

## Disbudporapar Communication Strategy in Increasing Tourist Visits Nature in Karo District

Noviyanti Br Sembiring<sup>1\*</sup>, Humaizi<sup>2</sup>, Lusiana Andriani Lubis<sup>3</sup>  
Program studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik,  
Universitas Sumatera Utara

**Corresponding Author:** Noviyanti Br Sembiring [noviyantimilala25@gmail.com](mailto:noviyantimilala25@gmail.com)

### ARTICLE INFO

*Keywords:* Karo Regency, Communication Strategy, Disbudporapar, Natural Tourism.

*Received :* 5, March

*Revised :* 17, April

*Accepted:* 29, May

©2024 Sembiring, Humaizi, Lubis:  
This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This research aims to analyze how the Karo Regency DISBUDPORAPAR communication strategy increases tourist visits and to analyze whether there are obstacles in implementing the Karo Regency DISBUDPORAPAR communication strategy. This researcher uses AIDDA Theory or often also called AA Procedure (from attention to action procedure), a theory put forward by Wilbur Schraman. AIDDA theory stands for Attention (attention), Interest (interest), Desire (desire), Decision (decision), Action (action/activity). Where this research uses a qualitative approach to data collection through interviews, observation, and photo documentation, and ends with data analysis. This is to describe the data findings and analysis of the data used. The results found in this research are that DISBUDPORAPAR has implemented the provisions contained in the AIDDA theory by implementing communication strategies to increase natural tourism visits in Karo Regency. Researchers also found that DISBUDPORAPAR carried out marketing communication strategies via Instagram, Tiktok, YouTube, Facebook, and the Karo Highland Tourism application. The obstacles in implementing communication strategies are due to budget limitations, thereby narrowing the space for DISBUDPORAPAR socialization activities.

## **INTRODUCTION**

Tourism is a service activity that utilizes natural riches and unique living environments, such as cultural products, historical heritage, beautiful natural scenery and a comfortable climate. Tourism development requires good planning and design. The need for good planning is not only felt by the government which holds the directing and controlling function, but also by the private sector, which feels increasingly sharp competition, and realizes that the success of this business cannot be separated from the wider environmental situation with support from various sectors.

The government's efforts to develop the national tourism industry are also outlined through policies, Law no. 10/2009 concerning tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments. Tourism is the total activity of the government, business world and society to regulate, manage and serve the needs of tourists. Tourism is a series of activities carried out by humans, both individually and in groups within the territory of another country. This activity uses convenience, services and other supporting factors carried out by the government and society, in order to make tourists' wishes come true.

Karo Regency has several destinations, there are approximately 6 natural tourism destinations which are managed directly by DISBUDPORAPAR. These destinations are Gundaling, Sipiso-piso, mountain hiking located on Bald Hill before the Sipiso-piso waterfall (LAG), Mount Sibayak hiking, Lau Debuk-debuk, Mount Sinabung hiking, Lau Kawar Lake, and Mejuah Park. -juah. Of all the existing destinations, Gundaling is the main destination which is the face of Karo Regency itself. This is because from the height of Gundaling, tourists will be pampered with views of Berastagi.

Natural tourism visits in Gundaling, Sipiso-piso, Mount Sibayak hiking, Lau Debuk-debuk, Mount Sinabung hiking, Lau Kawar Lake, as well as Mejuah-Juah Park which is increasing every year. Therefore, researchers want to see DISBUDPORAPAR's efforts to increase the number of natural tourist visits, especially mountain hiking destinations located on Bald Hill before the Sipiso-piso Waterfall.

Tourism development does not just happen, but there is a process or stages that must be gone through. Where we need to know how to develop or increase the attractiveness of tourism, in order to attract the attention of visitors or tourists. Because it cannot be denied that the communication strategy of the Tourism Department determines the interest of consumers or potential tourists in visiting these tourist attractions, as well as community participation in supporting the local area has a big influence as well.

Participation from the community itself is very varied, starting from selling typical souvenirs from the Karo Regency area, providing clean and comfortable public bathrooms, keeping vehicle parking safe and conducive, there are also those selling light and heavy food, these things are a general part and it is important to maintain its stability, because it will determine whether tourists return to the same place for their holiday or not.

Efforts to develop tourism are very important, meaning that apart from being able to introduce regional culture, it can also bring a lot of progress to the community and region concerned. Tourism development targeting domestic and foreign tourists will also spur regional economic growth, because tourism does not stand alone. The increasing flow of tourists coming to Indonesia will also increase state income, especially in tourist destination areas. Apart from that, another aim is to introduce and explore the natural beauty and culture of Indonesia, increasing national and international brotherhood and friendship.

Tourism development is greatly influenced by many factors, for example Communication Strategy. Communication Strategy is the overall planning and methods used to facilitate communication by paying attention to all aspects of the communication process to achieve the desired goals. Communication Strategy is a suitable strategy to be used by a tourism agency, namely DISBUDPORAPAR Karo Regency.

A good Marketing Communication Strategy concept is needed, namely an Integrated Marketing Communication Strategy that is comprehensive and can cover all aspects of Marketing. According to Kotler and Keller, Marketing Communication is a means used by companies in an effort to inform, persuade and remind consumers either directly or indirectly about the products and brands they sell (Kotler and Keller, 2012). Not only that, transportation and road access to tourism destinations will be the key to the success of developing the level of natural tourism visits in Karo Regency. If tourist attractions are easy to access because of the availability of complete transportation to the point of tourist attractions, then this will help visitors. tourists can enjoy a memorable tour.

## **THEORETICAL REVIEW**

### ***New Media***

New media is a media whose characteristics have its own technology, method of use, scope of services, content and image. New media is a computer network that is connected internationally and operates based on mutually agreed protocols. The internet is a new media with advantages in speed and convenience when it comes to disseminating information or news compared to traditional media.

New media reduces the distance in communicating a message, allows someone to connect with anyone and makes it easier to get information from all corners of the world quickly (Humaizi, 2019). The new media internet provides a place or forum for virtual meetings that can expand the social world, increase new knowledge, and provide a broad and unlimited place to broaden each other's knowledge. Likewise, WhatsApp is a medium that is very often used by people to send documents and other things (Pohan, 2019:3).

The basic difference between New Media and traditional media is the high level of activity interaction. New Media allows every user to always actively participate in every communication process and create their own content. Through social media, users can share thoughts, images, videos and experiences with other people globally, Feroza (2020).

### ***Tourism Communication***

Humans will never be separated from communication activities, whatever they do and wherever they are, they must communicate. Therefore, communication is often referred to as Omnipresent. It's the same as Wilbur Schramm's expression "we cannot communicate". Because communication is not only a natural human activity, but also human behavior in fulfilling social systems and livelihoods. The communication process between humans is carried out in two ways, namely direct communication and communication using media. Direct communication is carried out between individuals and groups. Media communication is what is carried out in society. In reality, there are several factors that influence the success of communication using media in society, namely communicator factors, message factors, transmitter factors, and media factors themselves (McQuail, 2006).

Communication science continues to experience developments along with the times. The development of communication science in the tourism sector is called tourism communication. Communication and Tourism are two concepts that cannot be separated, because tourism communication studies are defined as studies that emphasize the effects of communication on Tourism (Burhan Bungin, 2015).

### ***Communication Strategy***

In order to face challenges during the communication process, strategy refers to the comprehensive communication approach that will be taken. A good communication strategy is needed to achieve effective communication. Communication strategy is a way to organize communication operations applications so that they are successful. Communication strategy is basically planning and management to achieve one goal.

To achieve this goal, the strategy must show the operational strategy, not just function as a road map that only shows direction. Therefore, based on the theoretical description above, when communicating, communicators must be able to create communication tactics first so that the message we convey is able to achieve the desired communication targets.

Communication is the process of conveying a message in the form of a symbol or code from one party to another with the impact of changing attitudes or communication strategy actions. Apart from requiring the formulation of clear objectives, it also takes into account the conditions and situation of the audience or target.

### ***Marketing Communications***

Kotler & Keller (2016) define that marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products of value to other parties (Limakrisna and Susilo, 2012).

Kotler and Keller also stated that, "Marketing communications are means by which firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands they sell". This means that marketing communications are a means used by companies in an effort to inform, persuade and increase consumers both directly and indirectly about the products they sell.

Marketing communications can be stated as communication activities aimed at conveying messages to consumers and customers using a number of media and various channels with the hope that three stages of change will occur, namely: changes in knowledge or understanding, changes in attitudes and changes in desired actions or behavior. The types of media used include folders, posters, banners, newspapers, magazines, radio and television (now adding online media: online newspapers, online magazines, digital radio, digital television and online social media: blogs, Facebook and Twitter) ( Elvinaro, 2014).

## **METHODOLOGY**

This research uses a qualitative descriptive research method focused on a problem based on facts carried out by observation, interviews, and studying documents. The researcher chose this method as a writing method to obtain an overview in the field and the implementation of the communication strategy carried out by DISBUDPORAPAR. The correct data collection method will produce data that has high credibility. Therefore, the data collection stage cannot be mistaken and must be carried out carefully according to the procedures and characteristics of qualitative research. If you make a mistake in the data collection method, it will have fatal consequences, namely in the form of data that has no credibility, so that the truth of the research results cannot be confirmed.

## **RESULTS**

### ***DISBUDPORAPAR Communication Strategy***

Communication strategy is the entire plan, from building understanding, attitudes, and overall behavior changes. DISBUDPORAPAR itself uses new media as a forum for marketing communications, this is done to make it easier and faster for the public to get information about natural tourism in Karo Regency, and the communication strategy has three objectives, namely ensuring the message is received by the communicant. The message that has been created does not mean that it has not been checked to see whether it reaches the communicants or whether they understand the message conveyed or not. Next, the recipients of the message are trained so that the message is received what has been delivered can be well received and understood, so that in the end it will have an effect on changes in the attitudes of the communicants. This is the same as what is done by the Karo Regency DISBUDPORAPAR, where the socialization activities carried out are expected to produce direct and real changes in the communicants who take part in these socialization activities. In developing a strategy, we need to know the audience so that we are able to determine an interesting message that can be understood quickly by the communicants themselves.

For this reason, based on the research results in the previous chapter, it has been explained indirectly that DISBUDPORAPAR uses the AIDDA theory. Where the AIDDA theory is put into practice in DISBUDPORAPAR socialization activities with economic actors. Socialization activities regarding housekeeping are carried out in order to increase human resources, for example, where DISBUDPORAPAR holds these activities directly at star hotels in Karo Regency, of course this will attract someone's attention to participate directly in these

activities, when delivering information regarding housekeeping is simultaneously also carried out in direct practice, so interest will arise in someone, especially economic actors in the lodging department, to learn to be a good housekeeper. When that happens, a desire (desire) will arise from the business actor. So that they will reach the decision stage whether to follow it or not, then the decision will be visible from the actions of the economic actor. It's not an instant thing, but rather a long process. There is a need for DISBUDPORAPAR to control or check the progress of changes made by economic actors. However, in 2023, DISBUDPORAPAR will focus more on its outreach to the younger generation. Where they carried out this socialization in schools in Karo Regency, but only in high schools (SMA). When conducting outreach to schools, DISBUDPORAPAR prefers sentences that are easy for students to understand and remember later. Because when we know that the audience is school children, don't use long-winded sentences that make them bored when listening to us speak. So simple and short sentences are enough to disseminate information regarding tourism awareness outreach activities. It is hoped that they will be able to receive this message and put it into practice at the level of life.

DISBUDPORAPAR also communicates with economic actors, regional agencies in order to listen to hopes and inform them of what programs the government will carry out in the future, not only that, DISBUDPORAPAR occasionally uses its Instagram media to carry out live broadcasts and interact with the public. Not only that, DISBUDPORAPAR also provides tourism transportation communication information in the Karo Highland Tourism application. Persuasive communication is also carried out to influence the community because cooperation between the community and DISBUDPORAPAR in building, maintaining and preserving natural tourism is very important. If the number of visits increases, it will affect the level of community income.

## **DISCUSSION**

### ***DISBUDPORAPAR Efforts to Increase the Number of Visits***

In increasing the number of visits, of course DISBUDPORAPAR makes various efforts or methods to make potential tourists interested in coming or going on natural tourism trips in Karo Regency. Maybe if you are only presented with the existing natural beauty but not accompanied by good infrastructure, of course the selling value of these natural tourist attractions will decrease. But if the natural tourist spot is beautiful and the infrastructure is adequate, then it does not rule out the possibility of making every person who visits it come back to the natural tourist spot. The efforts made by DISBUDPORAPAR to increase the number of visits are by carrying out a marketing mix, for example when tourists go to the Sipiso-piso waterfall, DISBUDPORAPAR also holds MICE which creates festival activities. This activity indirectly makes people curious about the events created by DISBUDPORAPAR. For example, the flower and fruit festival is only held once a year. At this festival, people can see parodies of cars and people decorated with flowers and fruit.

Of course this is very unique and rare to see. Because in North Sumatra, only Karo Regency holds this festival. It doesn't stop there, people who come can of course freely take photos with parodies of vehicles as well as models that follow these parodies. On the day of the festival, people are given the opportunity to eat free fruit on site. However, you cannot take it home, but rather eat it and finish it at the festival location. This festival activity usually lasts two to three days, the last day is the peak event of this festival activity. It is hoped that when this activity is carried out, it will make the wider community even more curious about natural tourism in Karo Regency. Therefore, it is important to maintain people's comfort so that a good impression is left in their minds. DISBUDPORAPAR also holds a music festival, where this festival invites several Karo artists to fill the event. Tourists can enjoy karo music for free or without charge.

For tourists who are not from the Karo tribe, they will definitely be unfamiliar with the Karo language. However, when they listen to karo music, it is guaranteed to be very beautiful for tourists to hear. This activity will of course increase people's knowledge of Karo music, and it is hoped that this activity will attract people's interest in visiting Karo Regency. From the description above, this activity might make potential tourists interested in coming to Karo Regency, this will really help DISBUDPORAPAR in increasing natural tourism visits in Karo Regency. Of course, DISBUDPORAPAR does not forget to play an important role in making people around tourist attractions aware of tourism. What this means is that tourism awareness can be defined as a concept that describes the participation and support of all components of society in encouraging the realization of a climate that is conducive to the growth and development of tourism in a region. DISBUDPORAPAR plays a role in raising public awareness so that they are ready to act as good and understanding hosts, and are willing to realize the elements of security, order, cleanliness, coolness, beauty and friendliness. This is done in order to make people remember the charm of natural tourism in Karo Regency. Therefore, people must have a mental or moral attitude that makes tourists comfortable. There are also souvenirs that tourists can buy at tourist locations, souvenirs which are a distinctive characteristic of Karo Regency. DISBUDPORAPAR also divides tasks according to each division to avoid misunderstandings in delivering tasks.

#### ***DISBUDPORAPAR Obstacles in Implementing Communication Strategies***

In practice, of course we will encounter obstacles that we never expected. According to the research results in the previous chapter, obstacles occurred in the funds received by DISBUDPORAPAR from the center. Because for them, the reduction in funds after Covid means their work space is limited. Limited funds mean that DISBUDPORAPAR must submit proposals to other service offices. This happened because DISBUDPORAPAR needed financial assistance from them. This does not mean that the limited funds available mean that DISBUDPORAPAR cannot carry out its duties, it just cannot travel long distances outside the city. Actually, DISBUDPORAPAR went on an official trip out of town to promote natural tourism in Karo Regency. Because DISBUDPORAPAR has great hopes that this information can be spread widely throughout all cities in Indonesia. Socialization activities and festival events require quite large funds, this is what

makes DISBUDPORAPAR in 2023 hold tourism awareness outreach in schools. Because apart from their target focus being the younger generation, this also reduces operational costs in the field.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the findings and discussion, the following are the conclusions that can be obtained in this research:

1. In increasing natural tourism visitors, Karo Regency DISBUDPORAPAR has a communication strategy using the AIDDA model and carries out a marketing communication strategy through the media.
2. Karo Regency DISBUDPORAPAR's efforts to increase the number of visits, namely, marketing mix, holding mice in the form of festivals.
3. Obstacles occur due to lack of adequate funds and ineffective use of media.

## **FURTHER STUDY**

Every research certainly has limitations. Limitations in the sense of research limitations that influence the researcher's ability to explore the data being studied, limited data available, or external research factors such as limited time and resources. So further research is needed to complete this research.

## **ACKNOWLEDGMENT**

The author would like to thank the author's lecturers, resource persons and all parties who helped complete this research.

## **REFERENCES**

- A. Gima Sugiana (2013). Bandung Tourism Asset Management : Guardaya Intimarta.
- Agus, Wibowo. (2011). Entrepreneurship Education (concepts and strategies). Yogyakarta: Learning Library.
- Alfi, Sahrin. (2022). Tourism Department Communication Strategy in Promoting Lake Laut Tawar, Takengon City. COMMUNICOLOGY: Journal of Communication and Social Science Development Vol. 6, no. 1 (Pg 21-23).
- Anggito, Albi., and Setiawan, Johan. (2018). Qualitative Research Methodology. Sukabumi, West Java: CV Trace.
- Anwar, Arifin . (2010). Communication Strategy. Bandung : Armico Bandung.
- Anwar, Yesmil, and Adang. (2008). Introduction to Legal Sociology. Jakarta: Grasindo
- Ardianto, Elvinaro. 2014. Research Methodology for Quantitative and Qualitative Public Relations. Bandung: Rekatama Media Symbiosis.
- Arif, Ramdan, Sulaeman., and Humaira, Afaza. (2019). Communication Strategy of the Aceh Province Culture and Tourism Service through the Halal Tourism Program for the Banda Aceh, Aceh Besar and Sabang Regions. Al-Bayan Journal: Media Study and Development of Da'wah Science Vol.25, No.1 (92-115).
- Arikunto, S. (2016). Research Procedures A Practical Approach. Jakarta: Rineka Cipta.



- Asriwati. (2021). *Effective Communication Strategy: Communication For Behavioral Impact (COMBI) in Controlling Dengue Hemorrhagic Fever*. Banda Aceh: Syiah Kuala University Press.
- Bungin, Burhan. (2015). *Tourism Communication, Marketing and Brand Destination* Jakarta; Prenadamedia Group.
- Bungin, Burhan. (2015). *Qualitative Research Methodology*. Jakarta : Rajawali Press.
- Pace, R. Wayne and Don F. Faules. (2015). *Organizational Communication : Strategy to Improve Company Performance*. Editor: Dedy Mulyana. Bandung: PT. Rosdakarya Teenager.
- Effendy, Onong Uchjana. 2007. *Communication Science Theory and Practice*, Bandung: PT Teen Rosdakarya
- Priansa, Donni June. (2014). *Human Resources Planning and Development*. Bandung: Alfabeta
- Pujileksono, Sugeng. (2016). *Qualitative Communication Research Methods*.
- Triyono, Agus. (2021). *Qualitative Communication Research Methods*.
- Elisabet, Sitepu., and Sabrin. (2020). *Tourism Communication Strategy in Increasing Interest in Traveling in North Sumatra*. *Journal of Massage Communication* Vol. 9, no. 01 (28-44).
- Feroza Cundie Sya'bania, 2020, *Use of Instagram Social Media on the @Yhoophii\_Official Account as a Communication Media with Customers*, *Innovation Journal* Vol. 14 No. 1
- Gima Sugiana. (2013). *Tourism Asrt Management*. Bandung: Guardaya Intimarta.
- Haryono, CG 2020. *Variety of Qualitative Communication Research*. Sukabumi: CV Trace
- Herdiyanto, K, Yohanes,. and Tobing, H, David. (2016). *Open Teach Qualitative Research Methodology*. Udayana University: Psychology Study Program, Faculty of Medicine.
- Humaizi. (2019). *Mass Communication Theory: Uses and Gratifications*. Medan: USU Press.
- Junaidi, Pranata, Sembiring. (2016). *Marketing Communication Strategy for the Gundaling Tourist Attraction and the Gunung Spirit Hot Springs*. *Journal of Symbolics* Vol. 02, No. 01.
- Karlinda, D. (2013). *Persuasive Communication Techniques to Increase Learning Motivation for Class X Students in the Office Administration Skills Program at SMK Muhammadiyah 2 Yogyakarta*. (Thesis, Yogyakarta State University). <https://eprints.uny.ac.id/16899/> downloaded 2 October 2020.
- Ketut, Chintya, Adnyaswari., and Reni, Nuraeni. (2020). *Communication Strategy of the Karangasem Regency Tourism Office in Increasing Tourist Visits After the Mount Agung Eruption (Descriptive Study in Tenganan Pengrin-gsingan Village)*. *Meet* Vol.7, No. 01 (280-301).
- Kotler, P. and Keller, Kevin L. (2016). *Marketing Management, 15th Edition* New Jersey: Pearson Pretice Hall, Inc

- Effendy, Onong Uchjana. 2003. *Theoretical Science and Philosophy of Communication*. Bandung: PT Citra Aditya Bakti
- Fitts, WH, 1971. "The Self Concept and Self Actualization", (1st ed), Western Psychological Service, Los Angeles.
- Miles, M .B, Huberman, A. M., and Saldana, J. 2014. *Qualitative Data Analysis, A Methods Sourcebook, Edition 3*. USA: Sage Publications. Translated by Tjetjep Rohindi Rohidi, UI-Press.
- Moleong, Lexy J. 2010. *Qualitative Research Methods*. Bandung: PT Teen Rosdakarya.
- Soraya, Ratna, Pratiwi., Susanne, Dida., and Nuryah, Asri, Sjafirah. (2018). *Communication Strategy in Building Halal Tourism Awareness in Bandung City*. *Journal of Communication Studies* Vol. 6, no. 1 (Pg 78-90).
- Suanti, Tunggal., and Ken, Amasita, Saadjad. (2019). *Communication Strategy at the Culture and Tourism Service in Promoting Banggai Regency Tourist Attractions*. *Journal of Communication* Vol. 11, no. 02 (197-212).
- Sugiyono (2021). *Quantitative, Qualitative and R&D Research Methods*. Bandung: Alfabeta Publishers.
- Sujarweni, Wiratna, V. (2022). *Research methodology*. Yogyakarta: Pustaka Baru Press.
- Sutrisno Hadi, M. (2015). *Research Methodology*. Yogyakarta: Student Library.
- Y, Eva. (2020). *An Introduction: DKV Visual Communication Design Methods and Research*. Yogyakarta: DEEPUBLISH Publisher.
- . 2004. *Qualitative Research Methods* . Bandung: PT Teen Rosdakarya.
- Mulyana, Deddy. 2010. *Communication Science: An Introduction*. Bandung: PT.Rosdakarya Teenager.
- Mulyana Deddy. 2005. *Communication Science An Introduction*. Bandung: PT Teen Rosdakarya
- Mulyana, Deddy. 2004. *Communication Science: An Introduction*. Bandung: Rosdakarya Youth.
- Muhammad, Arni. 2002. *Organizational Communication*. Jakarta: Bumi Literacy.
- Noordiono, Azis. (2016). *Generation Z Characters and Learning Process in UNAIR Accounting Study Program 2016*. *Journal*. Surabaya. Unair.
- Papalia, D. E., Olds, S. W., & Feldman, R. D. (2004). *Human Development* (9th ed). New York: McGraw Hill
- Pudjijogyanti, CR, 1985. "Self Concept in the Teaching and Learning Process", Unika Atmajaya Research Center, Jakarta.
- Sugiyono. 2013. *Educational Research Methods Quantitative, Qualitative and R&D Approaches*. Bandung: Alfabeta.
- Tanamal, Debby, 2004. "Review of Theory and Evaluation in the Formation of Student Character", *Journal Character Building I*, Bina Nusantara University, Jakarta.
- Widjaya, H.AW. *Communication Science Introduction to Studies*. Jakarta : Rineka Cipta, 2000.