Conference Paper

Tourism Communication Strategy in the Mandalika Destination Priority of Lombok, Central Lombok District Province of West Nusa Tenggara

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Abstract

Mandalika Lombok, West Nusa Tenggara has a strong positive image as a priority tourist destination. It is hoped that the number of tourist visits can be increased through the tourism communication strategy. The tourism communication strategy in the Mandalika priority destinations in Lombok, West Nusa Tenggara Province is motivated by the potential for natural and cultural tourism that is diverse in terms of opportunities and potential for attraction of foreign tourists (from Malaysia, the Middle East, Singapore, Australia, Japan) as well as domestic tourists. The aim of this research was therefore to formulate a tourism communication strategy design in Mandalika priority destinations, through the tourism branding of Lombok, West Nusa Tenggara. Descriptive qualitative research methods were used with a SWOT analysis. Triangulation was carried out. Secondary data were obtained from an Official of the Central Lombok Regency Government, Central Lombok Regional Statistic Agency. The researchers concluded that a tourism communication strategy in Mandalika through Lombok friendly branding, can strengthen the image of Mandalika Lombok as a safe and comfortable destination for tourists, so that tourists visit. Branding strategies need to be supported by stakeholders, the local government, the tourism industry, academics, society and the media, in order for them to be effective with a wide reach, so that the target of foreign and domestic tourist visits can be achieved.

Keywords: communication strategy, branding, Mandalika, priority tourism destinations

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1. Introduction

The Tourism Communication Strategy in the Mandalika Priority Destinations in Lombok, West Nusa Tenggara Province, is motivated by the potential for natural, cultural and tourism destinations that are diverse in terms of opportunities and potential for tourism attraction in Mandalika, Lombok, West Nusa Tenggara which can be a gravity for the arrival of foreign tourists (from Malaysia, Middle East, Singapore, Australia, Japan,

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Germany, UK, Netherlands, China and Korea) as well as domestic tourists. Through the tourism communication strategy in Mandalika Lombok, West Nusa Tenggara, which has a strong positive image as a priority tourist destination, it is hoped that it will increase the number of tourist visits. The problem is how the tourism communication strategy through the design of the Lombok NTB tourism branding strategy as Mandalika's priority tourist destination can achieve the target of tourist visits to West Nusa Tenggara. The aim is to formulate the design of a tourism communication strategy in Mandalika Priority Destinations, through the branding of tourism in Lombok, West Nusa Tenggara as a priority tourist destination.

2. Discussion

2.1. Mandalika's Position

Geographically, Mandalika's position on the island of Lombok, close to the island of Bali, can cross the Lombok Strait by road. The island of Lombok itself is part of two large islands in West Nusa Tenggara Province. These two large islands are surrounded by 280 small islands. The total area of this province reaches 49,312.19 square kilometers. The land area is 20,153.15 square kilometers. Water area of 29,159.04 square kilometers.

2.2. Legend of Mandalika

The name Mandalika comes from the name of a legendary figure in the Sasak ethnic community, Putri Mandalika. That said, this princess is said to have a beautiful face. The beauty of Princess Mandalika made young men and princes, many proposed. Princess Mandalika decided to meditate and ask for directions.

Putri Mandalika invited all applicants on the 20th of the 10th month of the Sasak calendar. All applicants are asked to gather at Seger Beach, in the early morning. So all the princes, youths and even the people of the kingdom gathered together. Princess Mandalika along with the King, Queen, and her guards came to meet them. Princess Mandalika and her bodyguard went up to the top of Seger hill and said a few messages.

Facing directly to the Indian Ocean, KEK Mandalika is expected to accelerate the tourism economy sector in West Nusa Tenggara Province. Mandalika has many beautiful beaches, its location 30 minutes from Lombok International Airport makes KEK Mandalika a strategic destination, for both local and foreign tourists.

2.3. Potential Tourism Attractive

One of the tourist spots recommended by tourists is Batu Payung Beach. Known as a unique beach in Lombok, Batu Payung Beach is famous because there is a large coral like an umbrella on its coast. Uniquely, Batu Payung Beach does not have white sand and only consists of large rocks and coral like an umbrella. The large rock was hit by the swift sea waves, creating an interesting effect for the camera to capture Kuta Beach which is called the longest beach in Mandalika. This beautiful beach is surrounded by shady trees and berugak (gazebo, in Sasak language) which beach visitors can use to rest or take shelter during the hot sun.

Furthermore, interacting with the indigenous people of Lombok, namely the Sasak tribe, can see the daily activities of the residents which are filled with weaving traditional cloth, fishing, and fishing. Merese Hill can be an option, it takes 30 minutes to climb the hill. However, at the top, the panorama is beautiful. The more delicious it is because the sea breeze is ready to make the hair goosebumps even more. In order to encourage tourism growth and development in Mandalika, the Indonesian government has prepared several projects. Such as the construction of a road from Praya Airport to Mandalika with wide and straight contours.

In order to promote tourist areas, the Government of Indonesia, in collaboration with Dorna Sport, will also hold a prestigious racing event, MotoGP in 2021. Marc Marquez and his friends will visit the Mandalika area, Lombok to ride a horse. A circuit is currently being built as the main venue for the Indonesian GP [1].

Based on the assumptions of social exchange theory, it is said that humans seek rewards and avoid punishment, humans are social creatures, then human relationships have an interdependent nature and that life in relationships is a process. With this theory, cultural analysis as a result of the interaction between local communities and tourists will produce a certain culture.

2.4. Theory of Communication and Marketing

Furthermore, [2] also defines city branding in terms of communication science, especially as a function of public relations, namely by defining city branding as image management of a destination through strategic innovation and coordination of economic, commercial, social, cultural, and government regulations. This understanding is reinforced by another opinion put forward by [3] which states that city branding generally focuses on image management, exactly what and how the image is formed and aspects

of communication carried out in the image management process. City Branding is also the duty and collaboration of all parties (stakeholders) related to the city.

In fact, what brings together all stakeholder interests of a city is the perception and image of the location. This is accepted because the required image of the city must be planned and is a consequence of city promotion [4]. External and internal interactions are the main points for the image of the city. Marketing communication that is divided into three parts of primary communication, secondary communication and tertiary communication.

2.4.1. Primary Communication

Primary communication is the influence of a communicative relationship on an action taken by the city. This action can be seen in the first landscape strategy, relating to action areas of action and decisions that are appropriate for urban design, architecture, green zones, and public areas contained in the city.

2.4.2. Secondary Communication

Secondary communication is communication carried out by the government to make policies that are referred to by stakeholders. Government communications are supported by budget policies that can assist programs. Examples of dissemination programs, indoor (indoor) and outdoor (outdoor) advertising, public relations, graphic design, use of logos.This is necessary in urban marketing communications, as it is one of the factors for urban marketing to be successful.

2.4.3. Tertiary communication

Tertiary communication is related to the strata of society where they also promote Mandalika Super Destinations as a city branding for Mandalika. The direct line from primary communication to the city image shows that there are parts that cannot be controlled. As a whole, there are two things that can be controlled to build an image, namely building communication goals to generate and strengthen positive tertiary communication, especially in the case of city residents, where they are at the same time the target audience and city promotion.

2.4.4. Creating an inspiring image image identity,

An inspiring imagery identity is something we hope the target audience thinks about the community. It's about how the target audience sees the brand and the benefits they receive from this image. This section is necessary because it involves the credibility of the image.

2.4.5. Determine the positioning

Like any other product a position must have credibility, encourage, differentiate and sustain Positioning not a campaign. More than that, positioning is the core that shapes communication and then gives influence to people coming to the place.

2.4.6. Plan the value that will be carried

Is an act of how to treat the target audience in accordance with the promises that have been offered. More than just the things that are visible, it affects the perception of the target audience.

With the aim of giving this satisfaction, marketing activities include various producer institutions. Marketing objectives when associated with tourism create satisfaction with consumers who will enjoy the products or services it produces. Therefore, these institutions must know who the consumers they will serve. [5] states that the objectives of marketing communication are:

1) Generating desire for a product category

2) Creating brand awareness (brand awareness)

3) Encourage a positive attitude towards the product and influence the intention (intention)

4) Facilitating purchases

To be able to achieve communication goals, companies can use a tool called promotion mix[6]. As for some of the elements contained in the promotion mix / marketing communication mix, according to[7] is an amalgamation of five communication models in marketing, namely:

1) Advertising: Any form of nonpersonal presentation and promotion of ideas, goods, or services by a specified sponsor

2) Sales Promotion: Various types of short-cut incentives to encourage people to try or buy a product or service.

3) Public relations and reporting: Programs designed to promote or protect the image of the company or its respective products

Furthermore, the design of foreign tourist visits in the Lombok region, NTB, with the Lombok Friendly branding perspective includes halal tourist destinations. The tourism industry has great potential in Indonesia to continue to develop and maximize consistency in the Indonesian culinary industry into several aspects, namely aspects of human resource development, aspects of capital, aspects of intellectual property, aspects of infrastructure and aspects of marketing, among others, through city branding. In order to discuss the perspective of tourism communication through Lombok Friendly branding including halal tourist destinations, the following framework is required:
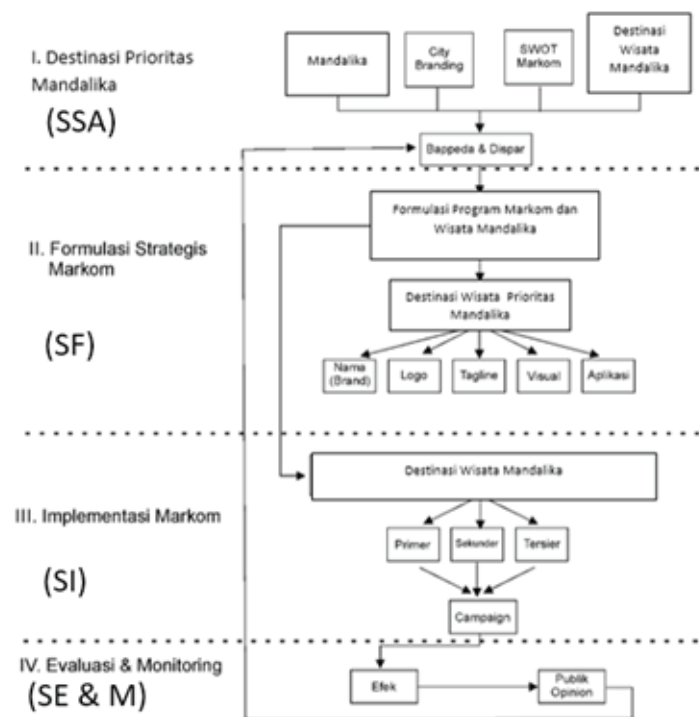

Figure 1: Thinking Framework

Information:

The strategy of determining Mandalika as a priority destination with Lombok Friendly branding includes Halal tourism

1) Situation Analysis Strategy (SSA) includes external and internal analysis (SWOT), establishing policies, visions, missions.

2) The Formulation Strategy (SF) includes the Tourism Marketing Communication Program, the Central Lombok Tourism Office includes Mandalika which has the form of City Branding. Logo, tagline, as well as determination of Central Lombok tourist

destination activities as priority tourist destinations and city branding communication programs based on strategy formulation.

3) Implementation Strategy (SI) includes campaign programs, campaign schedules and costs.

4) Evaluation and Monitoring (SE&M) Strategy includes Monitoring and Evaluation of Campaign Programs

Based on the picture of the framework of thought above, it can be explained that 1) Situation Strategy Analysis (SSA) includes external and internal factors. It can be seen that the SWOT determines the program policies of the Central Lombok Regency Government, including vision / policies.

Then the primary communication comes from the government, in this case the Central Lombok City government, which is then run by the Regional Planning Agency (Bappeda) and the Central Lombok Tourism Office (Diparda). Primary communication continues with secondary communication, namely through the design of communication programs, namely efforts to design the implementation of communication activities, in this case city branding, from planning, organizing, field implementation to monitoring and evaluation (monev) of communication activities based on the Strategy Formulation (SF).

The formulation of the communication program is implemented in order to campaign, socialize, or promote products, namely city brands to certain target audiences or to the wider community based on the Implementation Strategy (SI). In order for everything to go well and achieve the desired goals, a communication plan is drawn up, such as what the product is, who is the target audience, what is the goal, what is the strategy, what is the message, what is the channel, and who is the communicator.

For tertiary communication, this involves a word of mouth communication campaign, which aims to make city branding as a priority tourist destination including halal tourism, through interpersonal communication from person to person. Tertiary communication also involves public opinion in forming opinions on city branding. Furthermore, monitoring and evaluation of the campaign program (campaign) that has been implemented based on the Monitoring Evaluation Strategy (SEM).

Tourism is an important factor in economic development in Mandalika, Central Lombok. Mandalika as a priority destination is one of the tourist destination cities that has several types of tourism, namely natural tourism, historical tourism, cultural tourism, special interest tourism, halal tourism. The tourism potential in Mandalika is an attraction for foreign and domestic tourists to visit Mandalika.

The knowledge obtained is in the form of a reconstruction of individual thoughts that are integrated with their social environment. The values are treated together in the study process, which is formed together in the interaction between the researcher and the one being studied. Meanwhile the quality criteria research is trustworthy and genuine (trustworthiness and authenticity)[8]. Reality for constructivists is never separate from the observer. This truth in thinking is seen in terms of the ability to operate a concept or knowledge. This means that knowledge is considered correct if that knowledge can be used to deal with various phenomena or problems related to that knowledge.

The technique of collecting data / information and understanding the data is triangulation. Interviews with tourism stakeholders. Direct observations of priority tourist destinations include, among other things, halal tourism carried out by tourists (their perception, awareness, expectation and loyalty) in Mandalika, to find out how this identity affects and is influenced by the social life of the Mandalika people and its influence in tourism development in Mandalika district Central Lombok,

Secondary data were obtained from the official website of the Central Lombok Regency Government, the official website of the Central Lombok Tourism Office, economic growth reports from Bank Indonesia, reports from the Central Lombok Regency Regional Statistics Agency, historical books and culture of Central Lombok Regency, marketing magazines and Tourism magazines.

SWOT analysis (Strength, Weaknesses, Opportunity, Threat) is used to determine strategic steps to follow up the use of natural resources and cultural resources in an integrated and sustainable manner. The SWOT analysis matrix used is presented in the table.

INTERNAL FACTORS

STRENGTH

- Has a natural nature

- Various natural tourist attractions

- There are various typical souvenirs from NTB in the form of food and cloth.

- Customary structures are strong enough to protect the environment (sasi)

- Accessibility can be by plane or sea (ferry or speedboat).

- Potential for natural and cultural tourism as well as interesting halal tourism

WEAKNESS

- Limited infrastructure facilities

- Unprotected waste management optimal

- Public services are not easy obtained (bank, money changer, doctor)

- Boat safety is still low, the passenger is not wearing a belt safety

EXTERNAL FACTOR

OPPORTUNITIES (O)

- The position of NTB which is next to Bali

- Flight from Malaysia and Singapore

- Local government support and society

- Opportunities for foreign and domestic tourists to visit

THREATS (T)

- Tourism activities tend to be destructive nature cultivation of marine coral reefs that has begun to deteriorate. Improved handling

- Safety risks on the boat

STRATEGY – SO

- Promotion with exhibitions and placing brochures or leaflets at NgurahRai Airport and social media

- Strengthening the Branding of Mandalika Lombok as a super priority destination.

- Air Asia and Jetstar flights back (with load factor in mind for both parties)

- Increase local government cooperation. Tourism industry, Associations, Academics. Society and Social Media

STRATEGI - WO

- Improve entry access to ship schedules and routes

- Cooperating with telecommunication service providers to provide communication networks in the waters

- Develop infrastructure facilities for needs tourists especially the pier

- Improve HR competencies through competency certification tourism services especially Guide Chinese and Russian as well The middle East

- Cooperation with service providers insurance for travel

- Improved services and convenience in tourist destinations and airports (BIL).

STRATEGI - ST

- Strengthening service tariff program maintenance of environmental services to protect nature and conservation of marine corals.

- Enforcement of the rules not to damage the marine ecosystem

- Improved Setup sea transportation (charter ship)to meet the standard safety of tourists

STRATEGI - WT

- Strengthening environmental regulations for traveling in the water area Improve tourism services including accommodation and human resources.

- Cooperate with insurance for minimizes travel risks travel

The use of each strategic factor through a SWOT analysis is to generate alternative strategies that are feasible to implement in order to determine the best strategy. Lombok releases itself from the shadow of Bali. There are no longer calls: "See Bali on Lombok" and Lombok's positioning as a Halal Destination is the basis for the development of a Lombok Branding Destination Strategy for foreign markets. Friendly Lombok or Lombok which is friendly and welcoming is a promise of Lombok tourism.

Meanwhile, Muslim tourists enjoy everything universal tourists get, in a halal atmosphere. The halal atmosphere in question is the prayer mat and Qibla direction in the hotel, as well as halal toilets in the bathroom, mosques everywhere and of course halal food. With this sharp positioning, we have Wonderful Indonesia as a national tourism brand. Strengthening the Indonesian tourism brand is necessary in order to stand out among all the existing world tourism destinations.

destination. The main goal of managing this brand is to create a perception that Lombok is one of the many wonders that exist in Indonesia. Furthermore, Friendly Lombok is "another wonders of Indonesia"[9]. Branding is a form of tourism communication that demands the same meaning as the end result. Working closely with the tourism industry, academics, the public and the media.

Branding Strategy Implementation

The overall branding strategy is an integral part of the promotional strategy (BAS) including Branding, Advertising and Selling) where the tourism ministry represents industry and local governments to build tourism communications with domestic and foreign tourists regarding Mandalika's super priority tourist destinations for tours that can be visited according to tourist needs. Implementation can be tailored to the activities

of regional, national and international events held in Mandalika Lombok, West Nusa Tenggara province. In terms of time, it can be described that national holidays and leave together, school holidays and other holidays available on the 2016 calendar are one of the sources of momentum that must be addressed in spurring the growth of travel wisnus. The available momentum is:

- Religious holidays

- School holidays

- Year end holiday

- Events and other tourist activities

3. Conclusion

The Tourism Communication Strategy for Priority Destinations in Mandala Lombok, West Nusa Tenggara Province, needs to be carried out with socialization based on careful planning for potential foreign tourist targets such as Malaysia, Middle East, Singapore, Australia, followed by foreign tourists from Japan, Germany, the Netherlands, the UK. The Lombok tourist market also comes from Canada, Sweden, Spain, Korea and China which have the potential to visit Lombok. Branding efforts can be followed by advertising, on social media. The implementation of regional, national and international events is placed on the event billboards.

Tourism communication strategy can be carried out through a branding strategy to strengthen a safe and comfortable image as well as an image for visiting tourists, getting quality service both in terms of human resources and quality of service in hotels and in super priority destinations in terms of transport and security on a trip.

The tourism communication strategy in the priority destination of Mandalika Lombok, West Nusa Tenggara Province needs to get continuous support from all stakeholders including the Government, the Tourism Industry, Academics, Society and the Media

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