**THE ROLE OF BUSINESS COMMUNICATIONS IN TOURISM MARKETING**

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***Abstract***

*Tourism is one of the most developed sectors in Indonesia. The development of the tourism sector is certainly inseparable from the potential possessed by Indonesia, namely the vast archipelago from Sabang to Marauke so that it can support destinations in various regions, plus the diversity of cultures, customs, and regional potentials that open opportunities for access to introduce tourism. Tourism in Indonesia has become a nation's asset, as a driving force for the nation's economy. Indonesian citizens themselves are not a few who are involved in the activities of the world of tourism, both those who act as producers in this case are tourism managers or who choose to become tourists (tourism consumers). Especially for tourism activists, they can make tourism their business way to generate profits by opening a number of tourism facilities, including restaurants, lodging, culinary, souvenirs that symbolize the characteristics of the area and other facilities that support tourism itself. In order to achieve this goal, what must be done is to manage the tourism business optimally, which is then continued by marketing the business so that this tourist spot will be visited by both local and international tourists. This marketing method cannot be separated from the vital role of business communication. Business communication is the main concept in the existence of a tourism business because every party in the business circle will always be connected with various parties with various interests in order to build and maintain the tourism business itself, both managing relationships with internal and external parties. The study of business communication is very complex. In writing this article, the author will focus on building relationships with external parties, namely consumers or more popularly known as tourists/tourists through business communication activities.*

**Keywords** : Business Communication, Branding, Customer Relations

***Abstrak***

*Pariwisata adalah salah satu sektor yang sangat berkembang di Indonesia. Perkembangan sektor pariwisata ini tentunya tidak lepas dari potensi yang dimiliki oleh Indonesia yakni dengan terbentang luasnya Negara kepulauan dari Sabang sampai Marauke sehingga dapat mendukung destinasi keberbagai wilayah, ditambah lagi keberagaman budaya, adat istiadat, potensi daerah yang ada semakin membuka peluang untuk akses memperkenalkan pariwisata itu sendiri. Pariwisata di Indonesia telah menjadi asset bangsa, sebagai penggerak ekonomi bangsa. Warga Indonesia sendiri pun tidak sedikit yang ikut terlibat dalam aktivitas dunia pariwisata baik mereka yang berperan sebagai produsen dalam hal ini adalah pengelola pariwisata atau yang memilih menjadi turis (konsumen pariwisata). Khusus untuk para penggiat pariwisata dapat menjadikan pariwisata sebagai jalan bisnis mereka untuk menghasilkan keuntungan dengan membuka sejumlah fasilitas pariwisata sebut saja diantaranya adalah restoran, penginapann, kuliner, cindera mata yang melambangkan ciri khas dari daerah tersebut serta fasilitas lain yang mendukung pariwisata itu sendiri. Dalam rangka mendapatkan tujuan tersebut hal yang harus dilakukan adalah dengan cara mengelola bisnis pariwisata itu secara maksimal yang kemudian dilanjutkan dengan cara memasarkan bisnis tersebut sehingga tempat wisata ini akan dikunjungi oleh para turis local maupun turis internasional. Cara pemasaran tersebut tidak lepas dari peran vital dari komunikasi bisnis. Komunikasi bisnis adalah konsep utama dalam eksistensi sebuah bisnis pariwisata karena setiap pihak yang berada dalam lingkaran bisnis akan selalu terhubung dengan berbagai pihak dengan berbagai kepentingan dalam rangka membangun serta mempertahankan bisnis pariwisata itu sendiri baik mengelola hubungan dengan pihak internal maupun pihak eksternal. Kajian komunikasi bisnis sangat kompleks. Dalam penulisan artikel kali ini penulis akan memfokuskan tentang membangun hubungan dengan pihak ekstenal yakni konsumen atau lebih popular dengan istilah turis/wisatawan melalui aktivitas komunikasi bisnis.*

**Kata Kunci** : Komunikasi Bisnis , Branding , Costumer Relations

1. **Introduction**

Since the Covid 19 pandemic attacked the world, in its development Indonesia has now entered the new normal era as well as a number of other countries in the world, but in the implementation of the new normal era, in fact the condition is not stable, the shadow is still unclear when the pandemic era will end, this is still felt because it has been detected the emergence of a new variant of the Covid 19 virus named Omicron which was referred to as a new variant virus during the third wave originating from the African continent. Communication to the people of Indonesia is still ongoing to remind all citizens to continue to comply with health protocols, to carry out vaccinations both in the form of advertisements, in banner messages, and other communication media to remind all people not to be complacent, especially considering that we are entering a period of time. Christmas and New Year holiday which is feared will open up opportunities for an increase in new cases of infected cases, although we should be grateful, especially in Indonesia itself, there has been a gradual decline in the number of people confirmed for Covid 19. Apart from that, it is something to be grateful for the business economic sector. gradually began to recover again, call it the tourism sector. Of course, we hope that Indonesia's conditions in the future will not continue to be prolonged in entering a condition that is categorized as VUCA: Volatile (Turkish), Uncertain (Uncertain), Complex (Complex), Ambiguity (Unclear) because the impact of Covid-19 has more impact in a very apprehensive condition, the most important thing is the limitation to interact between humans with one another so that it has an impact on all sectors of the line of life.

Looking back throughout 2020, the pandemic had a tremendous impact on the lives of the world's people, not only affecting physical pain but also psychologically. Physical pain is experienced by those who are confirmed victims of Covid19, while psychological pain is more of a condition of people experiencing stress, depression due to the collapse of a number of sectors of life, especially the business economic sector which causes a decline in consumer interest in consumption, thus affecting the actions of a number of business companies. in the form of Termination of Employment (PHK), an increase in a number of criminal cases due to the impact of layoffs and various other impacts that arise from this situation.

This situation must be addressed as much as possible so that life continues in the context of improving human life itself. In response to this, all parties from the smallest social environment must work hand in hand to minimize the number of Covid-19 spread numbers, of course, not only relying on the government to solve this problem. Conditions like this do not mean that life stops here, humans must try to keep life going, must be eager to start adjusting to the new normal phase. All sectors of life have been affected by the Covid-19 outbreak, including the health sector, social sector or other sectors, including the tourism sector.

Talking about the tourism sector, this sector is quite affected by this pandemic period. This is due to the limited activity of tourists to visit tourist sites with regulations less than 100 percent, not to mention limited visiting hours, the appointment of vaccine evidence is a separate series in tourism activities in the new normal era. The tourism sector has been the most impacted by Covid 19, many business people in the tourism sector have lost profit opportunities from the decline in the number of tourists visiting, so there are entrepreneurs who are forced to go out of business because of the many hotels and restaurants they sell. so that not a few employees are laid off, this is what causes pain in the community if it is not handled wisely. In response to this, of course, we must not just sit idly by, but must keep encouraging the spirit so that tourism can still be victorious so that it will help improve the people's economy.

1. **Business Communication in Tourism**

Talking about tourism, of course, we can't get rid of the business conversation, which is a material advantage that will be obtained, considering that the scope of business is very complex and can involve many parties. Both the managers of traveling services such as providing modes of transportation, providing lodging or culinary services, tour guide services and other services in order to support the provision of the best facilities from tourism itself. The variety of facilities that can be provided by tourists is what can encourage tourism facilities to be provided by local residents so that this can encourage an increase in the business economy. Call it Bali, most of the population in Bali to improve their economic standard of living comes from this sector so it is natural when experiencing this pandemic period this province is very slumped from the economic sector because there are few visitors coming to this Island of the Gods. Therefore, more efforts are needed to maximize again to increase the interest of visiting tourists.

The existence of the tourism sector must continue to be echoed so that consumers will continue to be interested in visiting marketed destinations. Actually, there are many factors that influence the interest in visiting tourist destinations, which are not only limited to the facilities provided, promotional techniques in attracting tourists, but also the interactions that are built. by the tourism activists themselves so that it will affect the comfort when tourists visit there, for example by providing friendly service, being respectful of tourist privacy. All of this cannot be separated from how to build effective and efficient communication. Because no matter how good the tourism service facilities are, if there is no seriousness in introducing tourism itself to the public, it will be useless. This is because the tourism destination will only be known by the local area, while if we want to introduce this tourism to foreign countries, what needs to be done is to design communication as much as possible as well. Communication is a process of delivering messages to other people with the intention of changing the behavior of others in this case can change people's behavior so that they can have an interest in visiting tourism.

Bernard Berelson & Gary A. Steiner, as quoted by Dedy Mulyana[[1]](#footnote-1), stated that communication is the transmission of information, ideas, emotions, skills, and so on, using symbols, words, pictures, figures, graphics and so on. This act or process of transmission is called communication. Other opinion is from Harorld D. Lasswell[[2]](#footnote-2) defining communication is basically a process that explains who, says what, with what channel, to whom? With what result or outcome. While Shannon & Weaver, as quoted by Hafied Cangara,[[3]](#footnote-3) said that communication is a form of human interaction that influences each other, intentionally or unintentionally. Not limited to forms of communication using verbal language, but also in terms of facial expressions, painting, art, and technology. As explained above, tourism in its development has been used as a destination object but produces a business. This moment can clearly be utilized by residents who are able to utilize all the potential to produce tourism facilities in order to provide comfort in enjoying tourism facilities. When many tourism facilities attract the attention of tourists, it will trigger tourists to come and even be able to disseminate it as a means of free promotion that can benefit the tourism entrepreneurs themselves. For example, we can see many vloggers appearing on their YouTube channel in order to introduce their tourist location. visit either introduce a number of interesting locations to visit, interesting spots to capture moments of the tourism experience, taste the typical food of the area visited, display the history of the area as well as various impressive stories as outlined in video, this clearly helps efforts to improve information from the tourism place itself.

 To support all of the above statements, what needs to be done is to carry out business communication. According to Ardianto[[4]](#footnote-4) Business communication is a human activity related to buying/selling (exchanging) goods or services for profit/in simple terms. Business is any attempt to earn money. The definition explains that the business of doing business in generating profits will not be separated from the concept of communication where there is interaction between buyers and sellers to obtain profits that can satisfy both parties. From the tourism sector, how can they provide service satisfaction to the tourists who come, while for the producers themselves it is how they can improve their business, namely the profits obtained from the tourism sector itself.

Etymologically, the word tourism comes from Sanskrit, *pari* and *wisata*. *Pari* means whole, all, and full. *Wisata* means travel. Thus, tourism is defined as a full journey, namely departing from one place, heading and stopping at one or several places, and returning to the original place.[[5]](#footnote-5) Salah Wahab defines tourism as a new type of industry capable of accelerating economic growth and providing employment, increasing incomes, living standards and stimulating other productive sectors. Furthermore, as a complex sector, tourism also realizes classic industries such as the handicraft and souvenir industry, lodging and transportation.[[6]](#footnote-6) Richard Sihite Tourism is a trip that people take for a while, which is carried out from one place to another leaving their original place, with a plan and with the intention not to try or earn a living in the places visited, but solely to enjoy recreational activities and activities. recreation or to fulfill various desires.[[7]](#footnote-7)

Tourism is basically an activity that makes tourism connoisseurs feel many benefits in it. Tourism is not just a trip to visit a place but also tourism is a means to relieve fatigue, refresh the brain so that it feels more able to refresh the mind. In addition, the existence of tourism visits can increase a lot of information so that tourists can feel the many benefits of knowledge in it.

The role of business communication in promoting tourism is of course very important, so that tourists will know the characteristics of tourism from an area, which locations are interesting to visit, traditional culture and what culinary delights can be tasted. The tourism sector in general can improve the community's economic sector. Currently, the central government continues to coordinate with local governments in order to provide mutual support to increase tourism in a number of regions in Indonesia. Natural potentials are re-empowered, revitalization of damaged natural resources is re-empowered in the form of diversion into tourism assets, for example, we can see in several areas on Bangka Island that ex-tin mining lands have been re-empowered, one of which is becoming a tourism object. The formation of Pokdarwis (Tourism Awareness Groups) which are placed in each regional area in Indonesia is predicted to further increase the empowerment of tourism potential itself. This is something to be grateful for considering that the tourism sector in Indonesia has indeed emerged a lot because it is supported by the diversity of Indonesia, both from a variety of potential natural resources and human resources itself, thus showing how Indonesia is very rich with diversity that is very supportive to maximize tourism potential. Once again, the role of communication is clearly needed. Tourism is one of the sectors driving the economy, so if you want tourism to continue to thrive, you must keep trying to maintain the potential of tourism itself. Anyone with all the potential that exists can become a producer (tourism business) namely parties who can provide tourism services or consumers in enjoying tourism services.

 Communication, which is the activity of conveying messages to other people in order to provide information or the purpose of persuading, is clearly needed for the success of tourism itself. Communication is made in the context of the success of the tourism business itself. Because if the business is not communicated then how will people know the tourism itself.

There are several reasons why it is necessary to conduct business communication in responding to the world of tourism. First; this is certainly inseparable from the growing tourism business in any part of the world. When there is a development of the tourism business, it is clear that the interest of people to travel is quite high, so the potential for business is increasing. When the potential of this business is growing, the potential for competitors is increasing, therefore in responding to this in winning the market, one way that can be done is to build communication itself to all parties, one of which is consumers (tourists) in order to attract attention. tourism visitors. Each region uses all the potential of natural resources and existing human resources in order to attract tourism. Therefore, this must be a major concern.

The second reason why it is necessary to improve communication in business is because tourists (tourists) clearly want complete and clear information related to the tours they will visit. The results of that information will certainly enrich the picture for tourists about the attractions to be visited. That is why it is necessary to have a clear packaging of information with the aim that the information can be understood by tourists so that they will have an overview of the tourist attraction. Murphy and Hildebrant convey that there are 7 principles that must be adhered to when conducting business communication, namely[[8]](#footnote-8):

1. Completeness namely providing complete information to those who need it;
2. Conciseness, when conveying information using clear, concise and informative words;
3. Concreteness, the message conveyed is structured specifically, not abstractly;
4. Consideration, the message conveyed must consider the situation of the recipient;
5. Clarity, the messages communicated are arranged in sentences that are easily understood by the communicant;
6. Courtesy, can be polite and have manners when delivering messages to the communicant;
7. Correctness, the message communicated can be made carefully.

Third, another reason why it is necessary to build communication in the tourism business is because the public is increasingly critical. With the ease of accessing information, consumers can also receive all the information that has been provided so that a variety of information they can receive this will certainly increase the critical power for consumers. That's why it is necessary to provide clear, correct information. The fourth factor that underlies why it is necessary to carry out business communication activities is the influence of a large public image. Image is an impression that a person has about an object. The communication built by the tourism industry managers to tourists when providing services greatly affects the image of the tourism manager itself. This of course also greatly affects the sustainability of a business. It is necessary to be serious in tourism management, including in terms of communication ethics, providing information, because this greatly affects the good name of tourism itself. With a positive image, the name of tourism will still survive well so that it will make people interested in coming to visit the tourism.

The fifth reason, because the mass media influence the formation of public opinion. The mass media in this case also has an important role in informing about tourism. The influence of the mass media is very large in providing information to the public at large, so that information can be received easily. Especially now that there are so many various mass media that can be enjoyed by the audience, all people can also play a role in carrying out activities as journalists or what we know as citizen journalism who participates in enlivening the news about tourism.

From the explanation above, it can be understood about the role of communication in a tourism business. Moreover, in the current era, the pandemic era is still ongoing, the tourism business does not mean it is dead, but the tourism business must continue to be promoted, so serious business communication planning is needed in communication to make tourism easily known by the public. In general, there are several interesting things to bring up related to tourism travel in the pandemic era if it is interesting from the past year, namely 2020, so that there is a diversity of things that are in the spotlight of the tourism sector. The author tries to lift from various angles, namely:

1. The pandemic period that has been felt since 2020 has limited human activities, thus affecting the limited tourism activities. Moreover, we know that this tourism activity is an event for togetherness with loved ones, so of course the crowd will not be avoided, therefore this affects the number of visitors.
2. In connection with the above, the impact of this social distance causes a decline in the economy from the tourism business side, causing many tourism sectors to be closed due to bankruptcy.
3. The impact of this decline was that many workers were also laid off, because employers were unable to pay the salaries of their employees which caused losses to their business sector.
4. There is a demand that life must go on, the important thing to do is that the tourism sector continues to run but with a slightly different pattern than usual, namely the application of strict health protocols, limited hours of visitors and the number of visitors who come, this is of course describe something different from the normal situation before this pandemic era came.

Regardless of any conditions the tourism business will continue to run. However, after this pandemic came, it still has a difference in the technical tourism services according to existing conditions.

1. **Tourism Product Branding**

When we talk about business, of course, we will not be separated from the products offered, be it products in the form of goods or products in the form of services. Products that are marketed certainly cannot be separated from the brand name so that it is easy to remember in the minds of consumers. After the brand is created, another thing that must be done is how to instill the brand in the minds of consumers so that the product is always remembered or this is more popularly known as branding.

1. *Brand*

The meaning of the brand can change according to the context. Sometimes brand is a noun, a verb. Sometimes it becomes the same as the company name, company experience and consumer expectations.[[9]](#footnote-9) Kotler and Keller defines a brand as a name, term, sign, symbol, design, or a combination that can serve as the identity of a product or service that distinguishes one seller or group of sellers from their competitors.[[10]](#footnote-10) Brand is a name, symbol, design or combination of them that identifies the goods or service of a company.[[11]](#footnote-11) Thus there are three main concepts related to the brand, including identity, image and communication.[[12]](#footnote-12)

From the three main concepts about the brand, we can see it from the identity side. Identity is identical to the characteristics possessed by an object. If we relate this to the tourism sector, we find a lot of brand names for the products being sold, be it the name of the tourism service or the name of the goods being sold. Brand is not only limited to writing words to label the name of an object, but also brands have other identity characteristics, for example for culinary products in the form of packaging if we associate with the brand, it is not just the name written on the label, but also from the packaging, design concept. labels, logos, colors and other accessories that complement the characteristics of these culinary products.

Meanwhile, if we look from the image side, it is clear that a brand can be correlated with the image (impression) of a product or rather the presence of a brand can affect the image of the product itself. Therefore, it is necessary to maintain the good name of the products sold because this will have an impact on the image of a brand. For example, if from the tourism sector there is a restaurant that provides good, impressive service, provides a food menu that answers the tastes of food according to consumer tastes, then this will form a positive image about the restaurant.

For the concept of communication itself, the presence of a brand with all the identity attributes it has will communicate a certain meaning of the brand name itself. Therefore, the good name of the brand must be maintained considering that there will be communication meanings that arise from the messages that arise from the brand activity itself.

Brands are divided into several categories, namely:

1. *Brand Name*, is part of the name that can be pronounced
2. *Brand Mark*, is part of a brand that can be recognized but cannot be pronounced, for example a symbol, letter design or special color
3. *Trade Mark*, is a brand or part of a trademark that is protected by law because of its ability to produce something special. This trademark protects the seller with his privilege to use the brand name and mark
4. *Copyright*, is a reserved privilege to reproduce, publish and sell written works, music or works of art.
5. *Branding*

As explained above, the brand will be recognized by consumers when there is an attempt to introduce the brand itself. Efforts to introduce tourism products are popularly known as branding. Anholt stated that branding is an activity to build a brand. Creating an identity, including a logo, is one of the branding activities. This means that branding is the process of designing, planning, and communicating a name and identity with the aim of building or managing a reputation.[[13]](#footnote-13)

Branding is a management activity that is carried out with the aim of making a product known and its bargaining position is always good in the community, in this case the consumer, so that consumers will be interested in using the product/service and more importantly, hope for the future of the product. can be recommended to others again so that the strength of the product is always awakened.

Branding is an activity that must be carried out intensively in order not only to market the product, but how to maintain the product itself among consumers by continuously designing communication strategies for the short, medium or long term. Branding activities are not activities that have a direct impact, meaning that efforts to strengthen the brand's position among consumers require time and a strong commitment from business managers.

In branding a product, it must go through stages that go through a time limit and careful planning so that maximum results can be obtained. Therefore, careful planning is needed. There are several motives or goals for branding activities, namely according to Neumeier[[14]](#footnote-14) among them are to be able to form perceptions, can form trust and then have a love for the brand.Based on Neumeier’s opinion about the motives why people do branding, according to the writer is the first; with a brand identity, people will get to know the product. When the product is known, it will lead to an assessment of the product. In this regard, it is the task of management to be able to build branding with the aim of communicating as a condition for sending information that can be embedded in consumers' minds so that it will produce a positive perception of the products offered. Second, the existence of branding activities will also clearly form a sense of consumer trust in the products offered and this will also increase the brand's position in the community. People will believe in a product if the branding business is a serious business or it can be said that there is a plan that is built and shown to the community by providing the best service so that it can increase trust in the community, and third, of course, if the branding position is already strong among consumers in addition to the existence of the brand. positive perception and lead to trust, the other thing is that it can lead to love for the product. Love for this product can be realized by using the product used and even recommending it to others.

Furthermore, other things that become the purpose of branding activities are aimed at differentiating, promoting attractiveness, building an image that gives confidence, guaranteeing quality and prestige. It is clear that with this branding activity the hope is to be able to differentiate one product from another. This will be recognized by the identity that has been communicated to consumers, besides that branding activities certainly have a role as promotion so that it will create an attraction for those who will know the product. More than that, it can be the basis for building an image/impression among consumers, and guaranteeing quality and prestige.

To do branding, of course, cannot be separated from the communication activities carried out to build branding so that the product can always be known by people. For example, for the tourism sector itself, how tourism service managers are the first parties who must be able to communicate the existence of their services to consumers / potential consumers (tourists). The managers of tourism services in this case act as communicators, namely those who communicate brands through branding activities with the aim of attracting potential consumers in the end to be able to attract the attention of tourists to visit their tourism locations so they can recommend them to other parties. Furthermore, if the communicators already know who will be addressed to convey the message of communication, then what must be prepared is to compose messages that are selling in nature that can be used to strengthen the branding position and can choose which media can be used to carry out branding activities in the hope of being able to produce a communication effect that is not only at the cognitive level to produce brand awareness but in the end will take a communicative action in the form of an action to visit tourist sites. In addition, the thing that must be considered is to take into account the communication barriers that may occur.

The above is of course in line with the stages of the branding process, namely:[[15]](#footnote-15)

1. *Brand Recognition*

*Brand recognition* is the initial stage of people to introduce their products in the community. The goal is none other than that the products offered can attract attention, of course, so that the product can be recognized, it is not immediately accepted if there is no introduction. Still, there should be an introduction to this so that consumers can know the products that will be offered. The introduction stage is the earliest step in introducing a product, therefore it must be prepared as much as possible by making a careful communication plan, preparing qualified human resources, determining the budget you have, communicating technically and determining communication targets, this is in order to make a product that is good for you. marketed is increasingly known by people. If you don't know it, it's not a shame that this may be a consideration as to why the product should be introduced to the public.

If we relate this to the context of the tourism business, tourism activists must be able to introduce tourism products to the public, of course by paying attention to how the management of communication planning is designed both from determining what messages will be conveyed, who will be the target of communication, what media channels will be used. . The communicator in this case can also determine how often the intensity of the message repetition must be done in order to make tourists familiar with the tourism products offered to them.

1. *Brand Preference*

The second stage is brand preference, this stage is the choice stage where consumers have a big role in determining what product to choose from the many product choices offered to them. At this stage is how the producers' efforts to try to maintain customer loyalty, of course, for the success of selling products that have been offered to consumers.

 There are many tourism entrepreneurs in Indonesia. This indicates a lot of competition between them. When there are many competitors from tourism businesses, the more diverse the offer of choice in tourism destinations, so that consumers will have many choices in choosing which tours they will visit. When consumers are in this stage, it is necessary to design communication messages that are as attractive as possible so that consumers still choose the decision to visit our tourist destinations.

1. *Brand Insistence*

This stage is how to make repeat purchases so that the products that have been offered can be repurchased by consumers. This of course cannot be separated from the first stage because the introduction stage must have an interesting impression at the beginning. Of course, this brand insistence cannot be separated from the first stage that was carried out, namely about promotional techniques that must be done as much as possible in order to generate repeat purchases.

This is the stage that business people want so that their tourist destinations will be visited again by tourists. Of course, it will be more profitable when this tourist attraction is visited by the number of tourists who have more impact from the results of tourism promotion so that many people come to the tourism object.

1. *Lovel Brand/Brand Statisfy*

This stage is the stage where people feel love and affection, so they can recommend this product to others, they feel lovely and even willing to recommend it to anyone. This stage is the highest stage, consumers in this case have satisfaction with the experience experienced repeatedly from the use of one or several products in the same brand. Activities to promote tourism destinations have been widely carried out by various parties, both those who act as managers of the tourism business themselves or from those who become tourists when visiting tourism destinations, the majority of which they promote through their social media platforms.

Another thing that is noted in the tourism branding process is "Community tourism development in each region needs to adjust the tourism industry according to their respective branding slogans. The need to maintain local wisdom and build a positive mental attitude from the local community. So this awareness becomes the selling point of branding and to gain the trust of customers.”[[16]](#footnote-16)

1. **The Role of Social Media for Tourism Development**

There are so many choices of media that can be used to communicate information. One of them is social media, especially when this pandemic appears, online media is the choice in communicating. This of course cannot be separated from the advancement of information technology. Through online media, people can communicate remotely with various communication options, namely written or oral communication.

Before the pandemic, the internet had become an alternative medium of communication. We can see this from the number of internet access that is used. Currently, social media is the most widely used or favorite media to be accessed. Here are some expert opinions that define the meaning of social media. Social media is a medium on the internet that allows users to present themselves and interact, collaborate, share, communicate with other users and form virtual social bonds.[[17]](#footnote-17) Meanwhile according to Lewis[[18]](#footnote-18) social media is a label for digital technology that allows people to connect, interact, produce and share message content.



The picture above is a picture of the development of social media in the world. Social media makes it easy to communicate with many people with all kinds of conveniences, whether it's to send messages, communicate even if it's just to make comments or to talk more intensely. Social media that looks like this we are more familiar with as social networking media. It is more specific when talking about branding, during this pandemic creating branding must still be done, even though Covid 19 is still around, tourism businesses can choose social media as a means of communication in marketing their tourism. Therefore, tourism activists can choose which social media is needed in an effort to support their tourism marketing.

Here are some of the advantages of social media when we look at it from a branding perspective, first, it saves on promotional costs. With the existence of social media, it will clearly save promotion costs because there is no need to spend more money like when doing promotions with other media. Second, the existence of social media clearly helps to reach a wider market. Internet access will make it easier to reach everyone because its distribution reaches all over the world. Third, the advantage when promoting through social media is as a means of increasing sales, the existence of many types of social media options will clearly make it easier for sellers to make social media choices. Opportunities to increase branding which will ultimately increase sales are very possible to be achieved. In addition to many media choices, access costs that are more affordable will obviously make it easier to choose social media and will ultimately increase sales.

The fourth reason is that the presence of social media will clearly help as a means of good liaison with consumers, because the availability of features from social media will facilitate many access to communication with customers, because apart from being a place to provide information, producers can also communicate. to build good communication with consumers. Detailed information will also help facilitate us in the means of promotion, because the breadth of internet access will provide a lot of information that can be seen. Indeed this is adjusted to how large and deep the information provided to consumers and other benefits is to build voice and invite the public to visit the web. This is another reason because usually from here, the social media comment column will invite access to many people to talk, make various comments so that they will make certain judgments so that it creates curiosity to visit the web.

We can see this from social networking sites. Social Networking is a social network that is used by users to connect or interact with other people who can use uploaded photos or videos which can then be used as a way of interaction such as Facebook, Twitter, Instagram and Youtube. [[19]](#footnote-19)

Here are some choices of social media that can be used as a means of communication.

1. Whatsapp

Whatsapp is a communication tool that uses the principles of social networking. Whatsapp has the advantage of being more accessible. This application uses media that can be done personally or in groups. Messages in WhatsApp groups are usually due to the similarity of interests or roles of people in a group, so that it will facilitate the exchange of information.

1. Facebook

This platform still survives today. In its development, the Facebook company has also replaced their company name with the name Metaverse. The change in the name and logo of a very popular social network in the world is expected to give a new color to provide more quality services to netters.

1. Instagram

The use of Instagram as a means of communication for tourism businesses is considered effective. Research conducted by Agus Purnomo[[20]](#footnote-20) shows that Instagram as a photo and video-based social networking media has features that are very supportive in tourism promotion, so that tourist attractions become better known to the wider community. Instagram media is very familiar with the image feature, it will be very helpful in promoting tourism activities. On the other hand, responding to this, photography techniques must also be considered in order to sell tourism products, such as taking pictures of interesting tourist objects or popularly known as instagramable.

1. Vlog

Netters have also done many vlog activities, from just a hobby to turning vlog content into a business. Content that attracts a lot of visitors will obviously bring in incoming ads and this can bring in its own income for vloggers. The vlog made by displaying audio-visual videos is clearly getting more real in communicating tourism messages because the audience can see more clearly about the tourism objects on offer. Especially now that there are many content creators who voluntarily help promote tourism, this is clearly a very profitable thing for tourism businesses because their marketing efforts in this case have been seconded. Jokowi's use of vlogs campaigning for Mandalika and Raja Ampat tourist destinations is one form of tourism communication 4.0 which is quite effective, judging by the number of people watching and commenting.[[21]](#footnote-21)

Promotion of products or services can be done through online media such as websites, online advertisements, mailing lists, social networks, blogs, business communities, and so on. Online media has an unlimited market reach, so the opportunities they have are getting bigger in attracting as many consumers as possible.[[22]](#footnote-22) Examples of some of the social networks mentioned above are only a small part of the existing social networking platforms, meaning that there are still other social media network options that can be used with the characteristics of each of these media to be adapted according to the desired marketing concept.

1. **Examples of Business Communication Application Activities in Developing Tourism During the Pandemic**

Sustainable planning in improving the quality of the tourism sector can be done through business communication. For that, we need the right business communication strategy. One example is the Tegalwaru Business Tourism Village[[23]](#footnote-23) which has a long-term Renstra (Strategic Plan) in its tourism development. Starting from social mapping (social mapping) to instill the spirit of entrepreneurship, especially in the social field, making the concept of business tourism, business training programs with the delivery of communication according to age segmentation and business communication through the empowerment of SMEs which is direct communication by showing products and tips in run a business.

1. **CONCLUSION**

Communication is a fundamental thing in human life. Likewise with the tourism business, business communication is very necessary, communication does not only talk about how to market tourism but about how to build relationships with consumers (tourists) so that they can create memorable relationships in front of consumers for tourism services. Therefore, it is necessary to build a maximum communication design by taking into account the basic elements of business communication, namely the communicator, the intended communicant, the content of the message to be conveyed, the media used, the resulting effect so as to anticipate the feedback generated to communication barriers that can potentially appears in the process of promoting tourism because this will certainly have an impact on the existence of tourism itself in order to survive in the midst of rampant competition.

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