

Marketing Communications Public Relations of the Culture and Tourism Office Regarding Momong Beach Tourism Destinations Brochure

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Marketing Communications Public Relations of the Culture and Tourism Office Regarding Momong Beach Tourism Destinations Brochure

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Abstrak

Nangroe Aceh Darussalam is one of the provinces that has tourism potential that is no less interesting than other tourist destinations in Indonesia. Aceh Besar district has many tourist attractions that can be visited such as nature tourism, agro-tourism, arts and culture tourism, and historical heritage tourism. One of the attractions of Aceh Besar Regency which has become the center of attention is its beach tourism. One of the beach tourism in Aceh Besar Regency is Momong Beach, this tourist attraction has its charm for tourists. But in reality, this tourist attraction is not fully aware of it because this tourist location is at the end and has roads that are still damaged. The promotion carried out by the Aceh Culture and Tourism Office and the tour manager has been very good. This study aims to describe the marketing strategy carried out by PR and also in the marketing field by the Aceh Culture and Tourism Office related to tourism promotion carried out. The method used in this research is using a qualitative approach. This study uses a theory based on factors that influence strategy analysis (SWOT) according to Hunger's theory. These factors are Strengths, Weaknesses, Opportunities, Threats. Data collection techniques used are interviews, observations, and documentation studies. The results showed that the marketing strategy of the Public Relations of the Aceh Culture and Tourism Office in promoting Momong Beach through electronic media because electronic media is currently more effective than print media. This is due to the large number of electronic media users that affect a person's reading interest in getting information and also currently social media is a medium that is easily accessible by the public.

Keywords: Marketing Communication, Public Relations, Brochure

I. Introduction

a. Background

Nangroe Aceh Darussalam has various kinds of natural and cultural tourism objects, one of which is in Aceh Besar Regency which has the potential and resources that can be developed to support regional autonomy programs in the tourism sector, so that it has great potential to be developed as a tourist area. Aceh Besar Regency has a very potential tourism sector to be developed and marketed, in addition to having a lot of coastal tourism potential, Aceh Besar is also rich in the diversity of its cultural customs because that makes it interesting for the community to visit Nangroe Aceh Darussalam, several tourist destinations in Aceh are quite diverse ranging from nature tourism, cultural tourism, and various kinds of culinary tours. The magnitude of the potential for coastal tourism in the province of Aceh requires the right marketing communication strategy to introduce it to foreign tourists and domestic tourists. Marketing communication strategies with publicity, advertising, and the use of promotional media to increase the number of tourist visits to Aceh are considered still not optimal considering the lack of promotion carried out by the

Government through the Aceh Culture and Tourism Office and the low number of tourist visits to this region.

Momong Beach. This beach is so special because of its landscape surrounded by high cliffs. Because of its uniqueness, this beach is rarely known because it is hidden behind a hill. Access to get to this place has to 'fight' with rock and mud roads.

This beach faces the Indian Ocean, then the view to the left is the white sand of Lampuuk Beach which is only limited by cliffs. This destination has a stretch of white sand about 300 meters below the hill. Here, visitors can take selfies with a hill or the Indian Ocean as the background. However, visitors are not recommended to swim because there are many large and sharp rocks. In addition to having an attractive stretch of white sand, plus clear blue sea water, at Momong Beach there is also a fort or defense bunker left by the Japanese army. These bunkers are still sturdily scattered at several points and not far from the beach.

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b. Formulation of the problem

Based on the background described above, the researchers formulate this problem as follows: "Marketing Communications Public Relations of the Aceh Culture and Tourism Office Related to Momong Beach Tourism Destinations Brochure?"

c. Metode Penelitian

The research method used in this research is qualitative research. According to Meleong in the journal (Lubis & Saleh, 2020) qualitative analysis is a problem-solving procedure that is investigated by describing, describing the current state of the object of research based on the facts that appear or as they are. Then arranged, explained and analyzed. Qualitative research is research that uses open interviews to examine and understand the attitudes, views, feelings, and behaviors of individuals towards groups of people.

This study uses data collection techniques such as Interview: Interview is a means of re-checking or proving the information or information obtained previously. The interview technique used in qualitative research is in-depth interviews. An in-depth interview is a process of obtaining information for research purposes using question and answer while face to face between the interviewer and the informant or the person being interviewed, where the interviewer and the informant are involved in a relatively long social life. By doing this method, it is hoped that researchers will be able to obtain data or information through question and answer with competent parties. Observation: is to make observations directly to the object of research to see closely the activities carried out. The user of the observation method is the first step used by researchers to observe directly the location and processes that occur at the location under study. Documentation: aimed at obtaining data directly from the research site, including relevant books, regulations,

activity reports, photographs, documentary films, and research-relevant data. (Nurdin, Ismail, and Hartati, 2019)

I. Results and Discussion

A. Marketing Communication

Marketing communication is a two-way exchange of information between parties or institutions involved in marketing in which there are communication techniques that aim to provide information to many people so that the goals the company wants can be achieved, namely an increase in income from the use of services/purchases of products offered. Parties involved in marketing communications will listen, react, and talk until a satisfactory exchange is established between them. (Perwirawati & Juprianto, 2019).

A marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that provides guidance on the activities to be carried out to achieve the marketing objectives of a company. In other words, a marketing strategy is a set of goals and objectives, policies, and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as the company's response to the competitive environment and conditions. always changing (Putri, 2019).

The researcher cites several studies which state that marketing communication is very important hence most of the research on marketing communications in the consumer market with little attention to dates for the business-to-business market. They focus on developing and testing marketing communication effectiveness models in the business-to-business marketplace. Building on past research from marketing communications and the business-to-business marketing literature, the model (which combines aspects of marketing communication, two-way communication, and communication channels) is tested to test. antecedent variables on the effectiveness of marketing communications and organizational performance. The concept of marketing communication effectiveness assumes that there are variables that can have a positive effect on the effectiveness of marketing communications, and confirms that the central concept of marketing communication effectiveness has a positive impact. on organizational performance. The managerial implications are discussed along with suggestions for further research(Jerman & Zavrsnik, 2012)

Research that has been successful and found a solution related to marketing communication finds the problems raised in the increasingly fierce competition in the business world, including the embroidery industry. To be able to survive during competition, they must have the right marketing communication strategy. Marketing communication plays a very important role for marketers.

Without communication, consumers and society as a whole will not know the existence of the product in the market. This study aims to analyze the integrated marketing communication model in shaping brand equity and business performance in the embroidery industry in Tasikmalaya Regency. The results showed that direct marketing, personal selling, sales promotion, public relations, and advertising on purchasing decisions and influence business performance. Market attractiveness in addition to influencing purchasing decisions is also very the potential to increase market share and growth in a company's business performance. (Sulaeman & Kusnandar, 2020)

b. Public Relations

Public Relations is an important part of an agency or company. Public Relations is a management function that identifies, builds, and maintains mutually beneficial relationships between an organization and the various publics that determine its success and failure. The key to the relationship referred to in this definition is placing public relations as part of organizational management that creates influence and credibility for the company, and is not merely a component of the company that supports the success of sales of a company (Tendean, 2013). Jobdescriptions seorang Public Relations salah satunya adalah mempromosikan produk lembaganya dan memberi nilai positif atau reputasi yang baik bagi lembaganya. Promosi digunakan untuk berkomunikasi dengan pelanggan sehubungan dengan penawaran produk. Artikel ini mengeksplorasi peran promosi di pasar informasi. Promosi memiliki peran kunci dalam menentukan profitabilitas dan kesuksesan pasar dan merupakan salah satu kunci “Empat P” dari bauran pemasaran. Alat yang dapat digunakan dalam bauran promosi meliputi: periklanan; pemasaran langsung; promosi penjualan; hubungan masyarakat dan publisitas; penjualan pribadi dan sponsor. Artikel ini meninjau tahapan dalam desain strategi komunikasi dan dengan demikian mengeksplorasi konsep-konsep seperti audiens target, pesan pemasaran, saluran komunikasi, anggaran promosi, dan pemantauan kinerja promosi.(Rowley, 1998) Studi ini menyelidiki relationship antara public relations dengan masyarakat terkait pariwisata, publisitas, dan permintaan pariwisata. Publisitas dibagi menjadi tiga aspek: perhatian, keunggulan, dan valensi berdasarkan multidimensionalitas arti-penting media. Hubungan ini diuji dalam konteks turis Amerika Serikat ke Korea Selatan menggunakan sistem persamaan. Temuan empiris menunjukkan bahwa Public Relations dan ketiga aspek publisitas berpengaruh signifikan terhadap permintaan pariwisata. Hubungan masyarakat juga ditemukan memiliki pengaruh yang signifikan terhadap dimensi keunggulan dan valensi publisitas. (Kim et al., 2018)

c. Brochure

Brochures can be made and published in one of the media used to market a tour in the form of brochures. Brochures are information media that contain complete messages about something to be conveyed, as counseling materials” (Machfoedz,). Brochures generally contain messages that are informative, persuasive, and factual. The purpose of these characteristics is that the message in the brochure generally contains ³ the information to be conveyed to the public. The message in the brochure also makes it easier for readers to be easily attracted to the message conveyed by the brochure. (Stefanie, 2013) as the researcher cites in the previous article, namely ²³ Promotional Media is a tool to communicate a product, image, company, or agency so that it can be better known by the wider community. The oldest promotional media is word of mouth, while the classic promotional media is a brochure with paper media which has several pages to provide the information offered. Multimedia can help sharpen information so that it enters the minds of prospective new students because it is a combination of sight, sound, and movement. Brochures that use technology can be a new promotional media that is more innovative and more creative to attract prospective students, Augmented reality brochures in real-time so that new prospective customers can see the 3D STT DIM building and 3D classrooms, by utilizing an Android-based Smartphone. (Mumtahana, 2017) ¹¹ As a text, a tourist destination promotional brochure has linguistic and visual information. In the article studied, they used linguistic information in a tourism promotion text associated with an appreciation element taken from appraisal theory, while visual information was associated with image functions based on visual semiotics theory, the data for the 2017 Jogjakarta tourism bilingual brochure was analyzed using five stages of data analysis. Echtner's creation. From ³ the results of the analysis conducted, the authors identified that the bilingual brochure was dominated by the theme of nature tourism. The element of appreciation that should be used to provide a positive evaluation of the description of a tourist attraction is not widely used in brochures. Surprisingly, inconsistencies between linguistic and visual information are found in many bilingual brochures. ¹¹ The author recommends brochure makers not to ignore the harmony between linguistic information and its visual representation and add aspects of linguistic appreciation to add to the positive impression of a tourist destination. (Valentina Widya Suryaningtyas¹, Raden Arief Nugroho², Setyo Prasiyanto Cahyono³ Mangatur Rudolf Nababan⁴, 2019) (Valentina Widya Suryaningtyas¹, Raden Arief Nugroho², Setyo Prasiyanto Cahyono³ Mangatur Rudolf Nababan⁴, 2019) as well as research ¹ conducted by several researchers who examined brochures. The need for information in promotional media still uses conventional methods and has not combined elements of modern technology. Augmented Reality (AR) is a field of computer research that combines 3-dimensional graphic data with the real world or in other words the reality that is added to a media. Marketing

media used by PT. Rika Brothers Sakti currently uses brochures that contain 2-dimensional images and information about houses being marketed so that many buyers are not interested because buyers can't see the shape of the house directly, but it would be very interesting if the pictures on the brochure were presented in 3-dimensional form.

¹ The implementation of augmented reality marketing for PT. Rika Bersaudara Sakti's house using the marker-based tracking method in this housing brochure begins with the installation of augmented reality supporting software, namely ARToolKit. Designing a 3D design of a house object marketed by PT. Rika Bersaudara Sakti ²¹ using Google SketchUp, designing a marker design and a housing brochure design for PT. Rika Sisters Sakti using Adobe Photoshop CS4. (Yulsilviana et al., 2017) ² creating and delivering customer-focused, innovative, and value-added services is critical to marketing philosophy, planning, and processes. To survive in a competitive environment, every organization needs to follow modern marketing philosophy and processes to build customer loyalty. At the heart of marketing, philosophy is the "customer". Before going any further, it is appropriate to define here the concepts of marketing, promotion, advertising, and public relations, as they are sometimes used interchangeably. According to marketing gurus Kotler and Armstrong (2012, p. 30), a statement from the research results that "Marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return". ² Promotion is the final segment in a set of 4Ps also called "marketing mix" and "marketing tool" consisting of product, price, place, and promotion. The 4Ps are used to turn a marketing philosophy into a marketing management process to create offers that meet customer needs and wants. The purpose of promotion is to "communicate" the value of an organization and its offerings to its customers, whereas public relations, publicity, and advertising are promotional methods used by organizations. (Ameen, 2015)

d. Discussion

⁴ In the discussion in this study the authors do in their ⁵ activities, tourism involves many components that are interrelated with one another, such as tourism, social, economic, cultural, political, security, and environmental services. Tourism activities indirectly involve social life, be it the community as visitors (visitors) and tourists (tourists) as well as providers of tourism objects and recipients of tourists. The social relations of this community are ⁴ very influential in the development of tourism. In this study, researchers used two theories related to marketing. ¹⁴ Researchers use the theory of SWOT Analysis. Theory SWOT analysis is an analysis to find out the strengths and weaknesses, opportunities and challenges that exist in the marketing strategy of the ACEH CULTURE AND TOURISM DEPARTMENT which consists of ¹⁷ Strengths (strengths),

Weaknesses (weaknesses), Opportunities (opportunities), and Threats (threats).). The SWOT approach to strategizing in both financial and commercial institutions

one company/organization. This research also uses the Uses and Gratification Theory. This era of communication and information technology shows the increasing human need for information. This increasing need can be seen from the increasing use of communication media, both printed and electronic, and social media connected to the internet. Through various media, including social media, everyone can get various information they need. The need for media since the beginning has been researched by experts and resulted in the theory of dependence on media. This study is more focused on using the uses and gratification theory as a theoretical basis.

Use and satisfaction theory is often viewed as an idea that views media as having a limited effect on audiences. In other words, this theory guarantees the ability of individuals to exercise control over the media they consume because the media has a limited ability to influence the audience. information to the general public.

The use of advertisements to support marketing is well known by the wider community because the purpose of someone making advertisements is to want their tourism products to be famous and to attract tourists to continue to visit Momong Beach. They can reach visitors through promotions and through the selection of mass media that displays a positive and active self-image and social lifestyle that they have. Promotional media that contains brief but solid information about a product to be offered. The media used for advertising promotion is used more on social media. Since social media has short language, highlight a sentence or two to grab attention. The brochure is a type of information media in the form of a sheet of paper in which there is information about the products or services offered so that these products and services can be known in the community. However, brochure media is rarely used by a company for promotion, seeing so many users of electronic media makes someone's interest in reading decline. A company uses a lot of social media, especially such as Instagram. Instagram has various advantages in promotional activities, such as being able to convey information to consumers, even the time used to convey information to many people is very short. Through Instagram, the information we want to spread does not have to be in the form of writing, photos, and even videos that can be easily shared with consumers. The advantage of Instagram as a promotional medium is that the number of users of Instagram itself is increasing and increasing. With the number of existing Instagram users, the greater the possibility that the Department of Culture and Tourism can easily increase tourism visits every year. known by many. Barriers to using social media such as Instagram as a promotional medium that are felt by the culture and tourism service do not come from the Instagram application but come from the judgment of people who think that good content is content that has a large number of likes.

³ Based on the results of interviews with several Aceh Disbudpar employees and tourism actors, in tourism marketing communications, the Mayor of Semarang instructed the ATM method (Observe, Copy, Modify) to promote tourism through digital media. Disbudpar researched to observe several tourism platforms. This method makes Disbudpar Aceh create multiple accounts on several platforms. The researcher concluded that the Disbudpar of Aceh City carried out a Pull strategy because the strategy used was passive. Disbudpar actively uploads information on social media so that people are interested in coming to tourism in Aceh. The most effective strategy is to take advantage of existing ²⁵ social media such as Websites, ²⁰ Twitter, Instagram, and Youtube because they are more effective and easy to reach by tourists to get tourist information.

This research is related to ²⁰ previous research conducted by Rahmat rozi, with the title of the marketing communication strategy of the tourism and culture office of the city of Pariaman in increasing tourist visits on the coast of Gondariah, which ¹⁹ aims to find out the elements of marketing communication carried out by the tourism and culture department of Pariaman in promoting tourist attraction. ²⁴ This research is in line with the research I did. From the results of Rahmat rozi's research, it is known that the results obtained are that social media has a very large influence on the promotion of a tourist destination, and the government there also prefers to use ³ social media as a promotional medium because it is considered more effective.

The marketing communication carried out by the Aceh Culture and Tourism Office has been very good, although the results achieved have not been maximal, it ¹⁸ can be seen by the insignificant increase in the number of foreign tourist visits. Therefore, the researcher assesses the need for periodic evaluation of the ³ communication strategy that has been carried out, because communication excellence, especially persuasively is needed so that the products marketed can be well received by the market. Supporting factors in developing a tourist attraction require media as a promotional or marketing tool in introducing tourist objects and increasing tourist visits and providing information to tourists about the object. The communication strategy in its application has the function to disseminate informational, persuasive, and instructional communication messages systematically to the target to obtain optimal results. ³ Social media such as Instagram, Facebook, and media make it easier for people to find information so that people can find out about these attractions in the mass media.

II. Conclusions

Communication in the field of marketing that aims to attract visitors to Momong Beach tourism, using ²² social media such as Instagram, website, Twitter, and YouTube as a tool to help promote and socialize what is done by the culture and tourism department in collaboration with

tourism managers so that visiting tourists know of the existence of these tourist destinations. The Aceh Culture and Tourism Office prefers social media Instagram, YouTube, websites, and Twitter as their promotional media, while for print media they only use billboards to promote an event created by the government.

Suggestions that the author will give regarding the government should improve the quality of adequate services as well as periodic socialization to visitors who come so that

generate feedback among the community, managers, cultural and tourism offices, relevant agencies, and visitors. The local government and tourism managers should further improve the facilities in the Momong Beach area. One of them is road access to the momong beach tourist location

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