communication strategies that can be carried out by the East Java Provincial Tourism Office in handling tourism recovery after the Covid-19 pandemic.

Review of literature

Communication strategy is a form of combination of 2 (two) things, namely communication management and communication planning. These two things are done with the

intention of achieving a certain goal. The communication strategy carried out to achieve this goal is to show how tactical steps should be carried out. Which is actually the approach used can be different from looking at situation factors and conditions.

Communication strategy in an organization has an important role because it is a determining factor for the success or failure of a communication activity carried out by the parties. This is based on the definition that can be concluded by researchers that in the process of compiling communication messages must coincide with the communication strategy to be used. The communication strategy includes a fundamental plan for actions [1] to be taken to achieve the goals of the parties by being prepared systematically.

Basically, there are 2 sides to analyzing a communication strategy, namely macro and micro. Which, both have the same function, namely as a forum to provide more widespread information in a more structured manner in an informative and accurate manner, as well as a form of distribution for the occurrence of cultural inequality.

The effectiveness of the success of a communication process is influenced by the communication strategy used. But in the process of assembling the strategy, we need to know its

function which is divided into 2 (two), namely the micro function (planned communication) and the macro function (single media communication). The difference between the two functions is the scope of communication. Which, microcommunication is carried out on the scope within the organization which can include relationships between members, and so on. While macro communication is carried out to the scope outside the organization which can include communication with parties who will be partners of the organization or to the organizational environment.

So it can be understood that communication strategy is a way or trick in the implementation of communication planning. In a sense, a communication strategy is part of communication planning. After making a communication plan, a new communication strategy can be implemented. The author can conclude that the process begins with making communication policies followed by designing a communication plan, then making tactics as a form of strategy and ending with the implementation of communication activities.

The preparation of a communication strategy needs to pay attention to several things as follows:

1. Introduction to the audience. Equating interests in achieving goals is something that must be done as an

effort to achieve success in the communication process. So what needs to be done is to know the public and approach to be able to understand their desires so that they can make adjustments to the goals to be achieved. If a difference is found, this can be an obstacle in achieving a communication activity even though the strategy that has been made has matured. So it is also important to compile messages related to the theme and material to be applied, but it needs to be done attractively in order to get the attention of the audience.

1. Specify the method. The method to be chosen in making a communication strategy needs to be considered from 4 (four) things, namely

1. Public conditions
2. The form of the message
3. Infrastructure
4. Fund find the party that owns the message.

1. Analyze. By doing analysis, we can compile a message so that it can be conveyed well and has relevance to the condition of the audience. If there is no this analysis, it is at risk of failure to deliver the communication message.

2. Informative. The message that a communicator wants to convey must have a value or message that aims to

provide information and information. So that the audience's understanding of the purpose of communication can be achieved.

3. Persuasive. In addition to being able to provide information to the audience, the message must be able to influence persuasively so that the way of thinking and feelings can be aroused.

As the description, theresearcher concluded that communication strategy is a way, a strategy used by an organization as a communicator with the aim of succeeding or smoothing a communication process with an effective message so that the audience as an audience can be influenced for the smooth running and avoidance of obstacles to achieving goals in the organization.

Methods

This research is qualitative descriptive. Usually this method is used to find relative theoretical truths. The author aims to know the strategy office in promoting regional tourism during the Covid-19 pandemic in East Java Province. The location of this study directs the agency precisely to the East Java Provincial Tourism Office and its Tourism Management

Office. Therefore, it is important in this study to look factually at the events on the spot.

Determination Research informants (resource persons) are people who know or are familiar with the subject of this research. The study is based on direct interviews with so-called "interviewees". In this study, resource persons were identified using purposive sampling techniques. Purposive sampling is a factual data collection technique that involves interviewing a source who is believed to have knowledge in a field or has certain expertise. The determination of selected resource persons as resource persons is carried out in accordance with the criteria that the resource persons understand the research topic.

The purpose of the whistleblower's role is to gather research material so that relevant information can be made from it. Therefore, it makes sense for researchers to choose from many sources. The resource persons in this study were Lien Murdiati as the Field of Tourism Destinations, Wawan Darmawan as the Field of Marketing, Fery Ferdianto as Sub-Coordinator of Tourism Facilities Business, Hudiyono as Head of the East Java Provincial Culture and Tourism Office.

This research uses the observation method, which is an effort to observe objects directly and in detail with the aim of

obtaining information about the truth of the subject. The subjects studied try to collect data and then collect it for analysis to compile a complete study. The result of this study is an effort to obtain information about the state of the industry to find out the tourism bureau's strategy in promoting regional tourism during the post-Covid-19 pandemic pandemic in East Java Province.

Results and disscusion

The results showed that many things happened in the current era of the Covid-19 pandemic, especially for the tourism sector in East Java Province, where the situation on the ground changed so quickly that it was difficult to predict future conditions. In East Java Province itself, in early 2020, when the Covid-19 virus first spread in Indonesia, it caused a slump in various sectors of society, be it the social sector, the economic sector, the political sector, the transportation sector, including the transportation sector. tourism sector. It also has a very big impact where it must limit or even stop the continuity of tourism activities that were previously running.

There were 5,510,711 Indonesian tourists staying at hotel accommodation in 2021, an increase compared to 2020 which amounted to 5,052,465. Of the amount That's 59.11% or

3,257,638. Stay at 40.89% star hotels or 2,253,073 stay at non-star hotels. The condition of Indonesian tourists staying at lodgings in East Java Province for the monthly period from 2020 to 2021 experienced a drastic decline in the early period of 2020 to around April, then slowly began to crawl up until the end of 2020. In 2021, Indonesian tourists staying in East Java Province fluctuated up and down, but in mid-2021 around July there was another drastic decline, which was the impact of the delta variant of the Covid-19 pandemic which resulted in the re-implementation of the policy of limiting people's mobility. In the next period, Nusantara Tourists staying at East Java Province Accommodation towards the end of 2021 began to experience an upward trend again. Nusantara tourists in East Java Province, stay at Star Hotels and Non-Star Hotels spread across several Regencies / Cities in East Java Province.

The average length of stay of Indonesian tourists in 2021 at star-rated hotels when compared to 2020 has decreased, but the average length of stay of Indonesian tourists in non-star hotels compared to 2020 has actually increased. For the average length of stay of Indonesian tourists at Star Hotels, previously in 2020 it reached 1.59 days, but in 2021 it decreased to 1.46 days, while the average length of stay of Indonesian tourists in non-star hotels The star previously in

2020 reached 1.23 days, in 2021 it rose to 1.47 days. Domestic tourist visits to tourist attractions in East Java in 2021 amounted to 31,073,110 visits, an increase compared to 2020 which amounted to 30,411,085.

Tourism Contribution, Indicators that can be used to measure tourism performance from a real economic point of view, including Foreign Exchange Earnings, Gross Regional Domestic Product (GDP), and Employment.

1. 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).

2. The GDP of ADHB Tourism in 2021 was 137.96 Trillion Rupiah, which increased compared to 2020 of 129.74 Trillion Rupiah. The GDP of ADHB East Java in 2021 is 2,453.68 trillion Rupiah, so that the GDP of ADHB Tourism contributes to the GDP of ADHB East Java by 5.62% in 2021. Meanwhile, the GDP of ADHK Tourism in 2021 was 87.19 trillion Rupiah, which increased compared to 2020 which was 84.56 trillion Rupiah. The GDP of ADHK East Java in 2021 is 1,243.02 trillion Rupiah, so that the GDP of ADHK Tourism contributes to the GDP of ADHK East Java by 7.01% in 2021.

1. The absorption of workers in the tourism business in 2021 was 82,808 people, down from 101,170 people in 2020. The workforce in the tourism business is 15,611 Star Hotels, 20,880 Non-Star Hotels, 24,416 Workers, 5,376 Tourist Travel Businesses, 9,647 Workers, and Public Recreation & Entertainment 6,878 Workers.

2. Tourism attendants with active licenses in 2021 were 46 people, which decreased compared to 226 people in 2020. Active License Category: Special Concierge 41 People, Young Concierge 5 People. Language Skills: Indonesian 26 people, English 20 people.

Conclusion

It can be concluded that the tourism office's strategy in promoting regional tourism uses four communication strategies that are considered appropriate, including using theories about advertising, promotion, publicity and personal selling, as well as tourism development followed by the surrounding community as a livelihood.

This is shown by at the end of 2021 the trend of data that has been attached to tourist visits in East Java has increased when compared to 2020 and early 2021. Although the occupancy rate of existing hotels is still decreasing.

Recommendation

Increasing tourism in the form of developing the surrounding community participates in maintaining these tourist attractions to make side jobs and livelihoods for local residents

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