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Tourism Department Communication Strategy in Promoting Sharia Tourism Objects in Simeulue Regency

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Abstract

The Department of Culture and Tourism has been promoted through social media and print media and by holding national and international events inviting tourists to visit Simeulue Island. The impact of the promotion carried out by the Simeulue Regency Tourism Office, Simeulue Regency tourism is already known worldwide, especially water tourism (surfing). In 2019, more than a thousand foreign tourists visited Simeulue, but since 2020, due to the Covid-19 pandemic, the number of foreign tourists coming to Simeulue has decreased. This research aims to discover the communication strategy of the Tourism Department in Simeulue Regency in promoting local wisdom tourism and the obstacles faced by the Tourism Department in promoting local wisdom tourism destinations in Simeulue Regency. This research uses qualitative research methods with interview, observation and documentation techniques. Data analysis uses descriptive qualitative. The research shows that the communication strategy of the Tourism Office in Simeulue Regency in promoting local wisdom tourism is carried out by fostering tourist destinations owned by Simeulue Regency. Promotion is carried out through print media in the form of brochures, electronic television media broadcast on TV Aceh, festivals, events and expos, and social media by showing videos of tourist destinations via the YouTube channel. The obstacles faced by the Tourism Office in promoting local wisdom tourism destinations in Simeulue Regency are lack of budget for promotion, lack of understanding of human resources regarding developing tourism potential, lack of network and disruption of internet and electricity networks.

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Introduction

Tourism is part of the industrial sector in Indonesia, which has very bright prospects and enormous potential and opportunities for development. This opportunity is supported by natural conditions such as geographical location and conditions, fertile soil layers and panoramas, and various flora and fauna that enrich the contents of the land and sea, which are very good for being used as tourist destinations. As an archipelago, Simeulue has 15 inhabited islands and 27 uninhabited islands. These 27 uninhabited islands are very suitable for use as tourism resorts. On Simeulue Island, various tourism objects can be further developed. The Mangkudo Batu tomb is in the West Teupah area, and the Tengku Di Ujung tomb is located in Central Simeulue, the T

Silaborit tomb is in Central Simeulue, the Dutch Fort is in South Teupah and West Teupah, the Tabusalihon Mosque is in West Teupah. Sibigo Bay has beautiful coral reefs, and Alus Alus beach and islands are surrounded by white sand and very attractive for water sports. (Ojiselvia, n.d.)

Simeulue Regency has a lot of sharia tourism potential that can be offered to people outside Simeulue Regency, including Alus-alus Beach, Busung Beach, Ganting Beach, Ujung Babang Beach, Siumat Island, Mataurung Beach, Bidadari Beach, Along Beach, Putra Jaya Waterfall, Laut Tawar Lake, Lata Aya Bay, Sefilak Beach, Sigulai Beach, Lasia Island, Babi Island, Simanaha Island, Salur Beach, Rajo Rayo Park and Pinang Island. Of the many sharia tourist attractions in Simeulue Regency, there is an excellent need for promotions carried out by the Tourism Department to attract tourists from outside Simeulue Regency and even from abroad, considering that Simeulue Regency has marine tourism, both beach and offshore, such as surfing spots in Salur Beach and Alor Beach, marine diving tourism at Safilak Beach and so on.

To introduce tourist destinations to the public, promotion must be carried out. Promotional activities function not only as a communication tool between companies and consumers but also as a tool to influence consumers to purchase or use services according to their desires and needs. Tourism promotion is something that the Simeulue district government must do as part of the process of developing tourism objects so that they can be exposed and known to other people so that they will be interested in visiting Simeulue Island for tourism. Promotion is carried out in various ways, whether through social media, print media or by holding national and international events that invite tourists to visit Simeulue Island. One of the regional government's efforts to promote Simeulue Regency tourism is by making a documentary film which was launched in June 2019 which can be easily accessed via YouTube with the account name Simeulue Regency Tourism and Culture Office, and according to the author's monitoring on October 9, 2022, the film *The* documentary has received 842 subscribers and has uploaded eight videos telling the tourism potential of Simeulue Regency. The next effort to promote tourism in Simeulue Regency is to hold national events, one of which is the Tourist Camp, which is open to the public. The regional government of Simeulue Regency will facilitate all needs during the tourist camp.

The impact of promotions carried out by the Simeulue Regency Tourism Office, Simeulue Regency tourism is already known throughout the world, especially water tourism (surfing). According to the Regent of Simeulue, as reported by CNN Indonesia, in 2019, more than a thousand foreign tourists came to Simeulue. However, since 2020, due to the Covid-19 pandemic, the number of foreign tourists coming to Simeulue has decreased. (CNN-Indonesia, 2022) Considering the conditions above, tourist destinations in Simeulue Regency have only begun to be known by the international community, so it has not yet become an agenda for visiting the destination—tourism in Simeulue Regency. Moreover, Indonesia and the world have just experienced a virus disaster better known as Covid-19, which has resulted in restrictions on social movement worldwide, and the world community can forget about tourism in Simeulue, so in 2021-2022 now, foreign tourists will come to Simeulue. Much less than the previous year.

Based on the description above, the Tourism Department carried out further study promoting tourism objects in Simeulue Regency to attract tourists to visit tourist attractions in Simeulue Regency, especially after the Covid-19 pandemic.

Method

This research is field research with descriptive qualitative research methods. This descriptive method aims to describe a set of events or conditions of the current population. (Danim, 2002)

Descriptive is " a problem-solving procedure that is investigated by describing or depicting the state of the research subject/object (person, institution, society, etc.) at the time now based on facts that appear or are as they are." (Nawawi, 2005) This descriptive method aims to describe a set of events or conditions of the current population. (Danim, 2002) The research was conducted in Simeulue Regency, especially at the Tourism and Culture Department in the promotion sector. The research subject is the Simeulue Regency government, in this case, the Tourism and Culture Department in the promotion sector of Simeulue Regency. This study used four research subjects as data sources: the head of the Simeulue Tourism Service, the head of the tourism sector, the head of the promotion sub-sector and a functional employee of the Simeulue Regency Culture and Tourism Service. Data collection techniques use interviews, observation and documentation. Interviews are one way of collecting data through (oral) communication between researchers and respondents, namely through personal contact and relationships. This communication is carried out directly between the researcher and the respondent to ask verbally what is desired, and the respondent's answers are recorded. (Abbas, 2010) Observation allows the researcher to see and observe for themselves, then record behavior and events as they occur in actual situations." (Moleong, 2013) Documentation means written items, such as books, magazines, documents, regulations, meeting minutes, diaries, and so on. (Arikunto, 2014) Data analysis uses data reduction, data presentation, and conclusion. Data reduction occurred continuously during research on tourism promotion strategies by the Simeulue Regency Tourism and Culture Office. According to Miles and Huberman, quoted by Sanafiah Faisal, "Data reduction is a selection process activity, focusing attention on simplifying, abstracting and transporting raw data obtained from notes written in the field." (Faisal, 2021) The data obtained is in the form of statements related to the focus of the research so that the data presentation is a collection of information arranged systematically, which provides the possibility of concluding. Data presentation can be done in short descriptions, charts, relationships between categories, etc." (Sugiono, 2017) In this research, the author collected data on Sharia tourism promotion strategies by the Simeulue Regency Tourism and Culture Office in written form. Practical ones related to the research focus. Then, arrange it in the form of systematic descriptive data.

Findings

1. Using Brochure Media

One print media distributed by the Simeulue Regency Culture and Tourism Office is brochures. Brochures are a type of promotional media in the form of paper that contains advertisements about a product being produced. In this case, the Simeulue Regency Culture and Tourism Office carried out promotions in the form of brochures distributed to the public. As explained by the Head of the Simeulue Culture and Tourism Service:

"In promoting local tourism, we plan first, then determine the budget for managing local tourism, and carry out promotions using print media, one of which is brochures."¹

One print media distributed by the Simeulue Regency Culture and Tourism Office is brochures. Brochures are a type of promotional media in the form of paper that contains advertisements about a product being produced. In this case, the Simeulue Regency Culture and Tourism Office carried

¹ Interview with AS on December 21, 2022

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"In promoting local tourism, we plan first, then determine the budget for managing local tourism, and carry out promotions using print media, one of which is brochures."²

2. Through Electronic Media and Social Media

Electronic media is also used by the Simeulue Regency Culture and Tourism Office to promote Simeulue local culture. The electronic media is in the form of promotions on TV Aceh television broadcasts. As stated, "We also promote tourism destinations in terms of local wisdom such as weaving, nandong, and Simeulue souvenir knick-knacks, which are broadcast on TV Aceh."³

Apart from television media, the Simeulue Culture and Tourism Department also uses social media to promote Simeulue tourism and social media is used through YouTube channels. The hospitality explains this information:

"We, the Simeulue Culture and Tourism Department employees, also display Simeulue tourism via the Tourism Department's YouTube channel. Through this YouTube channel, we share many videos about natural tourism destinations and local wisdom tourism."⁴

In line with RS above, FF also explained that:

"Indeed, we from the Department of Culture and Tourism also utilize social media, which is currently very popular. Prospective tourists can see the tourist destinations on Simeulue Island at a glance before visiting this area. We always introduce this culture and tourist destination through our YouTube channel to attract local and international tourists to visit this area. So, the large number of tourists visiting this area can stimulate the economy around the tourist location."⁵

3. Festivals and Events and Cultural Expos

Promotion of the Simeulue Regency Culture and Tourism Office regarding local wisdom tourism by including Simeulue culture in cultural festivals and events. This means that travel is undertaken based on the desire to broaden one's outlook on life by visiting other places or abroad, studying the conditions of the people, habits and customs, way of life, culture and art in the local communities concerned. The most important type of tourism for tourists is where they want to know our culture, arts and everything connected with our customs and cultural arts life. (Yoeti, 2000) As explained by RS,

"The strategy we use is promoting through the field of Simeulue Culture and Tourism public relations officers. And holds a cultural festival every year. Apart from that, Nandong tourism, debus and pencak silat are also displayed at events and expos held at the district and provincial levels. Cultures such as nandong debus and silat are always performed at every event throughout the Simeulue region, such as walimah events, thanksgivings, circumcisions and so on, because the principle we use is caring for culture to advance civilization."⁶

² Interview with AS on December 21, 2022

³ Interview with AS on December 21, 2022

⁴ Interview with RS on December 22, 2022

⁵ Interview with FF on December 22, 2022

⁶ Interview with RS on December 22, 2022

To promote tourism in Simeulue Regency, the Simeulue Culture and Tourism Service also holds national events, one of which is the Tourist Camp, which is open to the public and all needs during the tourist camp will be facilitated by the regional government of Simeulue Regency in 2019. This is an opportunity to promote tourism in Simeulue to tourists there.

Various types of local wisdom tourism in Simeulue Regency remain part of regional culture. This culture has become a local wisdom tourism destination in the Simeulue area. The types of local wisdom tourism in Simeulue Regency include:

a. Nandong

Nandong is a traditional art that is very popular in the Simeulue area. Through Nandong art, parents in Simeulue can teach their children to see the symptoms of a natural disaster or tsunami. Instructions for the traditional art of Debus or Nandong or Buai.⁷

b. Putra Jaya Turtle Egg Hatchery

Putra Jaya turtle egg breeding is a local wisdom tourism in Simeulue Regency. This turtle egg breeding is a treasure of Simeulue Regency, a natural treasure in this area. In Gampong Putera Jaya, turtles are very popular for breeding. The beach is 60 kilometres from the centre of Simeulue Regency Government. This Meah beach location is often used as a nesting site for leatherback turtles, which the government protects. The nesting season for these turtles is usually in the east monsoon. After learning that it was the only beach turtles liked, the local residents took the initiative to make it a turtle breeding place and a natural tourist attraction.⁸

c. Simeulue Souvenir Crafts

Simeulue Souvenir Crafts is also a local wisdom tourism from Simeulue Regency. These souvenir crafts are placed in a market called the Simeulue Regency Typical Souvenir Gallery, with a distance of approximately 7 kilometres. Visitors can see several handicrafts that would be a shame if they were to be missed. Simeulue Souvenir Gallery sells various souvenirs typical of the Simeulue people's handicrafts. Here, you can buy lobster decorations and different bracelets from Bahar roots, toy bag hangers, woven mats, and other knick-knacks.⁹

d. Simeulue Art and Souvenir Shop

Art and cultural products from almost all regions and tribes in Simeulue are available here, such as clothing made from bark, other traditional tools, crafts, necklaces, rings, key toys, bamboo flower vases, traditional culinary presentations, etc.¹⁰

From the description above, it can be concluded that the communication carried out by the Simeulue Regency Culture and Tourism Office introduces local wisdom and natural tourism destinations through promotions. These promotions are carried out in the form of print media in the form of brochures, electronic television media broadcast on TV Aceh, social media, tourist videos on YouTube and exhibitions, events and expos.

⁷ Source from documentation data from the Simeulue Regency Culture and Tourism Office

⁸ Source from documentation data from the Simeulue Regency Culture and Tourism Office

⁹ Source from documentation data from the Simeulue Regency Culture and Tourism Office

¹⁰ Source from documentation data from the Simeulue Regency Culture and Tourism Office

Discussion

Communication strategy guides communication planning and management to achieve a goal. To achieve this goal, the communication strategy must show how tactical operations must be carried out, in the sense that the approach can be different at any time depending on the situation and conditions." (Effendy, 2002) Furthermore, Anwar Arifin stated that the communication strategy means taking into account the conditions and situations (space and time) that may be faced in the future to achieve effectiveness. This communication strategy means that several ways can be used to consciously use communication to create changes in the audience easily and quickly. (Arifin, 2006)

Strategy formulation prepares future steps to build the organization's vision and mission, determine the company's strategic and financial goals, and design strategies to achieve these goals to provide the best customer value. Several steps need to be taken in formulating a strategy, namely:

1. Identify the environment that the company will enter in the future and determine the company's mission to achieve the desired vision in that environment.
2. Analyze the internal and external environment to measure the strengths and weaknesses and the opportunities and threats the company will face in carrying out its mission.
3. Formulate key success factors for the strategies designed based on previous analysis.
4. Determine measurable goals and targets and evaluate various alternative strategies by considering the resources owned and the external conditions faced.
5. Choose the most appropriate strategy to achieve short-term and long-term goals. (Masitoh & Dewi, 2009)

Promotion is an effort to sell a product or service in a sales process, from presentation materials brought by a salesperson to television or newspaper advertisements encouraging consumers to have positive thoughts about the product or service being advertised. (Adhi Gurmilang, 2015) Promotion will be more effective through a promotional mix, namely an optimal combination of selecting various promotional activities that are most effective in increasing sales. Agus Hermawan explained that tourism promotion moves from predictions and is related to efforts to trigger possible tourism sales. This tourism promotion covers all planned activities, including the dissemination of information, advertisements, films, brochures, guidebooks, posters and others. (Hermawan, 2012)

Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing service products. Promotional activities function not only as a communication tool between companies and consumers but also as a tool to influence consumers to purchase or use services according to their desires and needs. The success of a promotion is influenced by many factors, such as the ability of the message source to encode communication objectives into an attractive and effective message for the communicant, the accuracy of choosing the type of promotion, the appropriate use of message delivery media and the attractiveness of the message; therefore communication is required to be carried out by the authorized agency.

Promotion must determine the target or choose the target market. Determining the target market means evaluating the activity of each segment and then selecting one or more market segments to serve. Determine the target market by developing the size and attractiveness of the segment and then selecting the desired target segment. (Marentek & et al, 2020) When determining a promotional strategy, the things that must be considered are as follows:

1. Determine Market Position (Positioning).

Determining market position is determining the competitive position of a product or market. Products or services are positioned in the position desired by customers to attract customers' interest in buying the products or services offered. This activity is carried out after determining which segment to enter by deciding which position you want to occupy. (Marentek & et al., 2020)

2. Marketing Mix (Marketing Mix)

In the world of marketing, it is always related to what is called the marketing mix. Marketing mix is a description of a collection of tools that management can use to influence sales. (Firdaus & et al, 2005) Kotler and Armstrong, as quoted by Fandi Tjiptono, define the marketing mix as a set of tactical marketing tools that can be controlled and combined by the company to produce the desired response in the target market. The marketing mix comprises everything a company can do to influence product demand. The many possibilities can be classified into four variables known as the "four Ps": Product, Price, Place, and Promotion (product, price, distribution, promotion). (Fandy Tjiptono, 2015)

Every product launched on the market does not always receive a positive response. They tend to experience far greater failures than successes. To anticipate that the product being launched will be successful by the expected goals, specific strategies are required for product launch. Specifically related to products, we know this strategy as product strategy. (Firdaus & et al., 2005) Tourism comes from two syllables, namely pari and tourism. Pari means a lot or repeatedly and goes around, while tourism means travel for recreational purposes. So, tourism means travel for recreational purposes, which is carried out often and around. (Muljadi & Warman, 2016)

Based on the above, things that can be done to promote tourism are:

1. Advertising

Advertising is a form of communication in the marketing field used to introduce, promote or remind consumers/customers of the existence of a product. Advertisements are messages that persuade someone to buy. Currently, advertising promotes a product, but clans can also convey social, political, and/or societal messages. (Tasnim & et al, 2021)

Advertising is a form of impersonal communication used by goods or service companies. The role of advertising in services marketing is to build awareness of the services offered, increase consumer knowledge about the services provided, persuade consumers to buy or use these services and differentiate one company from other companies that support service positioning.

2. Individual Sales (Personal Selling)

Personal selling is a form of personal promotion with oral presentations in a conversation with prospective buyers to stimulate purchases. (Anang Firmansyah, M Fatihudin, 2019) Personal selling is important in service marketing because the personal interaction between service providers and consumers is very important; people, not machines, provide services, and people are part of the service product.

3. Sales Promotion

Sales promotion is all activities intended to increase the flow of goods or services from producers to final sales. These sales promotion activities are all intended to increase the flow of goods or services from producers to final sales. (Anang Firmansyah, M Fatihudin, 2019)

4. Public Relations (Public Relations)

This is another marketing tip where companies must relate to customers, suppliers, and distributors and to a larger group of public interests. Public relations is a communication system to create goodwill. PR has three meanings which include (1) information to the public, (2) persuasion aimed at the public to change attitudes and (3) public behavior and efforts to unify the attitudes and behavior of institutions. (Soemirat & Ardianto, 2007)

5. Information from Word of Mouth (Word of Mouth)

In this case, the role of people is very important in promoting services. Customers will talk to other potential customers about their experiences in receiving these services, so word-of-mouth information greatly influences service marketing compared to other communication activities.

6. Direct Marketing (Direct Marketing)

Direct Marketing is the final element in the communication and promotion mix. (Lupiyoadi & Hamdani, 2006)

The basis for promotional development activities is communication activities. Communication is transferring understanding in the form of ideas or information from one person to another. According to Basu Swastha and Irawan, marketing communication is a communication activity carried out by buyers and sellers that helps make decisions in the field of marketing and directs exchanges to be more satisfying by making all parties aware of doing better. (Fandy Tjiptono, 2015)

According to Indriyo Gitosudarmo, effective communication includes the following steps, including:

1. Identify the target audience.

This communication can be effective if the target is clear. In this case, the targets are potential buyers, users, decision-makers and parties who can influence the purchasing decision process.

2. Determine the desired response.

The desired response for every marketer is a purchase right away, but it is also impossible for future purchases to occur. This is because the way to make a purchase is a process that is not short for consumers to make purchasing decisions. The stages of buyer readiness are the awareness stage, knowledge stage, liking stage, preference stage, belief stage and purchase stage.

3. Message Design.

The company must craft the right message once the desired response is known or obtained. This message must be engaging and arouse interest and a strong desire to buy. Problems that arise in message design include what to say (message content), how to convey the message logically (message structure), how to get it symbolically (message format), choosing media, choosing communication sources and choosing feedback. (Gitosudarmo, 2008)

According to Simeulue Regency Qanun Number 12 of 2015 concerning Tourism, tourism is organized with the principles:

1. Uphold religious norms and cultural values as the embodiment of the concept of life in a balanced relationship between humans and Almighty God, the relationship between humans and fellow humans, and the relationship between humans and the environment;
2. Uphold human rights, cultural diversity and local wisdom;
3. Provide benefits for people's welfare, justice, equality and proportionality;
4. Maintaining natural and environmental sustainability;

5. Empower local communities;
6. Ensure integration between sectors, between regions, between the centre and regions which form one systemic unit within the framework of regional autonomy, as well as integration between stakeholders;
7. Comply with the world tourism code of ethics and international agreements in the tourism sector; and
8. Strengthening the integrity of the Unitary State of the Republic of Indonesia. (Qanun Simeulue Regency Number 12 of 2015 concerning Tourism, n.d.)

The tourism product consists of three types, namely:

1. The attractiveness of the tourist destination, including the image imagined by tourists;
2. Facilities in tourist destination areas, which include accommodation, food processing businesses, entertainment and recreation, And
3. Ease of reaching tourist destination areas. Apart from that, tourism products have not only economic aspects but also social, psychological, and natural aspects. (Suwamtoro, 2004)

Sharia tourism destinations owned by Simeulue Regency need to be managed in a directed and systematic manner so that tourist destinations in this area become more advanced and developed. Simeulue Regency has much beach tourism potential and is supported by local wisdom tourism destinations. For this reason, the participation of the Simeulue Regency government is needed to promote these tourism destinations. So, tourism destinations in this area become more famous among local and international tourists.

Some information the author collected from informants at the Culture and Tourism Office shows that the Culture and Tourism Office's communication is carried out through promotions for local wisdom tourist destinations. The Simeulue Regency Culture and Tourism Office carries out the promotion process through communication. The promotion process must, of course, be carried out with good internal and external communication within the office. Internal communication is a process carried out by the head of the Simeulue Regency Culture and Tourism Office to convey messages to office-based employees. So, maintaining internal communication will be a strength for employees who want to develop external communication.

Anwar Arifin stated that communication strategy means considering the conditions and situations (space and time) that are faced and that may be faced in the future to achieve effectiveness. This communication strategy means that several ways can be used to consciously use communication to create changes in the audience easily and quickly. (Arifin, 2006)

The process of delivering external communications carried out by the Department of Culture and Tourism is carried out with the following steps:

1. Get to know the needs of the audience
By paying attention to the mass need for tourism information. If the communicant and the audience have the same interests, the message delivered by the Culture and Tourism Service will be conveyed.
2. Design the message appropriately.
The process of delivering communication is also carried out by the Culture and Tourism Department by compiling messages to be conveyed to the general public. The delivery of the message is structured so that it can arouse the reader's attention.

3. Use delivery methods

Delivery of messages regarding tourism promotion is carried out using specific methods by paying attention to the method of delivery and the content of the message conveyed to the audience so that the public receives clear and detailed messages about tourism destinations in Simeulue Regency.

4. Media for delivering messages

The delivery of messages by the Simeulue Regency Culture and Tourism Office is carried out through promotions. These promotions are carried out in print media in the form of brochures, through electronic television broadcast on TV Aceh, social media YouTube channels and festivals, events and expos.

Communication delivery by the Department of Culture and Tourism involves communication strategies. Communication strategy is very concerned with the presence of the masses, making messages, choosing methods and choosing media for delivering messages. This is as Misbahul Munir explained, things that need to be considered in the implementation of marketing communication strategies include:

1. Get to know your audience

Knowing your audience is the first step for communicators to create effective communication.

2. Compose a message

After getting to know the audience, the next step is to compile the message to determine the theme and material. The main requirement in influencing the audience of the message is to be able to arouse attention.

3. Define the method

Communication methods can affect the delivery of messages by communicators to communicans. In this case, the delivery method can be seen from two aspects, namely, according to the way it is implemented and according to its content.

4. Communication media setting

To achieve communication goals, we can combine one or a combination of several media, depending on the goals to be achieved, the message conveyed, and the techniques used because each medium has its weaknesses as a tool. Therefore, the use of media requires good planning and preparation by paying attention to the above factors to obtain optimal results. (Munir, 2018)

Various promotional activities by the Culture and Tourism Department aim to introduce tourist attractions in the Simeulue Regency area, especially tourism related to local wisdom such as nandong or debus culture, silat, woven mats and souvenirs. Promotion is an effort by the Simeulue Regency Culture and Tourism Office to market tourist destination products owned by this area. This is by the theory presented by Onny Fitriana Sitorus and Novelia Utami, which explains that promotion is one of the variables in the marketing mix, which is very important for companies to implement in marketing products and services. Promotional activities function not only as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing/using services according to their desires and needs. This is done by using promotional tools. (Utami, 2017)

The promotion process carried out by the Simeulue Regency Culture and Tourism Office also faced several obstacles, namely, budget problems, lack of understanding by human resources about

tourism potential that must be developed, network limitations and internet network disruption. The Department of Culture and Tourism optimizes the obstacles faced by allocating a proportional and balanced budget to promote tourism, increase human resource capacity, and build more comprehensive network relationships so that the obstacles faced can be overcome. Smooth promotions by the Culture and Tourism Department will increase the number of tourists visiting Simeulue Island even more. This condition is to research conducted by Farida Robithoh Widyasti that the development of tourism in Temanggung has several obstacles, including tourist attractions not being properly organized and managed, budget allocation from the regional government is still limited, and there is no special section that handles promotional issues. Tourism, for example, the public relations department. Relevant agencies and stakeholders in the world of tourism took various ways to overcome the multiple obstacles encountered, including optimizing existing resources and establishing collaboration with other parties/agencies/institutions to develop tourism in Temanggung. This has proven successful. Based on existing data, 2010, the number of tourists was 258,467. In 2011, there was an increase to 314,963 people. (Widyasti, 2013)

Thus, the promotions carried out by the Simeulue Regency Culture and Tourism Office must be further improved in terms of the content of the promotional messages, which must be attractive and the use of promotional media. It is not only enough to use print media in the form of brochures and pamphlets, but it is necessary to develop other promotional media. Especially social media, considering that technological development is increasingly rapid and updates are occurring. The current condition of society cannot be separated from the need for social media to interact at this time. This is an opportunity for the Simeulue Regency Culture and Tourism Office to utilize social media as a promotional medium for local wisdom tourist destinations owned by Simeulue Regency.

Even though the promotions carried out are good, there needs to be good cooperation between agencies and services in the Simeulue Regency government so that good communication can be built to improve the working network between agencies in Simeulue Regency. The more comprehensive the network, the wider the spread of information from other services in the Simeulue Regency Government.

The Culture and Tourism Department must also build closeness and collaborate with communities around tourism locations. The utilization of natural resources and human resources makes tourism destinations more advanced and developed. Human resources around tourism locations also support the promotion of tourism destinations in the Simeulue Regency area.

Conclusion

The communication strategy of the Tourism Office in Simeulue Regency in promoting local wisdom tourism is carried out by promoting sharia tourism destinations owned by Simeulue Regency. Promotion is carried out through print media in the form of brochures, electronic television media broadcast on TV Aceh, festivals, events and expos, and social media by showing videos of tourist destinations via the YouTube channel. The obstacles faced by the Tourism Office in promoting local wisdom tourism destinations in Simeulue Regency are lack of budget for promotion, lack of understanding of human resources regarding developing tourism potential, lack of network and disruption of internet and electricity networks. To the Simeulue Regency Government to support the performance of the Culture and Tourism Department by allocating sufficient funds so that promotions are carried out more smoothly. And the impact of this promotion on increasing local and international tourists visiting the Simeulue area. The Department of Culture and Tourism should continue collaborating with other government agencies to expand

the network, and the promotion process will become easier. The Department of Culture and Tourism should continue to educate the people of Simeulue about their tourism potential to develop this potential. The development of tourism can have an impact on improving the economy of the community around the tourist location.

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