

Analysis of the Communication Strategy of Generasi Pesona Indonesia (GenPI) on Social Media in Increasing the Number of Tourists in North Luwu

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Abstract

Tourism in Indonesia continues to be managed seriously by the Indonesian government in order to improve and develop tourist attractions in Indonesia with the aim and objective of increasing the number of tourist visits from both foreign and domestic tourists. Genpi is a forum for capturing various elements of the tourism community from the smallest scope. Generasi Pesona Indonesia's (GenPI) communication strategy on social media can play an important role in increasing the number of tourists in North Luwu through various social media platforms that are most effective in reaching the expected target tourists, such as Instagram for visual content or Facebook for community and discussion. Tourism in North Luwu has the opportunity to be promoted and developed as a quality and valuable destination so that it attracts many tourists. Genpi North Luwu has established a close partnership with the North Luwu regional government and local tourism stakeholders to support joint promotions to improve the quality of tourism in the area. In the research, the author used a descriptive qualitative method approach; the researcher attempted to clearly examine and describe GenPI's communication strategy on social media. GenPI can utilize the potential of social media to significantly increase the number of tourists visiting North Luwu, providing a positive impact on the local economy and regional tourism development.

Keywords: *Tourism, Communication Strategy, Tourists, Promotion.*

INTRODUCTION

Communication has a very important role because, with communication, activities will run smoothly. Therefore, communication is a very important part of an organizational group, both from leaders to subordinates and subordinates to leaders and fellow members in the organization. So, an organizational communication strategy is also needed, which is a series of communication plans for conveying messages that are carried out through communication, message forms and delivery media so that the purpose of the communication can be achieved and understood. [1] Communication strategy is a communication guide and plan (communication planning) as well as communication management (communication management). The communication strategy must show how the operation is systematically carried out in an approach that can be different at one time depending on the situation and conditions to achieve the goals. There are three conceptualizations of communication in achieving goals, namely: one-way communication, communication as an interaction process and communication as a transaction process.

The most effective and popular promotional media is through social media. Social media was created from the need to be able to interact with each other without limits of age, time and place and apart from that, supported by technology that continues to evolve, tools have been created that have different features and functions from each other. Social media is communication between humans, which has the characteristics of connectedness, conversation, creation, thinking, debating, sharing, participating, making friends and building a community through cyberspace (the internet) without being limited by space and time.[2]

Social media is a media platform that focuses on the existence of users, which facilitates their activities and collaboration. Therefore, social media can be seen as a medium that strengthens social ties. Tourists often use social media as a medium to share their travel activities. Tourists or travellers are known to be active in uploading photos or videos about how they visited an area or the tourist attraction they visited. It is what then makes social media a tourism promotion medium, even though social media users themselves don't realize it.[3]

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The development of tourism in Indonesia is now increasingly widespread, so it has become a competitive advantage for countries around the world. However, since the pandemic in 2020, the tourism sector has had significant differences. According to data published by the Ministry of Tourism and Creative Economy (Kemenparekraf), from 2020 to 2021, foreign tourist visits to Indonesia decreased by 10.77 per cent.¹

The Ministry of Tourism and Creative Economy is trying to find the best and fastest way to promote beautiful Indonesia, one of which is through tourism awareness communities, which are groups of people who care about the tourism potential around where they live and are interested in various tourism activities and management of tourist attractions. Generasi Pesona Indonesia (GenPI) is one of the tourism awareness communities spread throughout Indonesia which is under the supervision of the Ministry of Tourism and Creative Economy. Digital branding of Pesona Indonesia is the main activity in this community. It actively uses social media as a dissemination medium to communicate various activities and promote good Indonesian tourism themes. Through communication channels such as Genpi.co, Genpi.id, @genpi_id and @genpiindonesia, as well as through blogs, vlogs, Instagram, Facebook, Twitter, YouTube, WeChat, Weibo, Line, Path and other social media platforms to the wider community. Apart from advancing Indonesian tourism based on social media, GenPI also uses Indonesian tourism promotion media offline. Promotion Offline is holding an event that aims to invite netizens and people followers of GenPI to join in the the event. In promoting tourism, the GenPI community tries to coordinate information based on geography, unique local wisdom and cultural attractions. [4]

GenPI started from the Wonderful Lombok Sumbawa community led by Taufan Rahmadi as Chair of the BPPD West Nusa Tenggara Province. This community started activities on December 15 2015, with only 12 volunteers. Its establishment aims to develop NTB tourism through social media, create social media accounts, and increase them for the benefit of promoting Lombok Sumbawa tourism. In September 2016, this community officially changed its name to GenPI Lombok Sumbawa, then it was inaugurated directly by the Indonesian Minister of Tourism, on October 3 2016. GenPI was made the official community of the Ministry of Tourism, which has a role in assisting in promoting and marketing Indonesian Tourism. [5]

METHODS

This research uses a descriptive qualitative approach. To examine the research more deeply, researchers used a case study approach. The cases are individuals, roles, small groups, organizations, communities, or even a nation. Cases can also be decisions, policies, processes, or special events related to GenPI's communication strategy on social media to increase the number of tourists in North Luwu. The case study approach can enable researchers to gain an integrated understanding of the various facts and dimensions of the case. Researchers act as research instruments. The data and information collected are in the form of written or spoken words of the people being observed. [6] Thus, researchers are trying to clearly examine and describe GenPI's communication strategy on social media to increase the number of tourists in North Luwu. Data collection techniques used in-depth interviews, participant observation, and document analysis. The informants selected are those who have the capability and authority to provide information in accordance with the objectives of the research being conducted.

Data analysis techniques by sorting data into patterns, categories and basic description channels so that themes can be found and working hypotheses formulated as suggested by the data. [6] The analysis uses interactive analysis, namely a data analysis technique that is carried out interactively and continuously until it is perfect. The process of interactive data analysis techniques starts with data reduction, data presentation, drawing conclusions and data verification.

RESULTS AND DISCUSSION

Analysis of GenPI's communication strategy on social media to increase the number of tourists in North Luwu

Communication strategies can be achieved by using direct communication to create changes very quickly and easily so that the actions taken are in accordance with what has been planned and agreed upon. In the process

of implementing a broad and precise communication strategy, communication stages are needed so that the communication carried out runs effectively. [7]

Based on the results of interviews conducted by researchers with GenPI management, researchers can explain the form of communication strategy used by GenPI in promoting the charm of tourism on social media to increase the number of tourist visits in North Luwu, including conducting direct socialization by all members of GenPI North Luwu. They were given the task of promoting tourism through GenPI North Luwu social media and personal social media. Members of this community come from teenagers to 40 years old and from all professions in society.

A tourism promotion strategy is one of the things that must be used to achieve the goals of GenPI North Luwu in an effort to introduce tourism, both in terms of tourism objects that can be visited, as well as in terms of culture that tourists can enjoy. Likewise with the promotional objectives that GenPI North Luwu will carry out, this community wants effective promotion with the strategies they use.

Assign Communicator

In various communication studies, the communicator is the source and control of all communication activities; therefore, if a communication process is not successful, then the main error comes from the communicator because it is the communicator who does not understand the preparation of the message, choose the right media, and approach the right audience. Become the target [8]

All GenPI North Luwu members are given the task of promoting tourism through GenPI North Luwu social media and personal social media. GenPI members who have high creativity in processing sentences are given a special task to prepare post scripts for promotional purposes, and those who have good public speaking ones will be given the task of being a communicator in conveying information. Members of this community come from teenagers to 40 years old and from all professions in society so that the target of promoting tourism can spread to all circles.

Determine Targets and Analyze Audience Needs

Communication is very important because all communication activities are directed at them [9]. According to the informant, the Promotion Target of North Luwu GenPI targets that all levels of society can enjoy the charm of tourism in North Luwu without distinguishing between age and profession because GenPI North Luwu considers that all groups can enjoy the beauty of tourism.

Composing Messages

A message is everything conveyed by someone in the form of symbols that are perceived and received by the communicant in a series of meanings. Conveying messages has several goals and communication objects using appropriate media. The message consists of the information content of the communication and the creative form of the message. The communicator must be able to convey messages in a language that the recipient can understand, and the message can be received clearly. Concise, clear and interesting language can make a promotion run smoothly [8].

From the research results, GenPI North Luwu, as a communicator, has the aim of determining the communication strategy that must be taken in promoting the charm of tourism on social media to attract tourist interest. GenPI determines post content, namely by using tourism promotional content that is politely related to tourism and culture. This community carries out promotions using contemporary photos and videos in the form of highlights that highlight the beauty of the destination being promoted. Videos and photos uploaded in a contemporary style showing the beauty of each tourist destination in North Luwu are a form of creative message that encourages social media users to visit these tourist destinations. It is in accordance with designing communication content well so that promotion is targeted; this content needs to be used to differentiate the content of promotional messages.

In terms of language selection, North Luwu GenPI uses clear, concise and up-to-date language by using hashtags in every promotion they carry out on social media. This hashtag is a tool to make it easier for social

media users to find other things related to the posts they make and to make a destination appear frequently in searches on social media so that it can attract the attention of social media users to visit the tourist destination that is being promoted.

Choose Media and Communication Channels

Choosing communication media must consider the characteristics of the content and the purpose of the message to be conveyed because choosing the right media will determine the success of spreading the message to the public. The use of social media as a tool for disseminating information has become a very important strategy in promoting a product, one of which is a tourist destination. By using social media, people can easily access the information they can get [8].

GenPI North Luwu uses social media Instagram, Twitter, Facebook, YouTube and websites as promotional media in promoting tourism to increase the number of tourists. GenPI considers that Facebook and Instagram are media that are very widely used, and this social media makes it very easy to make a phenomenon viral. The results of researchers' findings that are used to increase tourists are Integrated Marketing Communication (IMC). The following is a description of the promotional and marketing activities carried out by GenPI North Luwu using an Integrated Marketing Communication Strategy (IMC).

Advertising

Advertising is a company's effort to invite consumers to find out about or choose the products or services offered by the company. So, companies are required to create advertisements that are as attractive as possible. So that consumers are interested and do not turn away from other similar companies [10].

GenPI, to promote the charm of tourism, uses advertising tools in the form of social media and focuses on utilizing digital media as a two-way communication medium to influence society. The GenPI Community does not place advertisements such as making billboards, signboards or brochures. Using social media as a medium for advertising to the public is very necessary to attract public interest in the charm of tourism in North Luwu because it costs little money and is a medium that is of great interest to the public.

Personal Selling

Personal Selling is a promotional activity, namely by communicating the products offered directly or face to face. In practice, personal selling is carried out by a person or individual directly by promoting directly to consumers without intermediaries. So, this activity is a form of two-way communication, and there is interaction between both parties [11]. GenPI implemented this strategy at an exhibition held by the National Coordination Meeting, which was attended by the entire GenPI community in Indonesia and was held in several places, namely Jogja, Solo and Lombok. GenPI communicates directly with tourists to promote the charm of tourism in North Luwu by presenting the Sirenden Market event.

Promotion

It is an additional value offering designed to mobilize and accelerate a response or provoke desire from customers [11]. GenPI promotes tourism in North Luwu so that the number and development of tourists increases by carrying out several activities such as holding contests or competitions that attract tourists to visit.

Public Relations

Public Relations in the concept of integrated marketing communications is a task that is not easy because public relations is not only tasked with maintaining the state of public opinion but is also tasked with managing a corporate brand and maintaining its reputation [11]. The GenPI North Luwu Community does not have one public relation (public relations). Still, the function of public relations itself is run by all members of the GenPI North Luwu community, such as creating advertisements, publicity events and encouraging investor motivation. Activities to introduce tourist attractions are carried out at exhibitions both held by other GenPI communities and those held or attended by the North Luwu GenPI community itself.

Forms of communication strategies that have been carried out by Generasi Pesona Indonesia North Luwu (GenPI) include:

Direct Socialization

Socialization is a process of social interaction that causes an individual to know how to think, feel and behave so that he can play a role in society's life. With communication in life, it feels like living life because, in essence, humans are social creatures who cannot live alone and always need friends to interact with. Humans, as social creatures, cannot be separated from interactions between each other. Wants to know the surrounding environment and wants to know what is happening inside him. Communication within the organization must be able to interact with all groups, both fellow members and the community, in order to create good relationships between members of the GenPI community, the government and the community around North Luwu.

One way to establish this relationship is by communicating. Regarding the communication carried out by GenPI with the community to promote or develop tourism, GenPI requires a special strategy in communicating by socializing directly through events. Events are one of the activities that can create interaction with consumers. Events were chosen as a promotional strategy to increase the number of tourists but are the most important element [12]. In tourism development, four aspects will make tourists interested in travelling to North Luwu, namely: [13]

Attraction

Attractions or tourist attractions (ODTW) are a significant component in attracting tourists to visit North Luwu. Things that can be developed into tourist attractions are called tourism capital or resources (tourism resources). Three capital attractions attract tourist arrivals; the first is Natural Resources (natural) as in North Luwu, there are tourist attractions located in the mountains. Both cultural tourism attractions such as traditional house architecture in villages, arts and crafts, rituals, festivals, daily community life, hospitality, and food. Thirdly, artificial attractions such as sporting events, shopping, exhibitions, conferences and others.

Accessibility

Tourism accessibility is intended as a means that makes it easy for tourists to reach a destination or tourist destination. Currently, people who want to travel to tourist destinations in North Luwu are equipped with facilities such as airports and terminals. Factors that are important and related to aspects of tourist accessibility include directions, airports, terminals, time required, travel costs, frequency of transportation to

Amenities

Amenities include a series of facilities to meet accommodation needs (lodging), provision of food and drink, entertainment venues), shopping places (retailing) and other services. For now, tourists who will visit North Luwu will be fine because all the amenities are available, such as hotels, food, drinks and entertainment. And there are also some areas where facilities still need to be improved.

Ancillary Service

Ancillary service is more about the availability of public facilities and facilities used by tourists, which also support the implementation of tourist activities such as banks, ATMs, telecommunications, hospitals and so on. So far, tourist attractions in North Luwu are facilitated by Brilink, community health centres or post, but several destinations in inland areas need more facilities.

Online Socialization Via Social Media

GenPI North Luwu uses social media as a means of conveying information. Social media is an online media where users can easily participate, share and create content, including blogs, social networks and virtual worlds. Social media is used as a promotional tool because it has a direct response to its users. With connections like this, the presence of social media is very useful and can be utilized as well as possible by GenPI as a place to promote the charm of tourism in North Luwu to social media users [4].

GenPI carries out promotions through social media by creating content that suits the character of social media on Facebook, Instagram, YouTube, Twitter, WhatsApp and also websites to introduce the charm of tourism and increase the number of tourist visitors in North Luwu district. However, currently, GenPI North Luwu is more active on social media: Facebook, Instagram and WhatsApp [4].

CONCLUSSION

The communication strategy of Generasi Pesona Indonesia (GenPI) North Luwu in promoting tourism on social media can be concluded that the Generation of Pesona Indonesia in carrying out promotions forms a marketing communication strategy. GenPI North Luwu chose its communicators to be GenPI members who came from the North Luwu community itself. This community does not group promotional targets but is for all ages and professional groups. Content as communication content is chosen to determine promotional content. GenPI North Luwu uses promotions via social media, which contain information about tourism and culture. The form of promotion in each media carried out by the GenPI community uses clear and concise language in describing the destination so that social media users, as potential tourists, can understand the promotional messages being carried out. Creative message strategies are carried out in tourism promotion by uploading photos and videos containing the beauty of the destination being promoted, as well as creating competitions on social media about the destination being promoted and adding hashtags to each promotional upload made.

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