

Heha Ocean View`s Crisis Communication Strategy in Addressing Community Complaints

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ABSTRACT

Keywords

Crisis Communication
Tourism

Heha Ocean View is a tourist destination that has photo spots with beach views that attract tourists to visit since it was first opened on February 1, 2021. As well as in the center of Yogyakarta, the presence of HeHa Ocean View has helped boost the Tourism popularity of Tourism in Gunungkidul so that it attracts many domestic tourists. Gunungkidul regency is an area with many tourist attractions, not only beaches and Tourist caves, but also cultural tourism. Tourism potential such as HeHa Ocean View can certainly make a source of regional income a major factor in increasing development in Gunungkidul regency. Although currently in great demand by tourists, there is a need for appropriate and effective strategies in managing tourist destinations while adapting to changes that occur. The performance in tourism development has not been fully determined optimally by the manager of HeHa Ocean View tourist destination, so there are many complaints from the surrounding community about this. In addition, the lack of support from the local government can be seen from the lack of foreign tourists and facilities at tourist attractions that have not been met properly. Therefore, this study aims to determine the crisis communication strategy of HeHa Ocean view regarding public complaints. This research is categorized as qualitative research by using a case study as a method of study. Case studies are chosen as a method of study, because they have several profound advantages in order to explain a phenomenon or topic. In addition, the methods used are qualitative, inductive methods, which also have advantages, and are used to research in natural object conditions, research methods are basically a scientific way to obtain data with certain purposes and uses. The scientific way means that research activities are based on scientific characteristics, namely rational, empirical, and systematic. The results of this study indicate that the tourist attractions HeHa Ocean View less positive effect significant to the complaints and pros and cons that arise so that the decline in public enthusiasm for this tour, so that with the crisis communication will have the potential and positive effect to significantly raise the motivation of community visits.

1. Introduction

The DIY, or Special Region of Yogyakarta, includes the district of Gunungkidul, which boasts a plethora of natural and cultural possibilities. Gunungkidul's tourism industry is still growing today due of the area's unique natural features, which include stunning beaches, mountains, hills, and a vibrant local culture and customs. Gunungkidul regency has a great deal of potential for tourism. Its natural resources, which include beaches, hills, caverns, and mountains, as well as its unique artistic, cultural, and historical legacy, are distributed throughout almost 18 districts. Potentially, this has great significance given that Gunungkidul Regency is a part of Special Yogyakarta, the second-most popular tourist destination in Indonesia after Bali Province. Each of the 50 beaches in Gunungkidul. One of the DTWs, or tourism destinations, in the province of Yogyakarta Special Region is now Gunungkidul regency.

Gunungkidul's abundance of attractions has a significant impact on the region's growth, but the district's development is not uniform; some districts continue to face numerous challenges and growth retardation. Overwriting is a phenomenon that occurs in Gunungkidul Regency and is solely attributable to subpar resource management, human resource empowerment, and outside opportunity use. The Gunungkidul region needs the correct idea and approach to promote development, and one of those was to maximize the growth potential of certain places with chances for development through the Gunungkidul regional Regulation, 2011. Not every potential destination in Gunungkidul regency has grown to the point where it can be visited by tourists. The Department of Tourism and Culture of the District Gunungkidul designated fifteen sites as tourist attractions in 2006. These sites continue to draw large numbers of visitors and are well-known to the general public. The nascent tourism industry in Gunungkidul regency, particularly in HeHa Ocean View, is beset by a number of challenges, such as the existence of public grievances regarding this popular destination. The growth of tourism is not a simple task; there are many challenges to consider, and the new tourist area's hindering factors are numerous.

The village government's involvement in the growth of HeHa Ocean View tourism is limited in scope because local investors created the tourism stand alone, meaning the village government is not able to benefit from HeHa Ocean View tourism. Furthermore, a large number of locals grilled Girikarto District, Gunungkidul, DIY visit the recently opened, incredibly impressive HeHa Ocean View location. The management is thought to have violated their pledge to provide free or discounted tours to local citizens upon the arrival of protestors. People still pay, in actuality. Because the management broke its commitments, the locals were incensed. However, it turns out that there is no permit for this tourist attraction.

The Police Unit claims that the municipal police or civil service in HeHa Ocean do not have authorization, but they are nonetheless eager to welcome guests. Imawan Wahyudi's tenure as Gunungkidul's regent during the final days of Badingah's rule made this known. One of them opened tourist attractions without following the proper processes in The Mountain County due to the carelessness of investors. Irawan Jadmiko, the Head of Investment and Integrated Services (DPMPT) at Gunungkidul, added that the building permission (IMB) for HeHa Ocean View is still pending publication. It is undoubtedly out of proportion to the strict execution of regional laws (Perda). There were also protests.

The area is divided into 20.7 hectares (57.74 percent) on the coast, 15.1 hectares in dry land agriculture, and Community Forests. "With this, managers must have an Environmental Impact Assessment (EIA). Not enough with environmental management efforts and environmental monitoring efforts (UKL-UPL) only. Not only is HeHa Ocean View problematic with licensing, but many have become online citizens' conversations because management is thought to disregard health protocols. In the 30-second video that went viral on social media, there was a crowd of visitors in HeHa Ocean View at night. Chairman of the Board of Directors, Eric Augustin, acknowledged that he was concerned about the crowd and asked the manager.

According to the findings of an interview with the head of the Gunungkidul Tourism Development District, there is a problem with the ignorance of the local community regarding the role of the village government in the development of Gunungkidul regency Regulation No. 8 year 2021 on guidelines for the establishment of Kelurahan-owned enterprises. The community is considered to already be aware of these regulations if the area has been legalized, as is the case with Regulation No. 8 year 2020, where many people are still unaware of the existence of the regional regulations, despite the fact that both have been legalized and made public by the Department of Tourism.

This demonstrates that the Department of Tourism's role in not fully educating the public about the regulations, particularly in the village of Girikarto, led to a misunderstanding of society and tourism, and the village government hindered the Department of Tourism's efforts to educate the public about the existing local regulations. This would have a negative impact on both the community and visiting tourists, despite the fact that the purpose of the regulation is to realize that advanced tourism requires the establishment of official institutions or *suatau* that facilitate tourism in a particular area, including the Heha Ocean. One of the key pillars supporting the growth of tourism to date has been society. HeHa Ocean View, a recently opened tourist destination in Bolang Hamlet, Girikarto, is one example of a business object tour.

The narrow, damaged Ocean Karen Access Road has not been fully paved, there is minimal street lighting, and there is almost nothing to make tourists feel uncomfortable when traveling through the road to HeHa tourist attractions. In addition to the challenge of clean water, visitors traveling to Gunungkidul must stop at a number of rest areas that the local community has prepared; these are definitely not bad, confusing obstacles to overcome. Additionally, the budget for food and drink, as well as the sight shots that make your wallet dry due to their excessive cost, have been the subject of complaints and some evaluations from those who have recently visited Heha Ocean via social media. This is undoubtedly a factor Heha According to the justification provided, a plan must be created, and HeHa Ocean View attractions and related infrastructure must be built in order to boost visitor appeal and reduce factors that prevent visitors from staying longer, which will ultimately boost local and community revenue (PAD). The goal of successfully developing and managing a tourist destination is not only to draw visitors, but also to create commercial opportunities for those in the vicinity of the tourist to grow and flourish.

2. Method

This study's category falls under the descriptive research category because it uses a qualitative methodology. According to Moleong (2010: 6), qualitative research is a subset of research that tries to observe an event that is happening from the perspective of a research subject, such as actions, perceptions, motivations, and so forth that occur holistically, that is, describing it using natural language and natural methods. This study examines the role that the management of Heha Ocean View and the Girikarto Village government have played in the development of tourism attractions in Girikarto, as well as the advantages and disadvantages that the local community faces as a result of these attractions. The primary and secondary data used in this research study are as follows. Primary data is gathered in multiple steps, including interviewing and observation. While the secondary data for this study came from literature reviews, including books and periodicals that were pertinent to the research issue, it was also gathered by written documentation or audio. The method that is frequently employed in qualitative research is purposive analysis. Propositional methodology involves guiding informants to data sources while taking specific factors into account (Sugiyono, 2011: 218). The sample used in this study is a propositional technique because of this special consideration, such as, for example, someone who is thought to know best about what we expect; as an authority, that person will make it easier for researchers to explore the object or social situation under study.

3. Results

3.1. Strategies in managing and developing Heha tourist destinations Ocean View

Due to its proximity to the shore and plenty of breathtaking natural vistas, Girikarto Village is a reasonably fertile village. As demonstrated by the fact that there are presently cattle groups and agricultural groups in Girikarto Village, which support the local population, its cool position can foster the potential of livestock and agriculture. Investors are interested in establishing a tourism development within Girikarto Village since the local community views the village's coastline area as having a lot of promise. However, this venture has not yet had the opportunity to realize the potential of the tourism site. has no prospect of becoming as successful as a tourist destination since no commercial entity may be involved.

While the government is anticipated to play a major role in facilitating the approach that incorporates clean and sustainable governance, it also plays a dominant role in giving benefits to local communities. Naturally, in this situation, the political branch of the government must be willing to play a smaller role in the creation of tourism villages while also indicating that the community will realize, manage, and consume tourism as a whole. However, because the village, local, and federal governments have not taken any action to promote the development of tourism villages, this has not happened.

Given the village government's meager efforts to promote Heha Ocean View tourism in this scenario, Bumdes and Pokdarwis, two of the village government's current institutions, are not being used. 2. Institutions in this village undoubtedly play a significant role in the growth of tourism in a given area; however, the lack of PERDA or village regulations announced by the village hinders the development of village tourism and puts the village in a weaker position. Law No. 6 of 2014,

specifically "On Villages," does not appear to contain any regency laws covering the development of village tourism, nor has it ever been publicized by the village authority or the community.

When it comes to the transfer of tourism items, the community needs to be well served. There are flaws in the way village tourism management is being implemented, such as the village government's lack of involvement in community tourism management. By using tourist management, it is demonstrated that the local community has not been able to keep up with the tourism sector's growth. The lack of communication and deliberation by the village authority may be the reason why the local community has not been able to feel the impact of the tourism sector. because the village authority did not consult or communicate with the local population effectively.

In order to accomplish the goals of the authority in implementing village autonomy, such as enhancing equity and justice, people's welfare, and respect for local culture, democracy, and paying attention to the potential and diversity in a region, the Village Government is required to manage the village's potential, as stated in Government Regulation Republic of Indonesia Number. 72 of 2005, which is about the Village article 15. variety within a territory. This explanation leads one to the conclusion that the village government plays a crucial role in the community because its primary responsibilities include developing the village economy, promoting the village community, and coordinating village development.

Some of the problems preventing Girikarto Village's current tourism industry from growing are as follows: (a) The layout of the visitor center, the location of the automobile and motorcycle parking lot, and the positioning of the various stores and kiosks are all off. (b) Some tourists are still insufficient when getting in and out of cars since certain routes are not paved. (c) Tourists and visitors who litter are still not well-known. (d) The administration of Girikarto Village's tourist attractions is underfunded. Girikarto, where financial constraints continue to exist regarding the primary funding source for the construction of multiple infrastructure projects. (e)The inadequate caliber of human resources or those that serve as managers with authority. empowerment to the point where it obstructs Girikarto Village's ability from developing. (f) It is noted that the visitor/tourist entrance route is still insufficiently wide. (g) The absence of accessible clean water.

Here are additional supporting variables in addition to the hindering factors, which include: (1) The locations of Heha Ocean View's tourist attractions are carefully planned such that a number of them are adjacent to one another and even in the same general vicinity. (2) Tourist attractions that, given their popularity, can be deemed to be inexpensive (worth the visit). (3) The Girikarto village community's great excitement and active participation in helping to organize the greatest trips both materially and monetarily. In this instance, the authorities of Girikarto village will be highly motivated to turn the village into a destination for tourists that is not to be missed.

Predicated on the presence of: The researcher is interested in researching Heha Ocean View's Crisis Communication Strategy in Overcoming Public Complaints in the Girikarto Panggang Gunungkidul area based on the abovediscussed debate and empirical data. It should be mentioned that the village government of Girikarto plays a vital role in promoting tourism in the area to improve living conditions for locals. has a number of plans and projects for a better life in society, which the Girikarto village administration will put into effect. Programs that the Girikarto village administration will carry out, and by incorporating the local population, preserve the stability or consistency of involvement through the surrounding community. of engagement with the local community by the incorporating.

Given that it affects items that may be converted into tourist attractions, the process of identifying the current tourism development in Girikarto village, such as Heha Ocean View, is one that is done appropriately. Capable of being transformed into an attraction for tourists. There is little doubt that this procedure will not include the people directly in discovering the potential of their area. potential in their village, which is significant since the community either owns the potential or shares some of it. proprietor or a portion of the town's potential, so that observations made by a few members of the community will enable the creation of a research on the potential present in the village.

3.2. Overview of Heha Ocean View

Heha Ocean View tourism has developed over time through a protracted natural process. Prior to the establishment of this tour, this area was barren, so the locals used it for farming or to grow crops.

However, over time, the area's abundance of coral reefs prevented it from being utilized as agricultural land. The limestone cliffs that make up the coral cliffs there are known as karst.



Figure 1. Motorcycle Parking Area



Figure 2. Car Parking Area

Every visitor to the Heha Ocean View tour will first enter through the lobby door to purchase a tourist entrance ticket. The tour officer will then give directions to tourists, explaining to them the rules that must be followed while they are in the Heha Ocean View tourist area. After entering the lobby, guests are advised to use a tour vehicle to reach the Heha Ocean View cliff because it is a considerable distance and an uphill walk, while some choose to walk instead to take in the atmosphere of the area.



Figure 3. Lobby Area

A stunning view of the azure sea awaits guests as soon as they arrive at this popular destination. From the building's stairs, visitors may get a good view of this popular tourist destination. This popular tourist location offers a glimpse of the open ocean with azure sea water and undulating waves. The greatest time to see Heha Ocean View is in the afternoon. This is due to the fact that Heha Ocean observe offers guests a stunning vantage point from which to observe the afternoon sun setting.



Figure 4. Heha View

In addition to offering a stunning view of the high seas, guests can explore several unusual locations for Instagram-worthy photos. Not to mention the amenities offered, which include a prayer room and a place of devotion called Heha Cabin.



Figure 5. Spot Photo



Figure 6. Prayer Room



Figure 7. Heha Cabin

Table 1. Data Number of Visits

Travelers	2018	2019	2020	2021	2022	2023
Total	2.992.2.897	2.642.759	1.884.756	3.258.017	3.055.284	3.680.804

The data table indicates that there has been a rise in visitation in 2018, 2021, 2022, and 2023 compared to previous years. On the other hand, Heha Ocean View saw a decline in visitor numbers in 2019 and 2020. The COVID-19 pandemic forced everyone to stay at home and avoid congregating in big groups, which is why there was such a sharp fall in 2020 and avoid assembling a large crowd. The amount of people that visit a place will determine how the tourism industry fluctuates, depending on how many visitors there are. The quantity of the quantity of visitors will generate income for the location they were in through the one industry that is seeing a rise in demand is tourism-related companies. Because tourism-related enterprises are able to preserve the surrounding environment in addition to benefiting the community in the tourist attraction area. This is due to the fact that the tourism industry's business does not quickly go out of style or stagnate since it will always exist as long as there is a tourist attraction. There will be more tourism.

The creation of jobs for the local community in the tourist attraction region is one of the most notable or major effects. jobs for locals in the vicinity of tourism attractions. The Heha Ocean View tourist attraction's company provides permanent employment opportunities for the unemployed. opportunities for long-term employment. Every head of family in Girikarto Village's tourist region benefits economically from this. Thus, by operating in the tourism industry, this business can help the local economy and services for the community at large, making tourists feel more at home and at ease while they travel.

4. Conclusion

According to a number of reviews and explanations of viewpoints, in order to minimize the decline in visitor numbers, the management of Heha Ocean View's tourism attractions and the village government's role in resolving public complaints and developing the resort's offerings needs to be improved. Additionally, more attention must be given to maintaining the comfort and quality of Heha Ocean View Gunungkidul. In order to limit the fall in visitor numbers, Heha Ocean View Gunungkidul still needs more attention to promote comfort and quality. It should be mentioned that a lot of the current Gunungkidul tourist spots suffer from similar issues, like broken or narrow roads, poor lighting, and insufficient parking. access roads, poor illumination, a scarcity of potable water, The issue of inadequate street lighting has grown to be a major concern and is prevalent in many of Gunungkidul's tourist spots. This is frequently the case at a number of Gunungkidul tourist destinations. This is because the distance is fairly great, making it difficult to visit the attractions by

light. Money is now a major barrier to visiting tourist destinations, particularly in Gunungkidul. For the successful operation of a tourist location, it is imperative that supporting infrastructure such road access, inadequate lighting, dirty water, trash, and parking are properly managed. the seamless operation of a tourist attraction. The presence of destination governance for tourism is a crucial

5. References

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