

# Communication Strategy Marketing Integrated Tourism Department Wakatobi in Branding Wakatobi as Destination Tour Popular

Cici Sriandini<sup>1\*</sup>, Ardiyanto Wardhana<sup>2</sup>

<sup>1</sup> Communication Studies, Ahmad Dahlan University, Yogyakarta, 55191, Indonesia

\* Corresponding author's email: cici1900030036@webmail.uad.ac.id\*, ardiyanto.wardhana@comm.uad.ac.id

## ABSTRACT

### Keywords

Communication strategy marketing  
Integrated  
destination tour popular  
Service Tourist Wakatobi

Ministry Tourist issued a list of 10 new Balis as reference for tourists Which include to in 10 new Bali is one of them is Wakatobi National Park. Wakatobi has 112 types of reef fish only found in Wakatobi besides that there are also 90 types of aquatic fish as well as a number of type bird sea that is swan chocolate, kettle Malay, and Raja Udan erasia . Wakatobi given nickname as triangle reef coral or Coral Triangle because it's in it keep Lots diversity reef coral and life sea other. Consequence from beauty nature Wakatobi become destination tour popular. Wakatobi also became supplier biggest for economy and tourism for government. Destination Wakatobi start known Because Wallacea expedition in 1995 which said that area Wakatobi is rich species coral that is, a total of 850 species corals in the world, 750 of them is in Wakatobi. Based on background behind the problem above, the topic will be discussed is a communication strategy Tourism Department marketing Wakatobi in Branding Wakatobi as Destination Tour Popular. The aim of the research is for know communication strategies marketing integrated carried out by the Tourism Department Wakatobi For comparing Wakatobi become destination tour popular. Study This use method study qualitative. Communication strategy marketing use theory from Kotler and Keller with use method data collection via data triangulation. Result of study This is a communication strategy marketing integrated carried out by the Tourism Department in comparing Wakatobi as destination tour popular is utilise social media and organizing a festival that is only held in Wakatobi .

## 1. Introduction

Ministry Tourist issued a list of 10 new Balis as reference for tourists. Which include to in 10 new Bali is one of them is Wakatobi National Park, Wakatobi has 112 types of reef fish only found in Wakatobi, besides that there are also 90 types of aquatic fish as well as a number of type bird sea that is swan chocolate, kettle Malay, and Raja Udan erasia. Wakatobi given nickname as triangle reef coral or Coral Triangle because it's in it keep Lots diversity reef coral and life sea other. Consequence from beauty nature Wakatobi become destination tour popular. Wakatobi also became supplier biggest for economy and tourism for government. Destination Wakatobi start known Because expedition Wallacea in 1995 who said that area Wakatobi is rich species coral i.e. a total of 850 species corals in the world, 750 of them is in Wakatobi.

Reason researcher choose phenomenon tour lower sea This is Because according to researcher tour This Enough interesting attention. In research This too, researchers will discuss about How strategy communication marketing integrated service tourist wakatobi in comparing wakatobi as destination tour popular. Apart from that , Wakatobi Alone is destination nicknamed tourism with triangle reef world coral . wakatobi Alone become center destination with The sea has 93 types of coral fish listed

in ornamental fish and also in consumption fish, The Wakatobi Sea also hosts 942 species of fish and 750 species reef coral that lives below the sea. Government Also do Work The same with public local for build branding Which Good in tourism, society local utilise natural For made material the subject that is processed to become supplier material food Good for sale buy it nor consumed Alone. Not only public local but also for immigrants. With the more progress place tour This has a huge impact on stability finance region and also society (Creed, 2022).

Appearance economic covid virus outbreak Tours also start decreased because of it lack of visitors to Wakatobi , no only tour many MSMEs are closed because almost etc visitors originate from tourists , profits main hotel too follow decrease consequence impact from covid 19. Ministry of Tourism and Creative Economy Tourism Agency implement the accelerated CHSE program recovery tourist wakatobi. With starting the Wakatobi Rebound program, ministry want to build return trust public after covid-19 for welcome tourists in the adaptation period habit new ones held on the beach wambuliga, island fragrant, regency wakatobi yang Lots in attend by public in help recovery tour wakatobi in Wakatobi rebounds. The more increasing trust traveler so will impact Good to process the way promotion tour wakatobi. with so hope economy wakatobi Can quick recovered. Not only effort community, Head of the Tourism Department Regency Wakatobi Nadar very support full and terrible appreciation and support full from Ministry of Tourism and Creative Economy. Ministry of Tourism and Creative Economy give program companion starts from preparation until opening return destination tourism in Wakatobi. (Saputro, 2017). From the problem above make researcher interested For describe related to the marketing strategy used by the Tourism Department Regency Wakatobi is used for comparing Wakatobi as tour popular.

## 2. Method

In research this, researcher choose type study qualitative in nature descriptive Because researcher want to explained situation incident tourism, describe in a way detailed depth about condition Actually what happened according to condition real in the field, in matter This about strategy communication marketing integrated service tourist wakatobi in comparing wakatobi as destination tour popular. According to Moelong in (Sodik, 2015) research data sources qualitative in the form of written spoken words that are scrutinized researchers, as well find meaning implied from secondary data obtained.

Data collection methods used in the research This is technique observations made researcher in a way direct with the Tourism Department Wakatobi and so on No direct through tourism social media Wakatobi . Interview techniques used researcher with Head of the Tourism Department Wakatobi , Public Relations Department of Tourism Wakatobi , MSMEs and existing communities in Wakatobi . As well as technique required documentation when currently do observation or attachment Photo For interview. Then analyzed from all over results technique data collection later validated with use technique validation triangulation source. With aim For give description to researcher about communication strategy marketing integrated Tourism Department Wakatobi in comparing Wakatobi as destination tour popular.

## 3. Results and Discussion

Description from results study This refer to problem and focus from study This namely marketing strategy. Aspects that will researched on marketing strategy covers advertising , promotion sales , relationships society , marketing direct , sales personal , marketing from mouth to mouth , and events and experiences . Data collection carried out through observations , interviews and documentation located at the Tourism and Creative Economy Office Wakatobi which is located on Jalan Laruku No. 11, Wangi-Wangi, Mandati III, Wakatobi Regency Wakatobi , Southeast Sulawesi. Study This involve a number of informant among them namely Amal Hermawan as Tourism Public Relations Wakatobi , Nadar Sinyo Safir as Head of the Tourism Service , Haliana who is the Regent of Wakatobi , Juadin Sombu which is public Wakatobi and Gita are one of them moderate tourists on holiday in Wakatobi . Study This done with give a number of question to the speakers in a way No structured for results from interview can develop later. In research This researcher will describe the data obtained from interview that's what comes next will linked with title study namely "Marketing Strategy Integrated Tourism Department Wakatobi in Branding Wakatobi As Destination Tour Popular" Data

obtained from results interviews, observations, and documentation where in research This researcher more depend on from results interview. Interview used as method data collection when researcher stage studies introduction for finish problems that will researched, Therefore That researcher must own technique method interview for know marketing strategies integrated service tourist Wakatobi in comparing Wakatobi as destination tour popular. Communication strategy marketing integrated carried out by the Tourism Department Wakatobi is as following:

In advertising strategy This is what the Department of Tourism and Creative Economy does in comparing tour Wakatobi is with method switch to an all - digital sector, namely utilise all internal media viz social media for make interesting content that will uploaded in a way alternate to every social media p This aim for spread branding because range from extensive social media so that This can utilized For reach more audience wide Again. Department of Tourism and Creative Economy Wakatobi try give interesting content for interesting attention audience. Besides that they are there too throughout platform social media started from Instagram to tiktok. Usually for Instagram and TikTok they make short video content but for more promotional videos long uploaded on YouTube. With exists all channels used for marketing This expected improve tourism branding Timebi For can compete with various tour new to Indonesia.

On promotional strategies sales of the Department of Tourism and Creative Economy in comparing tour Wakatobi implement it with method maximizing all over tools their promotions have one of them social media. In terms of The Department of Tourism and Creative Economy use social media for post the content it contains about inserted promotions with Procurement of discount vouchers discount For The trip tour to Wakatobi . Apart from using discount voucher code price discount journey The Department of Tourism and Creative Economy also collaborates with travel party for stage journey with cheap price and yes There is piece price . This matter aim For increase amount tourists who will come visit Wakatobi so that will increase sale from the tourism program being run . This strategy said effective for tour Wakatobi Because when there is a promo or piece price enthusiastic from audience increase so that can creation of branding that tour to Wakatobi No need emit expensive cost .

On relationship strategy community carried out by the Department of Tourism and Creative Economy For maintain branding in tourism Wakatobi is with method guard good relationship with public in every traditional event held in form participation they at every event. At every traditional event held by Wakatobi , the Tourism Office always involved For covering the event will be used For comparing tour Wakatobi and will used as tool promotion . Besides that in the event often the Department of Tourism and Creative Economy become a sponsor This aim For improve their branding Because his name There is at every event. Involving the Department of Tourism and Creative Economy For comparing tourism in Wakatobi at every event is a good strategy especially in Wakatobi often traditional events are held so that frequency the public and tourists will too often see the promotional media that is created and can become material For fill in content in various existing and available social media made tool promotion For invite public visit to Wakatobi .

This Experience and Event Strategy is carried out by the Department of Tourism and Creative Economy in comparing tourism in Wakatobi is with method create traditional events that are most popular with the community. In terms of The Department of Tourism and Creative Economy see that exists potency promotions at traditional events that can be they use as a medium at the same time tool for promotion because That holding traditional events. In this strategy, the Department of Tourism and Creative Economy create customized events with the frequency. Starting from the event being held per month until per year. Organized events per month is there is a special event woman Wakatobi namely the Wowine event and its annual events is Wakatobi Wave which lasts 3 days with carry theme wisdom local and cultural local. That matter used with both by the Department of Tourism and Creative Economy For do branding. From an event organized by the Department of Tourism and Creative Economy This create experience to the people who follow the event and response from the people who follow the event spelled out Enough Good Because they are very enthusiastic. This matter give good impact for tourism in Wakatobi Because every there is a traditional event will promoted through their social media this is possible to be one possible factors used For comparing and improving interest traveler For come to Wakatobi .

On marketing strategy direct This is what the Department of Tourism and Creative Economy does For comparing tourism in Wakatobi is with using their database have For offer What just package tours and facilities provided with objective interesting interested in getting it increase sale . Marketing strategy mouth to mouth This is what the Department of Tourism and Creative Economy does in comparing tourism in Wakatobi Because creation experience due to the event held Because the event walk with good and be event promotion so that The impression you get is also good because that 's branding formed Because public talk about about the event added Again they came too as well as to in the event and join in enliven Because feel become part from Wakatobi . This personal sales strategy is carried out by the Tourism and Creative Economy Department is with method do active communication in every social media with fast give respond and reply to incoming chat when There is question from consumer given speed This make consumer will with easy and fast in get information.

### 3.1. Presenting the Results

From the results of observations and interviews conducted by researchers, the integrated marketing communication strategy carried out by the Tourism and Creative Economy Department has the following scope: The first is advertising. according to Morissan (2015) Advertising is a tool used to disseminate products in the form of content which aims to build the image of a company or organization. In this advertising strategy carried out by the Department of Tourism and Creative Economy in branding Wakatobi tourism, it is by switching to an all-digital sector, namely utilizing all internal media, namely social media, to create interesting content which will be uploaded alternately to each social media. This aims to to disseminate branding because the reach of social media is wide so this can be used to reach an even wider audience. The Wakatobi Tourism and Creative Economy Department tries to provide interesting content to attract the attention of the audience. Apart from that, they are also available on all social media *platforms* , from Instagram to TikTok. Usually for Instagram and Tiktok they create short video content but longer promotional videos are uploaded to YouTube. With all the channels used for marketing, it is hoped that Waktobi tourism branding will increase to be able to compete with various new tourism destinations in Indonesia.

Second is sales promotion According to Morissan (2015), sales promotion is when a company can maximize all the promotional tools it has in order to attract buyers and have a long-term effect on sales. In the sales promotion strategy, the Department of Tourism and Creative Economy in branding Wakatobi tourism applies it by maximizing all the promotional tools they have, one of which is social media. In this case, the Department of Tourism and Creative Economy uses social media to post content containing promotions which include the provision of discount vouchers for tourist trips to Wakatobi. Apart from using travel discount voucher codes, the Department of Tourism and Creative Economy also collaborates with travel agencies to organize trips at low prices and with discounts. This aims to increase the number of tourists who will come to visit Wakatobi so that it will increase sales from the tourism program being run. From the results of using discounts on each tour package, this makes the difference between tourism in Wakatobi and others because they always provide discounts on each tour package. In this case, the Department of Tourism and Creative Economy to compare Wakatobi tourism so that it continues to survive with the many new tours emerging is to use voucher codes and attractive discounts. This strategy is said to be effective for Wakatobi tourism because when there are promotions or discounts, enthusiasm from the audience increases so that branding can be created that tourism to Wakatobi does not need to be expensive.

Third is Public Relations. According to Morissan (2015), public relations is an important element in a marketing communication strategy because it contains an image that reflects a company or organization. The public relations strategy carried out by the Department of Tourism and Creative Economy to maintain branding in Wakatobi tourism is by maintaining good relations with the community in every traditional event held in the form of their participation in every event. At every traditional event held by Wakatobi, the Tourism Office is always involved in covering the event which will be used to brand Wakatobi tourism and will be used as a promotional tool. Apart from that, in these events the Department of Tourism and Creative Economy often sponsors this with the aim of increasing their branding because their name is on every event. Involving the Department of Tourism and Creative Economy to compare tourism in Wakatobi at every event is a good strategy, especially since traditional events are often held in Wakatobi so that the frequency of the public and tourists will

often see the promotional media that is created and can be used as material to fill in content on various existing social media. and can be used as a promotional tool to invite people to visit Wakatobi.

Fourth are events and experiences. According to Morissan (2015), experiential events are activities intended for the community to create space for movement and interaction between companies or organizations and the community. In this strategy carried out by the Department of Tourism and Creative Economy in branding tourism in Wakatobi is by creating traditional events that are most popular with the community. In this case, the Department of Tourism and Creative Economy sees that there is promotional potential at traditional events which they can use as a medium as well as a tool for promotion, which is why traditional events are held. In this strategy, the Department of Tourism and Creative Economy creates events that are adjusted to their frequency. Starting from events held monthly to annually. The events held monthly are a special event for Wakatobi women, namely the Wowine event and the annual event is Wakatobi Wave which lasts 3 days with the theme of local wisdom and local culture. This is well used by the Department of Tourism and Creative Economy for branding. This event, which was organized by the Department of Tourism and Creative Economy, created an experience for the people who took part in the event and the response from the people who took part in the event was quite good because they were very enthusiastic. This has a good impact on tourism in Wakatobi because every time there is a traditional event it will be promoted through their social media. This can also be a factor that can be used to benchmark and increase tourist interest in coming to Wakatobi.

Fifth is Direct Marketing according to Morissan (2015) direct marketing strategy is marketing activities carried out directly through the media as an intermediary to increase sales. In this strategy used by the Tourism and Creative Economy Department to compare tourism in Wakatobi is to use the database they have to offer what tour packages and facilities are provided with the aim of attracting interest in order to increase sales.

Sixth is Word of Mouth Marketing. According to Morissan (2015), word of mouth marketing strategy is an interaction that consumers get when using a product or service. This strategy is carried out by the Department of Tourism and Creative Economy in branding tourism in Wakatobi because it creates an experience due to the event being held because the event goes well and becomes a promotional event so that the impression you get is also good, therefore branding can be formed because people talk about it. Plus, they also take part in the event and join in the fun because they feel like they are part of Wakatobi.

Seventh is Personal Selling, according to Morissan, personal selling is direct interaction with consumers with the aim of prospecting so that two-way communication is formed between the seller and the buyer. In this strategy carried out by the Department of Tourism and Creative Economy, this is by carrying out active communication on every social media by quickly providing responses and replying to incoming chats when there are questions from consumers. This speed ensures that consumers can easily and quickly get information.

### **3.2. Create a Discussion**

Tourism office use marketing strategies integrated described in discussion namely the advertising strategy carried out is use social media later utilized all tools the promotion become event promotion . On the promotional strategy of the Tourism Department Wakatobi use social media with use a discount voucher price For package tourism in Wakatobi . Apart from that, the Tourism Department Wakatobi use relationship strategies public with method involve public local at every event held . Welcome with event strategy and experience is organize traditional events a month very or even One year once only held in Wakatobi . After experience experiences that exist in the experience strategies and events of incoming tourists to the event directly No direct will do marketing mouth to mouth because it's a marketing strategy mouth to mouth used by the Tourism Department Wakatobi is create experience best at every event held . There is also a marketing strategy carried out directly by the Tourism Department Wakatobi is with method processing the database for offered package tourism in Wakatobi . Last strategy is a personal sales strategy carried out by the Tourism Department Wakatobi is always fast responsive in reply to chats online either on social media or WhatsApp .

#### 4. Conclusion

Based on from the data from the discussions carried out , researchers can conclude that the communication strategy carried out by the Department of Tourism and Creative Economy Wakatobi is with method utilize social media in a way full For promote Wakatobi That Alone with objective make Wakatobi to become popular and popular tourist destination traveler For interested come to Wakatobi . Of all aspects of communication strategy marketing carried out by the Department of Tourism and Creative Economy Wakatobi can concluded that the promotional model used Already Enough convincing with create festivals and events which will also be disseminated widely through social media so that netizens can also see what only those in Wakatobi . Apart from that, it also exists marketing from mouth to mouth Good from traveler nor public Wakatobi Alone so that become conversation in society .

#### 5. Acknowledgment

Based on results research and the researcher 's conclusions get from the Department of Tourism and Creative Economy Wakatobi . For comparing Wakatobi become tour popular that has been researcher explain, below This be delivered some suggestions are welcome can give benefits and contributions positive in relevant context. Department of Tourism and Creative Economy Wakatobi also defended its existence with do all way on social media To use comparing tour Wakatobi This Alone. Some suggestions from researchers can convey among them namely: The first is for study next will be lift theme related with communication strategies integrated, it is hoped that it will be more understand and deepen more Far about communication strategy theory marketing integrated to get distant results moregood and easy researcher furthermore in compile his research later. Expected for study can become reference or reference for student Knowledge Communication and the second is for tourists Wakatobi Good expected can give experience to other related people with beauty Wakaatobi This Alone. And hopefully it will be touristy Wakatobi This Keep going popular and exist in the future.

#### 6. References

- Agarwal, S. (2014). Data mining: Data mining concepts and techniques. In *Proceedings - 2013 International Conference on Machine Intelligence Research and Advancement, ICMIRA 2013* . <https://doi.org/10.1109/ICMIRA.2013.45>
- Mulyana, D. (2017). Knowledge Communication Something Introduction ( Revision ). *Bandung: PT Teen Rosdakarya* .
- Rasyid, E., Tunggal, APPW, & Sugiantoro, HA (2021). Trust Issues in the Health Communication of Children in Street Situations. *ASPIKOM Journal* , 6 (1), 110-121.
- Rasyid, E., Partini, P., Haryadi, FT, & Zulfikar, A. (2019). Network communication in management planning response programs poverty in West Sulawesi Province . *Journal of Communication Studies* , 7 (2), 133-144.
- Yumitro, G., Kurniawati, DE, Abdelsalam, EA, & Shukri, SFM (2022). The influences of social media toward the development of terrorism in Indonesia. *Journal of Communication Studies (Indonesian Journal of Communications Studies)* , 6 (1), 16-31. <https://doi.org/10.25139/jsk.v6i1.3849>