



Social Media and Communications Strategies Nyambu Village Tabanan Bali to Increase Tourist eco-tourism

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Abstract- Communication plays an essential role in the tourism sector. Through this communication, tourism can communicate marketing, accessibility, destinations, natural and human resources to tourists and form institutions in a tourism village, such as the Nyambu Ecotourism Village in Tabanan-Bali. Nyambu Village applies the Ecotourism Village concept through a long process until now; it has become a tourism product that is quite competitive in Bali. This study aims to determine the tourism communication in the Nyambu Ecotourism Village and the marketing strategy using a push and pull Strategy. In this study, data collection techniques were carried out through interviews, library research, field studies, and document studies. This study indicates that the tourism communication and marketing communication strategy at Nyambu Ecotourism Village is good. This can be seen from the development of Nyambu village as an ecologically based tourist destination that has succeeded in attracting local and foreign tourists.

Keywords: Turisme, desanyambu, ekowisata

I. Introduction

Currently, tourism has become a massive industry and a supporting sector for improving its economy. There are two prominent; first, data collection techniques are the internal factor, which is the impetus from within a person to travel; the second is the external factor: a person's interest in an object or tourist spot is exotic or has a tourist attraction. This attraction is the key to tourism. [1].

The uniqueness possessed by each region is different in Indonesia, with the many differences in culture, ethnicity, and regional language, and the cultural values contained therein are potential attractions. As Susanto and Supriatma (1994) stated in EkoSugiarto's book entitled "Introduction to Ecotourism," there is something exotic that has a mysterious character from a tourist destination, which is often described as something that is still original related to panoramas, natural beauty, cultural sites, attitudes of life, and so on that are relatively untouched. [2]

This is the attraction of a tourism object that will strengthen the object.

The attractiveness of a tourist attraction then makes more people come over time. This increase in visits has also triggered improvements in public facilities and infrastructure around the tourist attraction area. This type of tourism is referred to as conventional tourism, and according to Kodhyat in Sugiarto, traditional tourism has three main characteristics: mass, economy-centric, and commercial [3].

However, various negative impacts, both directly and indirectly from tourism development and development, have made people's views of tourism increasingly critical. This has triggered the existence of the term alternative tourism, a form of tourism that appears as a reaction to the negative impacts of conventional tourism and the tendency to shift tourism patterns from mass tourism to individuals. One form of alternative tourism is eco-tourism. The emergence of eco-tourism begins with tourists who have the motivation to travel to particular tourist objects that they consider attractive [4]

In terms of potential in eco-tourism, things that contain cultural values will provide benefits to social, ecological, and economic aspects. The development of tourist objects other than places that include history (historical), the latest tourism development is carried out by preparing tourism villages and villages' potentials. Therefore, the Minister of Tourism of Indonesia, AriefYahya, said that selecting the right tourism communication strategy must be used as a provision for competition against other countries [5].

The main concept used in tourism strategies is social media strategy. It merely means an organization configuring a set of activities involving dedicated websites or applications to help users interact with other users or find people with similar interests. In so doing, they create value and competitive advantage for themselves. [6]

Determining an appropriate tourism communication strategy can be seen through the basic concepts and understanding of tourism communication. Namely, interrelated components influence tourism communication: tourists, capital owners, destinations, marketing, accessibility, and human resources and institutions owned [7]. These components determine how tourism communication can work and determine how the tourism communication strategy can work for a tourism destination. Meanwhile, the components and elements of tourism will continue to develop following the creativity of tourism stakeholders in a country or tourist destination. [8].

Bali is an area in Indonesia that has long been a tourist destination for travelers in the city, outside the city, and abroad as the most popular tourist destination. Apart from the fact that there are many interesting historical places to visit, the coastal destinations to the mountains and the people's customs are very thick with unique historical values to be studied or seen [9].

In Bali, specifically Tabanan, Regency, a sub-district has an ecologically based tourism village or what is commonly called an eco-tourism village called Nyambu village. This village is relatively new in Bali's tourism village category because it is only 2 (two) years old since it was inaugurated on April 29, 2016, by the Regent of Tabanan, Ni PutuEkaWiryastuti [10].

Nyambu Village has its distinct charm for tourists who come. This tourist village offers cultural authenticity and customs, which are still very well preserved, with 67 large temples scattered and the environment, which 61% of the total area is rice fields. It is the main attraction in Nyambu village. Various sites contained online articles about Nyambu village and were inaugurated in 2016. Nyambu eco-tourism village has been published in papers and online and offline media at home and abroad and has even been discussed in several online media. Nyambu Village, as an ecological tourism village, is an asset that is very rich in original cultural values. However, the utilization still needs to be sharpened, one of which is through training by the government and the private sector to create the tourism village community's welfare to become a mainstay of regional tourism. In general, tourist villages are managed by residents with an unspoiled atmosphere and tend to be liked by tourists. [11]

The concept used is Tourism Communication. Tourism communication is closely related to the two main ideas that underlie it: communication and tourism. Communication contributes to persuasive communication theory, interpersonal communication, and group communication. Meanwhile, tourism contributes to the study area of tourism marketing, tourism destinations, accessibility, and human resources and institutions [12].

According to Bungin [13], in general, people's understanding of tourism can be divided into 2 (two) groups, namely: the lay group and the intelligent group. What is meant by the lay group is a group that only sees tourism as part of recreation, traveling, leisure, and so on. However, this lay group has a vast number and is undoubtedly the most important and potential tourism destination. Meanwhile, what is meant by the smart group is a group that truly understands the true meaning of tourism itself.

Communication tourism is formed of two main concepts: communication and tourism, tourism communications into a phenomenon that can then be developed. Tourism communication has several main areas of study that can be developed into a new field of study. These fields of study will then continue to grow from time to time [14].

Communication Tourism Marketing or which is commonly referred Tourism Marketing Communications (TCM), is a field of study that examines the overall context of marketing communications. This study's area explains the concepts of 4P, 7P, Communication Mix, Marketing Mix, and other matters related to TCM. This field of study is a field that thoroughly discusses TCM theoretically and practically in full but is not specific in specialist contexts [15].

Communication on the concept of tourism is related to modern tourism, where modern tourism is defined as a tourism concept that describes itself as a current business product, which means that all tourism products are designed as business products, ranging from destinations, creative economy, transportation, hotels, recreational venues, attractions—art in an engaging, incredible, challenging, and impressive tour packages [16].

Tourism communication in the concept of modern tourism can be classified into several essential components, namely: (1) Destinations, (2) Transportation, (3) Tourism Marketing, and (4) Resources. Furthermore, the Government of Indonesia classifies tourism components into several essential parts, such as (1) tourism industry, (2) tourism destinations, (3) tourism marketing, and (4) tourism institutions.

Also, John Paul (2015), in Burhan Bungin's book entitled *Tourism Communication*, said that according to him, the main components of tourism consisted of (1) accessibility, (2) accommodation, and (3) attractions. Furthermore, Ramesh (2015) argues that the most important components of tourism are: (1) accommodation, (2) accessibility, (3) facilities, (4) attractions, and (5) activities. The tourism component's overall opinion then develops even more specifically, which is called the tourism element. The parts and aspects of tourism will continue to grow and influence each other according to stakeholder activities. [17].

This research uses a case study method. Case studies are preferred to track contemporary events. They cannot be manipulated because the unique strength of case studies is their ability to fully relate to various evidence such as documents, interviews, observations, and others [18]. This study uses a qualitative approach to discuss in depth a phenomenon and cases that occur.

II. Previous Studies

There is a type of previous research related to tourism communication. Researchers find some similarities in the study. Steven SautMartua conducted the first research in 2016 with the title "Analysis of Tourism Communication in the Bangka Belitung Region."

The researcher's research method is a descriptive method, which describes and describes the subject or object of research, a person, institution, society, and others at present based on existing facts or as they are. The first researcher's study is not much different from this research because they generally discuss tourism communication, especially promotional activities included in the tourism communication component.

The second researcher was conducted by DewaAyu Made Lily Dianasari in 2017 with the title "Analysis of Nyambu Village as a Community-Based Ecological Tourism Village." The second researcher's research was also not much different from the researcher's research because both of them researched the village of NyambuTabanan, Bali. After seeing the two previous studies' results, the researcher found similarities that both analyzed the Tourism Communication Strategy. While the difference with this study discusses tourism communication as a whole, all the components involved, including the promotion component, also discussed stakeholders in it concerning the Village Government, Village Managers, and NGOs that oversee the NyambuTabanan-Bali eco-tourism village.

III. Research Methods

This research uses a case study method. The case study is a type of research approach that examines a case intensively, deeply, in detail, and comprehensively. Case studies can be carried out on individuals [19]. According to Yin [20], case study data collection can come from six sources of evidence: documents, archival records, interviews, direct observation, participatory observation, and physical devices. Based on the background of the problem and the formulation of research problems that have been previously described, the questions of this research are: How is the communication of tourism in Nyambu village? What is the push and pull strategy in Nyambuvillage?The intended vital informants are people who are competent and have a connection with the research being made. It is essential because, in this study, one of the methods of collecting data is the result of interviews. If it is wrong in determining the key informant, the purpose of this research is not achieved. The selected resource person is the Wisnu Foundation Head and the Founder of the Village Ecotourism Network (JED), Made Suarnatha. His position as Head of the Wisnu Foundation and Founder of the Village Ecotourism Network (JED) on the Island of the Gods Bali made Mr. Suarnatha know about the Tourism Communication carried out by Nyambu Village in Tabanan-Bali.

Second, the resource person for Public Relations of the Village Ecotourism Network (JED), Fransiska Natalia, in her position as Public Relations (JED), made Mrs. Fransiska know what communication strategies were carried out by Nyambu Village Tabanan-Bali related to tourism communication. Also, the manager of Nyambu Village, I WayanGedeEkaSudiarta. His position is as the manager of Nyambu Village to know what tours are in Nyambu Village.Likewise, the head of Nyambu Village, Sir Ida BagusPutuSunarbawa, has his position as Head of Village of Nyambu, making the Village Head aware of policies or regulationsof Nyambu Village. Tourism Consultant, Mrs. AmaliaMustika. As a Tourism Consultant who is part of the tourism village development team and TOT (Training of Trainer),

Another resource person, Ms. AmaliaMustika, is very familiar with the independent tourism village development program carried out by the Ministry of Tourism of the Republic of Indonesia.

IV. Findings

In Bali, specifically Tabanan Regency, there is 1 (one) district with an ecological-based tourism village or what is commonly called an eco-tourism village called Nyambu Village. This village is considered new in Bali's tourism category because it is only 2 (two) years old since it was inaugurated on April 29, 2016. Therefore, the name has not been heard in the broader community and other tourist villages in Bali, for example, the Panglipuran tourist village in Ubud Bali.

However, according to the coordinator as well as the promotion and marketing section of the Nyambu eco-tourism village named I WayanGedeEkaSudiarta said that Nyambu village has achieved several achievements, such as having become a pilot tourism village and has been covered and reviewed by local and international media, and is still trying hard. maintain the originality of the local wisdom that is in it without mixing with outside influences brought by tourists (Interview with I WayanGedeEkaSudiarta, November 6, 2018).

Nyambu Village has its distinct charm for tourists who come. This tourist village offers cultural authenticity and customs, which are still very well preserved, with 67 large temples scattered and the environment, which 61% of the total area is rice fields. Nyambu Village has an icon or logo, which indicates that this is a Nyambu tourism village in the Tabanan-Bali area.

The logo has a meaning or a meaningful meaning for Nyambu village itself. Nyambu Village has its charm in marketing tourism in Nyambu village. The tours provided by Nyambu village are somewhat different for tourists. This village offers the authenticity of culture and customs, which are still very well preserved, supported by 67 large temples scattered. The environment in which as much as 61% of the total area is rice fields. The existing tourism potential, making Nyambu village a tourist village with a strong appeal because of its ecological tourism. To achieve success in the tourism industry, the Nyambu village government participates in developing the tourism sector, which in this case is a tourist village. This is based on Government Regulation Number 38 of 2007 concerning each regional government's duties, be it the Provincial, Regency, City, and Village governments [20].

Tourism communication is used as the theoretical basis of this research. As explained in chapter II, tourism communication includes all components following what researchers found related to the Nyambu eco-tourism village.



Mr. I WayanGedeEkaSudiarta as the Management Coordinator as well as part of the Marketing & Promotion of Nyambu village in an interview conducted on November 6, 2018, at the Palemahan Office, Nyambu village said that so far, most tourists who come are group tourists such as from company gatherings or private groups. There and the number of local tourists still dominates.

In receiving guests who visit a tourist village in 1 (one) month, only 15 (fifteen) to 20 (twenty) tourists, because the manager develops more quality than quantity so that

the manager can provide good service and give an impression to tourists who come visited Nyambu village. Nyambu Village has a strategy for managing visitors or tourists. International tourists more frequently visit Nyambu Village. In this case, the village manager of Nyambu welcomes tourists friendly and is treated well like their own family. Tourists who choose a package to stay at Nyambu village are offered to stay at the houses of the original villagers or the people of Nyambu village called homestays so that tourists can feel the real atmosphere there get a family atmosphere in the inn.

Tourists are provided with comfort by the Nyambu village manager by providing a Tour Guide or tour guide that is original from Nyambu village to provide transparent information about tourism, culture, and history in Nyambu village. Therefore, Nyambu village always gets positive comments from every visiting tourist. It can be selected from the guest comment photos. From the interview results regarding these tourists, the researcher can capture the intent and purpose of the Nyambu village manager to limit or limit the number of tourists per month because Nyambu village prioritizes quality over quantity. It means that the management and the community are more concerned with maintaining the quality of authenticity and the authenticity of their village rather than just focusing on the quantity or number of tourists who come and want to foster a family impression between village managers, village communities, and tourists.



Nyambu Village is hosted by the JED (Village Ecotourism Network), which acts as an official partner for developing the Nyambu eco-tourism village. Regarding accessibility, the Village Ecotourism Network (JED) facilitates accessibility to get to Nyambu Village. Tourists only need to order tour packages through the Village Ecotourism Network (JED), so tourists will be picked up where the tourists live and ready to be escorted to Nyambu village. Apart from going through the Village Ecotourism Network (JED), tourists can go to Nyambu village by using maps to go to Nyambu village.

From the results of the interview, it can be concluded that the Nyambu eco-tourism village has accessibility facilities through the Village Ecotourism Network (JED), which delivers domestic and foreign tourists to Nyambu village. Apart from going through the Village Ecotourism Network (JED), tourists can also use accessibility using google maps to make it easier for tourists who want to go to the village, not through the Village Ecotourism Network (JED).

Nyambu Village is managed by young people from the village who understand their village's ins and outs and are under the umbrella of the BUMDES (Village-Owned Enterprise) law. Since the early establishment of the Nyambu eco-tourism village, traditional leaders, village officials, and village youth have been involved. Pak Sudiarta said in detail how the institution was formed in the Nyambu eco-tourism village. He told The mechanism to become managers involved from the beginning of the training



provided and survive until the end of the practice. The training was conducted for 3 (three) months until, finally, the mapping was made. The village refers to the representatives of each Banjar here. There are 6 (six) banjars and 5 (five) people for each Banjar who participate in the training. Nyambu village has an organizational structure, including official, subak, customary institutions, directors, managers, and other sections. Communication between the manager and the community is determined by the manager and the community who often meet; sometimes, someone asks about the tourist village. In the beginning, the manager provides outreach to every Banjar and hamlet in Nyambu village.

Nyambu Village will remain focused on the goal to protect the environment and become an ecological village. The people of Nyambu Village will stay in their profession. The majority of

Nyambu villagers have their respective occupations or professions, and the majority of jobs or professions owned by the Nyambu village community are farmers. Still, there are also civil servants, private workers, and even doctors in Nyambu village. Nyambu Village provides a Tour Guide from the village community itself (Interview with Sudiarta, November 6, 2018).

The promotion carried out by Nyambu village is mostly through friends who come and want to make news about Nyambu village for free. Like detik travel, Indonesian media. Sudiby, a senior journalist, once reviewed Nyambu, a full page with free color. Then there was a compass broadcasting Nyambu village for half an hour. It was completely free of charge.

Also, social media is used as a promotional tool. Through the village managers themselves, they have a Blogspot, Instagram, and Facebook specifically for Nyambu village, the Wisnu Foundation and the Village Ecotourism Network (JED) also take part in promoting the Nyambu eco-tourism village through their respective websites and even promotion in the form of videos showing the beauty of Nyambu in various ways. attractive tour packages that he offers through the youtube network. (Interview with araSudiarta, November 6, 2018).

Nyambu Village uses social media to increase their younger potential market, so they use Instagram and Blog to reach them.

They have email nyambu.ecotourism@gmail.com, and website www.nyambuecotourism.com and Instagram account Nyambu_ecotourism.

It can be concluded that basically, the promotion and marketing of the Nyambu eco-tourism village is carried out through social media such as Instagram and Facebook and the official website belonging to the Village Ecotourism Network (JED) and the Wisnu Foundation. Also, many parties help to market the Nyambu eco-tourism village for free through online articles and scientific research such as journals

V. Conclusion

Based on data, facts, and results obtained through the research process and processed through discussion, researchers can draw several conclusions.

The Tourism Communication Strategy carried out by Nyambu Village, and the Stakeholders follows the existing components and elements. Nyambu Village can develop well as one of the new eco-tourism villages and strongly appeal to local and foreign tourists through its uniqueness.

Through the results of interviews and observations conducted by direct researchers in Nyambu village, the researchers found that there was data alignment between village managers and all stakeholders to develop the Nyambu eco-tourism village.

They were starting from mapping the village to becoming a tourist village, presenting the tour packages and homestays offered, selecting ecological-based tourism concepts, or what is commonly called eco-tourism, to marketing efforts made by village managers and stakeholders.

Push and Pull Strategy is used in the marketing efforts of the eco-tourism village of Nyambu. The Push and Pull Communication Strategy are considered successful in marketing the eco-tourism village of Nyambu.

The research results based on interviews, literature studies, and observations show that the marketing communication strategy of the Nyambu eco-tourism village using the Push and Pull Strategy produces good results for the development of the tourism village.

Researchers found that in marketing, the eco-tourism village of Nyambu uses a push and pull Strategy. For example, the Pull Strategy carried out by the Nyambu village management village, the Village Ecotourism Network, the Wisnu Foundation, which is using online media through social media Facebook and Instagram, the use of promotions through the official website of the JED and the Wisnu Foundation, has so far been proven to be able to attract tourists.

The Push Strategy implemented, namely Marketing through participation in travel fairs organized by the Tourism Office, is also often carried out by the local village government.

The marketing communication strategy carried out by the eco-tourism village of Nyambu is said to be successful because the authors found facts that Nyambu village has become a pilot tourism village for other villages that conduct study visits to Nyambu.

The village of Nyambu has always received positive responses from tourists who have visited, thereby leaving testimonials on guest comments and posting stories of travel experiences via videos on Youtube, travel blogs, news articles, and even some scientific research.

This research is expected to be a means for further researchers who wish to discuss similar tourism communication matters. Researchers hope that this study's results can contribute as a reference for future researchers related to Tourism Communication Analysis in eco-tourism villages.

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