

Communication Strategy of the Deli Serdang Department of Culture, Youth, Sports and Tourism in Increasing Post-Covid-19 Tourist Visits

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ABSTRACT

The purpose of this study is to explain the strategy of Deli Serdang's Department of Culture, Youth, Sports, and Tourism in increasing tourist visits after Covid-19. The Covid-19 virus's presence in Indonesia has unintentionally hampered and limited activities and community activities. The impact is also felt in a variety of industries, including tourism. This study is a type of qualitative research that employs a descriptive approach method. The data for this study was derived from interviews with the Director of Tourism and Creative Economy. The findings revealed that the strategy used by the Deli Serdang Department of Culture, Youth, Sports, and Tourism in increasing tourist visits after Covid-19 was to promote and create content on social media accounts such as Instagram, Tiktok, Facebook, Twitter, and Youtube, as well as utilizing radio electronic media that includes tourist destinations in Deli Serdang Regency, and provides a small note that the public or visitors still adhere to the health protocols that have been established.

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan strategi Dinas Kebudayaan, Pemuda, Olahraga dan Pariwisata Deli Serdang dalam meningkatkan kunjungan wisatawan pasca Covid-19. Adanya virus Covid-19 di Indonesia tanpa disadari telah mengakibatkan terhambatnya dan terbatasnya aktifitas dan juga kegiatan masyarakat. Dampaknya juga dirasakan diberbagai sektor, salah satunya adalah pariwisata. Penelitian ini merupakan jenis penelitian kualitatif dengan metode pendekatan deskriptif. Sumber data dalam penelitian ini diperoleh dari hasil wawancara bersama Kepala Bidang Pariwisata dan Ekonomi Kreatif. Hasil penelitian menunjukkan bahwa strategi yang dilakukan oleh Dinas Kebudayaan, Pemuda, Olahraga dan Pariwisata Deli Serdang dalam meningkatkan kunjungan wisatawan pasca Covid-19 yaitu dengan membuat konten di akun media sosial Instagram, Tiktok, Facebook, Twitter dan Youtube serta memanfaatkan media elektronik radio yang berisi tempat wisata yang ada di Kabupaten Deli Serdang, serta memberikan catatan kecil bahwa masyarakat atau pengunjung tetap mematuhi protokol kesehatan yang telah ditetapkan melalui akun dan media sosial Dinas Kebudayaan, Pemuda, Olahraga dan Pariwisata Deli Serdang.

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I. INTRODUCTION

Tourism is one of the sectors prioritized for development by the Indonesian government. This industry is thought to have a large multiplier effect on the Indonesian economy. Furthermore, the

tourism industry provides opportunities for several other sub-sectors, including lodging, transportation, and micro, small, and medium-sized enterprises (MSMEs) (Zebua, 2016). Tourism has a significant impact on the country's development because it is a complex industry. This is due to a number of factors, including the reduced role of oil as a source of foreign exchange, a decline in the value of non-oil and gas exports, an increase in tourism, and the Indonesian nation's large potential for tourism development (J. J. Spillane, 1987).

According to Santoso, the tourism sector will be critical to the Indonesian economy. This will and can be realized if tourism management is done properly and correctly (Santoso, 2008). Pardit also stated that tourism can be viewed as an industry that will later provide prosperity through transportation and lodging, and that transportation and lodging are classified as industries economically (S.Pendit, 2003). The existence of a statement regarding the economic benefits of tourism is also explained in tourism law number 10 of 2009. The article explains that tourism aims to improve people's welfare, reduce poverty, unemployment, preserve nature, the environment, promote culture, raise the nation's image, and strengthen friendship between nations (Law Number 10 of 2009 concerning Tourism).

The emergence of a virus known as Covid-19 in 2020 stunned the world. This virus has an impact and influence in many areas, including health, social, economic, and tourism. Purwanto predicts that many economic declines will occur in 2020, and that the global economy will experience negative growth or even recession (Purwanto, 2021). The tourism industry is one of the most severely affected by the Covid-19. In addition to the challenges posed by the Covid-19 pandemic, there are several factors contributing to a decrease in the number of tourists as a result of ineffective selection of a good communication strategy, such as how to design technology, beginning with the need to plan, implement, evaluate, and monitor the use of tourist objects in a mix of marketing communication used to attract tourists to tourist attractions (marketing communication mix).

Communication strategy is a design (planning) that aims to achieve the desired goals by utilizing and combining the guidelines of communication planning. To increase tourists, the Deli Serdang Regency's Department of Culture, Youth, and Sports, as well as Tourism, must plan a mature communication strategy. Disbudporapar Deli Serdang Regency is the regional authority in Deli Serdang Regency that carries out administrative activities such as tourism promotion.

Based on the foregoing, the researcher poses a question that becomes the formulation of the problem, namely: how effective is the implementation of the Disbudporapar Deli Serdang Regency's communication strategy in increasing tourists? This study will concentrate on the communication strategy used in carrying out the main tasks and functions of promoting tourist destinations to the public, which in this case is carried out by the Deli Serdang Regency's Department of Culture, Youth, Sports, and Tourism.

Communication strategy, According to Cangara, the word strategy derives from the classical Greek language, specifically "stratos," which means soldiers, and "agein," which means leader. As a result, the intended strategy is to command the army (Cangara, 2013). Middleton (1980), a communication planning expert, defines communication strategy as "the best combination of all communication elements ranging from communicators, messages, channels (media), receivers, to influences (effects) designed to achieve optimal communication goals." To obtain and achieve a goal, Cangara's communication strategy is a combination of communication planning (communication planning) and management communication (communication management) (Effendy, 2018). Heris also discusses communication strategy in his book, stating that communication strategy is an important aspect that allows the acceleration and sustainability of development programs, particularly marketing programs (Heris, 2016). According to Mohr and Nevin, communication strategy is the use of a variety of communication facets, including communication frequencies, communication content, and communication channels (Mohr and Nevin, 1990).

Visitors or Tourists, A visitor is someone who travels to tourist destinations and attractions. Visitors are people with free time, money, and mobility who will travel if there is motivation and encouragement to do so by purchasing a vacation package for the same reason they decide to buy other objects (Fanggidae, 2018). Suwanto defines a tourist or tourism as a person or group of people who travel for at least 24 hours in the area or country visited. They are called travelers if they live in an area or country that is visited for less than 24 hours (Suwanto, 2004). Tourists, according to Yoeti, are people who visit a specific area or country and consist of a diverse group of people (Yoeti, 1985). Tourists, according to Spilane, are people who travel for pleasure, satisfaction, to live a healthier life, and to avoid stress (J. Spillane, 1982).

Sihite defines tourists as "people or groups of people who travel temporarily" in his book *Tourism Industry (Tourism)*. Typically, this is done from one location to another by leaving the area of origin or original location. There was no intention or planning to open a business or earn a living in the places visited, but only for recreation and fulfilling the dynamics of education (Sihite, 2000). Furthermore, Kodhyat expressed his thoughts on tourists, arguing that tourists are a temporary journey made by individuals or groups from one location to another (Kodhyat, 1983).

II. RESEARCH METHOD

This study is a type of qualitative research that takes a descriptive approach. This research method employs a constructive approach through descriptive data analysis to better understand situations and social phenomena in humans and their surroundings, with researchers acting as observers. In this study, qualitative data was collected. Interviews can be used to collect qualitative data. Data for this study were collected in the form of primary and secondary data. Primary data will be gathered from informant interviews, while secondary data will be gathered from documentation, books, and direct observations in the field. Ficco Fittorio Kaban (Section for Tourism and Creative Economy), Khairil Rifani (Disbudporapar Officer), Rahmi Khairani (Head of Tourism and Creative Economy), and Muhammad Alfarabi served as informants in this study (Tourist). This study was carried out between May and July of 2022.

III. RESULT AND DISCUSSION

1. Communication Strategy of the Department of Culture, Youth and Sports and Tourism of Deli Serdang in Increasing Tourist Visits Post-Covid-19

According to the findings of interviews with Mr. Ficco Fittorio Kaban, the communication strategy used by Disbudporapar to increase tourist visits after Covid-19 did not specifically exist; rather, Disbudporapar used existing social media to promote tourism in Indonesia. Serdang Deli Typically, Disbudporapar's social media accounts will post interesting content as well as provide public information about tourism destinations that can be visited. The Disbudporapar also collaborates and uses the role of Tourism Ambassador to promote destinations in Deli Serdang (Interview with Ficco Fittorio Kaban).

Mrs. Khairil Rifani also stated that Disbudporapar implemented several programs, including the Jaring program or Online Walks, and Coffee, or Indonesian Tourism Chat in Deli Serdang, in implementing the communication strategy carried out by Disbudporapar in increasing tourist visits after Covid-19. Disbudporapar also promotes existing tourism via Instagram, Facebook, Tiktok, Twittwer, YouTube, Radio, and several television channels in order to restore and revitalize Deli Serdang tourism once the Covid-19 pandemic has ended (Interview with Khairil Rifani).

Several communication strategies used by the Disbudporapar to increase tourist visits after Covid-19 include: (1) creating video content aimed at the public to inform whether a destination can be visited even though health protocols have been implemented. (2) Remind and encourage the public to always use the Sapta Pesona (security, order, cleanliness, coolness, beauty, friendliness,

and memories). (3) Improving tourism infrastructure so that future visitors will feel safe and secure. (4) Conducting promotions, marketing, and advising tourist villages so that tourism human resources can adjust to the new normal or post-Covid-19 era (Interview with Rahmi Khairani).

2. Barriers to the Deli Serdang Department of Culture, Youth and Sports and Tourism in Increasing Post-Covid-19 Tourist Visits

Obstacles are defined as anything that hinders, hinders, and hinders a person or group of people from achieving their vision, mission, and goals for obtaining something (Hamalik, 1992). According to the findings of the researcher's interview with Mr. Ficco Fittoro Kaban, the barrier to the Deli Serdang Department of Culture, Youth, Sports, and Tourism increasing Post-Covid-19 Tourist Visits is a limited area or area that does not have internet access (Interview with Ficco Fittoro Kaban). According to Mr. Rahmi Khairani, another issue preventing the Deli Serdang Department of Culture, Youth, Sports, and Tourism from increasing tourist visits post-Covid-19 is a lack of sufficient personnel to develop and promote interesting tourism content through YouTube media (Interview with Rahmi Khairani).

3. The Effectiveness of the Communication Strategy of the Department of Culture, Youth and Sports and Tourism of Deli Serdang in Increasing Post-Covid-19 Tourist Visits

Communication is defined as effective if the communicator has the ability to influence the communicant. According to Susanti and Zulfebriges, effectiveness is a measure or benchmark for an organization's or company's success in meeting all of its needs (Susanti and Zulfebriges, 2019). Another viewpoint holds that effectiveness is a process in which the planned goals are met within the costs and time constraints (Effendy, 1997). According to the findings of the researcher's interview with a tourist named Muhammad Alfarabi, the Department of Culture, Youth and Sports, and Tourism of Deli Serdang's Communication Strategy for Increasing Post-Covid-19 Tourist Visits was quite effective. The growing number of followers and subscribers to the Disbudporapar social media account demonstrates this. Alfarabi also expressed his appreciation for the content and videos that were frequently posted on the Deli Serdang Disbudporapar account (Interview with Muhammad Alfarabi).

IV. CONCLUSION

The Department of Culture, Youth, Sports, and Tourism is an institution that disseminates information about tourist destinations to the general public. Disbudporapar's communication strategy for increasing tourist visits after Covid-19 is to conduct promotions and marketing through their social media accounts. Disbudporapar used social media to increase tourist visits after Covid-19, including Instagram, Facebook, YouTube, and radio. The obstacles encountered by Disbudporapar in implementing its communication strategy for increasing tourist visits following Covid-19 are a lack of network access in tourist destinations and a lack of competent personnel or human resources.

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