

Tourism Communication Strategy of Disbudpar (Tourism and Culture Office of) Pangandaran in Developing Culture and Arts in Pangandaran

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Abstract. Pangandaran is one of the tourist areas in Indonesia. Tourism destination which located in East Priangan, West Java province is increasingly develop the region as a form of implementation of their vision to become a world tourist destination. There are many things unknown about this tourist area, not only it has a stunning beach, an unspoiled waterfall, hills that offer millions of charms, but there are also some cultures and stories behind Pangandaran itself which can be packed and developed to become one tour package. Tourism is a place where one enjoys the beauty and diversity of uniqueness that exist in a certain place with so many people came to enjoy its beauty. Pangandaran has many ecological attractions based on ecology. It sells natural beauty with many natural components that can be enjoyed by the visitors. In addition to eco-based tourism, pangandaran has also some local wisdoms worth to be promoted and sold to the visitors. To introduce the existing tourism potential in Pangandaran, the Disbudpar conducts various tourism communication strategies. This research uses descriptive method with qualitative data. The research suggests the Disbudpar to conduct various tourism communication strategies, which are: 1) Organizing Cultural Events; 2) Installation of Billboard; 3) Utilize of website and 4) cooperation with Kompepar. The obstacle in the implementation of tourism communication strategy is a funding issue.

Keywords: Communication tourism, ecotourism, cultural events, tourism promotion

Introduction

When a tourist area is crowded by tourists, there must be a special attraction which makes tourists would come to that place. An area that has the potential as a tourist area must have unique things that can be highlighted and differentiate from other regions.

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that can be enjoyed by the visitors. In addition to eco-based tourism, pangandaran has also some local wisdoms worth to be promoted and sold to the visitors.

According to the Law no. 10 year 2009 article 1 point 4, tourism is a whole multidimensional and multidisciplinary tourism activity that emerges as a manifestation of the needs of every person and country, as well as the interaction between tourists and the local community, fellow travelers, government, local government and businessmen (Menteri Hukum dan Hak Asasi Manusia Republik Indonesia, 2009). Meanwhile, according to (Yoeti, 1996) Tourism is a temporary undertaken traveling from one place to another with the intention of not trying to earn or earn a living in the place of visit, but merely enjoying the journey to meet the needs/desires which are diversified.

Pendit said tourism communication through tourism promotion is a tourism campaign and propaganda based on regular and continuous plan or program. This promotion is aimed at domestic community with the intention and purpose of arising the public view to have awareness of the usefulness of tourism for them to support the tourism industry in this country. Outside, this promotion is directed to the outside world where this enlightening campaign really contains a variety of unique and interesting facilities and acts that can be presented to the traveler (Subekti & Novianti, 2017).

Pangandaran is one of the leading destinations in West Java, due to its natural and cultural riches. When the tsunami struck at Pangandaran, all the tourism developments were changing instantly and back to zero with almost all facilities and other supporting facilities of tourism were damaged. Tourist arrivals dropped dramatically after the tsunami; from 423,687 in 2005 to 273,360 in 2006; And continued down 257,513 in 2007. (Dinas Pariwisata dan Kebudayaan Pangandaran, 2017)

Based on this background, this research intends to know the Communication Strategy Tourism DisbudparPangandaran in developing Culture and Arts in Pangandaran.

Research Methodology

The method used in this research is descriptive method, ie research that describes the situation or event or observational research as proposed by Wood in (Rahmat, 2004). This research uses descriptive method with qualitative data obtained by interviews of informants or resource persons directly involved

in the implementation of tourism communication in Pangandaran.

Resource persons in this research are: 1) Bpk. AcengHasim (Head of Culture Pangandaran); 2) Disbudpar employees who implement technical tourism communication strategy. Data collection in the research is using: 1) In-depth interviews; 2) Observation; 3) Library Studies. The selection of resource persons is based on criteria: a) resource persons are people who know the tourism communication strategy undertaken by Disbudpar b) resource person is directly involved in the implementation of tourism communication strategy undertaken.

Results and Discussion

Head of Culture of Pangandaran Regency, Mr. Aceng Hasyim said that art and culture originated from Pangandaran regency, among many, are Ronggeng Gunung and Kesenian Badud (this art flourished in Margacinta Village, Kertaharja Hamlet, Cijulang District) - a display of art in which there is a Dog accompaniment - Dog and Angklung. The players use accessories that resemble tigers, pigs and much more - lebon art, Kite Festival, and Sea Hajar. In addition to the original culture, Pangandaran also has arts and culture that originated from Java, because Pangandaran adjacent to the Central Java region, so that Sundanese and Javanese culture blend in it. Art that comes from Java include lumping horse art and there are about 60 entourages (grow and develop in Mangunjaya, Padaherang, and Kalipucang). These Javanese arts went to Pangandaran when the Mataram kingdom was about to attack Batavia in 1628. The soldiers of Mataram Kingdom brought these arts and were accepted and sought after by the people of Pangandaran. In the end, Javanese arts also grew and developed in the Pangandaran region.

Most of the people in Pangandaran still believe in the existence of Nyi Roro Kidul as the embodiment of the figure of South Sea Ruler. According to some people, Hajat Laut (Sea Party/Offerings) is a form of honor to Nyi Roro Kidul. The local wisdom that is still inherent in Pangandaran community the concept of pamali (taboo) to prohibit certain activities. One example of Pamali is that we are forbidden to sit in front of the door because it can prevent us to get a mate, forbidden to cut nails on Saturday because it can prevent us in getting fortune, and much more.

Furthermore, local wisdom that still grows and develops in mountainous and rural communities is gotong royong (cummunal

cooperation). Gotong royong is the only thing we can find in rural and mountainous areas. An example of the form of gotongroyong in rural areas is when there are people who build houses. Without having to ask for help first, the neighbors around the house would come to help.

The role of Disbudpar in developing culture and artistry in Pangandaran is through the implementation of cultural events. Almost all cultural events in Pangandaran Regency is the result of hard work of Disbudpar. The festivals that are part of the Disbudpar agenda each year are the Kite Festival, Hajat Laut, Cultural Carnival, and Coastal Fullmoon Charm. According to (Nova, 2009), events are created with the aim of introducing products and services, getting closer to the public, and further influencing public opinion.

There has been no special promotion for the field of culture. Most of the promotion was done for the field of tourism. For the field of culture, there is usually promotion done through word of mouth, billboards which established in every street corner with less than 1 month display of the event, promotion through web Tourism Department, and cooperation with Kompepar. Promotion defines as "part of a communication consisting of messages designed to stimulate awareness, interest, and ending with purchases made by the public". (Lastiati, 2003).

Word-of-mouth promotion is quite effective, since it is still a vital role in the community. According to (Kotler & Keller., 2007) word of mouth is a communication process in the form of giving recommendations either individually or group about goods or services that aims to provide personal information.

Constraint or obstacle in developing the culture in Pangandaran is a matter of funding. The Government of Pangandaran Regency is currently prioritizing three aspects namely the development of facilities and infrastructure of Pangandaran, education development, and health development. It means for cultural and artistic problems, funding is usually complicated.

To overcome this, Disbudpar cooperates with several sponsors. In addition, Disbudpar gets benefit because the event is held seamlessly. The sponsor also get benefit, that is free to show or introduce their brands/products to visitors who come to the cultural events.

Tourism communication strategy undertaken by Disbudpar, one of them, is through the implementation of cultural events. Cultural event that has been done is a cultural carnival in the scope of Pangandaran and

Pangandaran Art Ambassador delivery to Sukabumi in order to welcome the anniversary of Sukabumi area. Pangandaran Art Ambassador Delivery is getting a response and remarkable response from the Mayor and the people of Sukabumi.

Events that are still on the agenda include the Kite Festival, Hajat Laut, Pesona Purnama Pesisir (Coastal Fullmoon Charm), the Surfing Festival and Cultural Festival in order to celebrate Pangandaran Regency's anniversary in September 2017. The name of each event is different but the substance still puts the culture forward. Cultural events are conducted regularly every year. In 2018, the Culture Field plans to hold a typical art show every week on an open stage located in Pamugaran.

The implementation of these events has been scheduled and adjusted to certain conditions. For example, to determine the activities of Sea Hajar is still using local wisdom. It is usually related to the month of Muharram and the first Friday on Muharam. Then, the Kite Festival is usually held in July and adapted to the same wind conditions as it is with the Surfing Festival which is tailored to the wind conditions.

In the middle of his explanation, Mr. AcengHasyim said that Pangandaran needs creativity. In addition to traditional arts, other districts/cities are intensively carried out events such as carnival. To the extent, some areas that do not have tourist destinations are able to create tourist destinations, such as cultural carnivals in Purwakarta. There is no need to show great performance, but the simple one would be sufficient and attracts many people.

The flagship program to be implemented in the near future is the Cultural Carnival. Cultural Carnival is expected to be able to develop the existing community in Pangandaran, whether it is farming communities, traders, fishermen, artists, students and much more. In addition to developing the community, Cultural Carnival is also expected to add the existing tourist destinations in Pangandaran. This program aims to make Pangandaran not only famous from its tourism aspect but also from cultural aspect.

The benefits of holding and enjoying cultural event for people and tourists are certainly a happy feeling. The community happy because they can sell or do something that can add their income. For the tourists, they feel happy because they gained an extraordinary experience about Pangandaran culture and new knowledge. Tourists who initially did not know the culture of Pangandaran, after attending cultural events would know the culture and art

that exist in Pangandaran. In addition, tourists can come and enjoy the event of Hajat Laut for free. This is what most tourists and local people are eagerly awaiting for.

From the data obtained, we conclude that Pangandaran actually has a tremendous potential like Bali if the Government and Community can manage it well. Pangandaran has a distinctive art and culture such as RonggengGunung, Badud, SeniLebon, Gondang, which have their own value compared to other regions. There are elements of legendary story in it and there are uniqueness that is not owned by other regions. Those are attractions for the tourists who come. Unfortunately, these cultures have not been too well managed by the government, so it has not been exposed and resulted in its existence that was not widely known as the kecak dance in Bali.

In addition to having a distinctive culture, Pangandaran also has a mixed culture or the result of collaboration with cultures from other regions, such as lumping horses. Cultures in Pangandaran almost spread evenly throughout the region, there are those in the east such as Mangunjaya, Padaherang, and Kalipucang, then in the west there are Parigi, Cigugur, Cijulang, etc . All of these cultures have legendary stories behind them, and not many people know the legend.

Conclusion

The problem faced by Pangandaran in the pattern of cultural development is promotion, because many people do not know about Pangandaran culture. The government is rarely organizing cultural events; only a few times in a year. If they often done or held a cultural festival, of course, tourists will gradually get to know the culture of Pangandaran and willing or have interest to visit Pangandaran every year.

The government also felt less supportive of the activities of cultural communities that have an important role because the community is to overturn the cultures from all over Pangandaran which is not well managed, but developed and proposed to the government. In addition, people who are less deepen and preserve the existing culture in pangandaran prefer to technological advances that make a big change, especially on culture.

Disbudpar should promote the original culture of Pangandaran by writing articles about Pangandaran culture through a website or a journal, in addition to taking the initiative to hold a typical Pangandaran Cultural Performances

annually in cooperation with Kompepar Pangandaran.

The government especially Cultural Department and Culture movers must be more active in holding cultural events since it is one form of promotion for the existing culture in Pangandaran to became famous. In addition, the government should also support the activities of the cultural community in order to create sustainability and good cooperation between communities and governments, so as to make the existing culture in Pangandaran continues to grow and become popular.

The public must also be aware of the richness of the culture and able to maintain and preserve the existing culture in its territory by well managing and preserving to prevent the culture from lost. By helping to promote Pangandaran culture, it will have positive impact for the continuity of culture in Pangandaran, and make it better known and liked by the public.

Red thread in this research is Disbudpar strategies in developing cultural tourism through: 1) Organizing Cultural Event; 2) Installation of Baligo; 3) Use of website and 4) cooperate with Kompepar. Obstacle in the implementation of tourism communication strategy is a funding issue.

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