



Development of Tourism Promotion through New Media by the Village Government in North Minahasa Regency

Elfie Mingkid¹, Edmon R. Kalesaran¹, Sintje A. Rondonuwu¹, Evie A. Suwu¹

¹Faculty of Social and Political Sciences, Sam Ratulangi University, Manado

*Corresponding Author: Elfie Mingkid

Email: elfiemingkid08@gmail.com



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Abstract

Regency North Minahasa is one of them districts that have potency very tourism big in support development Indonesian tourism. Tourist area likupang is one of incoming area in 5 (five) destinations super priority tourism launched by the Ministry of Tourism and Creative Economy (Kemenparekraf), apart from Borobudur, Lake Toba, Mandalika and Labuan Bajo. A number of potency tourist interesting likupang such as beach Pulisan, Paal beach and ecotourism Bahoi, government central and regional naturally very enthusiastic For developing potency tourist This is also supported by the community local. Government besides from center through ministry, North Sulawesi province and district North Minahasa, of course inside it It also needs to be supported by the government at the lower level, namely government village, which is very close by with potency tourist the. Objective from study This is For know How development promotion tourist through new media, internet platforms, whether Can utilized optimally deep support promotion tourism by the government village around area tourism in Linkoping that, will studied in a way deep through study this, with approach in a way qualitative descriptive. Problem Not yet optimally use of new media by the government, as well ability management communication and information by the government village become base problem in study This. Study this too of course in accordance with plan strategic study unsrat 2021 – 2025, with focus superior field tourist sustainable and appropriate with topic research related with economy and resources man supporter tourist.

Introduction

Tourist is sector service based creative. Indonesia with potency rich tourism should be Can maximizing the potential it has as big as possible for well-being people. Tourist is sector economy important in Indonesia. A million-beauty nature, culture and heritage original Indonesian ancestors is mark more is necessary Keep going We echo it. Tourism has a position strategic in enhancement foreign exchange. Even in years then, industry Indonesian tourism is capable donate around US\$ 10 billion foreign exchange. Potency such tourism It is also owned by one of the districts North Minahasa with entry into the Likupang area as one of from 5 (five) destinations super priority tourism launched by the Ministry of Tourism and Economy Creative (Kemenparekraf), apart from Borobudur, Lake Toba, Mandalika, and Labuan Bajo. Potency tourist enough cover beautiful and interesting For developed among other things beach Paal beach, Pulisan, and ecotourism Bahoi.

Support government central and regional naturally very enthusiastic for developing potency tourist that, maximum support the also needs to be responded to in a way good and professional by the community as well as government local specifically level village. The reason very appropriate because it is at the lowest level, and is tangential straight away with potency tour is that is government village. Government village need own ability in communicate and

promote potency tourism in the region, new media, social media are necessary understood and controlled by the government village in support development promotion tourist them from the results observation initial, govt village Not yet optimally manage information media with this internet platform specifically in support development potency existing tourism surrounding. Objective from study This is For know How development promotion tourist through new media, internet platforms, whether Can utilized optimally deep support promotion tourism by the government village around area tourism in Likupang. That will study in a way deep through study this, with approach in a way qualitative descriptive. Problem Not yet optimally use of new media by the government, as well ability management communication and information by the government village become base problem in study This. Study this too of course in accordance with plan strategic study unsrat 2021 – 2025, with focus superior field of social humanities, and appropriate with topic research related with economy and resources man supporter tourist.

Literature Review

Communication help marketing tourism in various element marketing, communications role good in communication media nor content communication. In communication media, available various kinds of communication media as channel marketing, destination, accessibility nor HR and institutional media channels tourist. Communication also plays a role prepare content a must message be delivered to public or tourists, about what should be they know about marketing media, about destination, accessibility and human resources as well institutional tourist. Every country has interest to destination tourism, that is as room public for inhabitant country, no just as room recreation, but also as room release pressures psychological citizen of various busyness life and difficulties life. In connection with That all, roles communication very important in the field tourism, both in components nor elements tourist. The role of communication is not only on components marketing course, will but It also includes communicating accessibility, destinations and sources to tourists. In modern perspective, marketing components, destinations, accessibility, HR, and institutions tourism, as well the elements There is become unity product tourism in a destination packed inside a brand destination, so destination, accessibility, marketing, human resources and institutions tourism becomes unity product tourist.

Communication tourist develop with unite a number of discipline knowledge within One study about communication and tourism. Communication studies tourist own biological proximity with studies communication and tourism that gave birth. Communication donates theories communication persuasive, theory communication mass, theory interpersonal and group communication. Temporary tourist donates *Field*. study tourism marketing, destinations tourism, accessibility to destinations and human resources as well tourism institutions (Bungin & Burhan). According to a communication planning expert, Puspawati (2018) also made a definition by stating that communication strategy is the best combination of all communication elements starting from the communicator, message, channel (media), recipient to the influence (effect) designed to achieving goals (Melly, 2018).

Quoted by Kurmia (2005) in Ariyanto et al. (2020) makes new media grouping become four categories. First, communication media interpersonal consists from telephone, cellphone, e-mail, Second, playing media interactive like computers, video games, games on the internet. Third, media search information in the form of portals/search engines. Fourth, participation media collectivelike internet use for share and exchange information, opinions, experiences and intertwine through computer Where its use is not simply For tool but it can also cause affection and emotion.

Methods

Study qualitative relate with ideas, perceptions, opinions, or beliefs of the person studied; all of them No can be measured with numbers (Sulistyo & Basuki, 2006) Study Qualitative is something study contextual that makes man as instruments, and customized with reasonable situation in connection with general data collection nature qualitative (SR et al., 2018).

Subject study or more also often mentioned as informant study in something study qualitative is government village in the district North Minahasa, more specifically that will become informant main in study This is government nearby village with potency tourism in the Likupang area as one of the of the 5 (five) super priority destinations by the ministry tourism and economy creative (Ladupu, 2022). Determination informant will do using the snowball sampling technique, because see condition in the field apparatus government village as subject study Enough Lots so need exists determination snowballing. According to Agus Salim (2001) that objective taking sample purposively intended for researchers can own comparability (can compared) and transability (can translated) at the moment data collection and data analysis. While snowball is used if researcher, I don't know who understands information object study. The snowball technique has a number of stages that is: (1) When starting research, researcher do collection information and effort find the gatekeeper first person on site study; (2) First person Then appoint someone else who is more understand about object study; (3) After the interview researcher request informant appoint the next person who can be interviewed For complete information; (4) Next informant requested pointing other informants for asked information at other times, (Bungin, 2007).

Focus study This will study in a way deep related with: (1) Use of new media in development promotion tourist through new media by the government villages in the Regency North Minahasa; (2) Benefit from new media in Development Promotion Tourist Through New Media By the Government Villages in the Regency North Minahasa; (3) Obstacle in Development Promotion Tourist Through New Media By the Government Villages in the Regency North Minahasa.

Primary data source in study qualitative are the words and actions of primary data, the rest is additional data. Meaning, words and actions from subject just A defect information that is not give meaning whatever before categorized and reducedL So abilities researcher is captures data, doesn't it just digest verbal information but capable reveal behind informant's nonverbal actions. Data can be in the form of oral, written, action data or other obtained from source information, Researcher must consider four size suggested by Sosmaniora (2015) in Creswell (1994), setting (place study will taking place), the perpetrator (the person being observed or interviewed), events (what will observed or observe, and process nature the incident occurred perpetrator in the that background.

Patton in Moleong, (2007) engineering Data analysis is an organizing process data sequence, organizing to in something patterns, categories and units order base. In study qualitative, analysis done throughout study taking place. Since data collection begins, data analysis takes place in a way Keep going continuously until making report study. Pandi, (2022) the data obtained from field done analysis through stages following: 1) Categorization and data reduction, namely do collection to all information related important with problem study this, then that data grouped in accordance with topic problem. 2) Grouped data furthermore arranged in form narratives, so that the data takes shape Suite meaningful information in accordance with problem study. 3) Doing interpretation of the data, ie with interpret what has given and interpreted informant to problem under study. 4) Retrieval conclusion based on arrangement narrative that has been arranged in stages third, so can give answer on problem study. 5) Do

verification results data analysis with informant, which is based on conclusions stage fourth. Stage This intended For avoid error interpretation from results interview with a number informant research that can obscure meaning problem Actually from focus about study this (Pandi, 2022)

Results and Discussion

Tourist own position strategic in enhancement foreign exchange. Even in years then, industry Indonesian tourism is capable donate around US\$ 10 billion foreign exchange. Potency such tourism It is also owned by one of the districts North Minahasa with entry into the Likupang area as one of the from 5 (five) destinations super priority tourism launched by the Ministry of Tourism and Economy Creative (Kemenparekraf), apart from Borobudur, Lake Toba, Mandalika, and Labuan Bajo. Potency tourist enough cover beautiful and interesting For developed among other things beach Paal beach, Pulisan, and ecotourism Bahoi. Tourist is sector service based creative. Indonesia with potency rich tourism should be Can maximizing the potential it has as big as possible For well-being people. Tourist is sector economy important in Indonesia. A million-beauty nature, culture and heritage original Indonesian ancestors is mark more is necessary Keep going We echo it. Government Keep going endeavor developing destination tourism in the country. One of middle area developed as Super Priority Destinations is Likupang, which is in the Regency North Minahasa, North Sulawesi. Effort the naturally need role important from various party, okay That government local, and community local.

One of enough effort effective moment This in build development promotion tourist is through new media, New media or new media is terms used For various technology communication with digitalization and its wide availability For use personal as tool communication (Ariyanto et al., 2022). New media appear from various lack of innovation in old media relevant Again with development technology in the present. Old media like television, films, magazines, and books No as well as immediately dead so only, but process and adapt in new forms of media. Flew defines new media which emphasizes combined media content formats and good data unity text, sound, images, and so on in digital format. System its spread through Internet Network. New media of course identical with internet platform, or based on the internet. Understanding New Media (New Media) continues growing, along found it means or channel new communication. Moment this is media new understood as connected communication and information with the internet. Communication Practical New media that is means or tool new communication appear or new develop. New media terms refer to " *digital devices* ", ie tool communication electronics that " just " need touch finger. Understanding new media, the Actually Still too general. New media links with study This is development promotion tourist moment This requires media or channel effective communication in spread information to the public with fast and wide reach. Through social media, people or group can share pictures, comments and other things that can be done used For share with family, friends and even Can with people who haven't known to him (Martinez et al, 2014). Via social media other users can too comment publish, share, tag, distribute pictures and comments they Alone. According to Bhakti (2020), with exists development internet technology has make social media as means new ones that are utilized by organizations and tourists in look for objective tour. Facebook, YouTube, Twitter and Instagram is a number of example from social media and can also be known as Web 2.0. Pe regional government specifically regency North Minahasa of course very enterprising promote development potency tourism, especially on area the tour that is Likupang is one of designated super priority (DSP) destinations government besides Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo

in East Nusa Tenggara. This matter motivating government For more enterprising in effort communicate tourist.

Conclusion

Use of new media in development promotion tourist through new media by the government villages in the Regency North Minahasa, yes done However not optimal, because Still many officials have not understand method give information about tourist through new media such as internet websites and social media. Benefit from new media in Development Promotion Tourist Through New Media By the Government Villages in the Regency North Minahasa, really influential in give information tourism to public spacious, good That domestically or outside country. Obstacles in Development Promotion Tourist Through New Media By the Government Villages in the Regency North Minahasa, still minimal ability source Power man in management information based technology information, especially social media good and right.

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