

Communication strategy of the East Kalimantan government on tourism development

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Abstract This study examines communication strategies, especially the East Kalimantan provincial government, in tourism development during the COVID-19 pandemic. This research aims to be a benchmark for other areas affected by COVID-19. It also adds to a better understanding of the current government, stakeholders, and other tourist enterprises' communication. Understanding communication's underlying structure is also crucial for gaining a competitive edge in a crisis. The type of research used in this research is qualitative. The data collection in this study was in the form of secondary data taken from literature, thirty online media, and the official website of the East Kalimantan provincial government. Data analysis in this study used NVivo 12 Plus software with crosstab query analysis. The result of this research is that the communication strategy of the East Kalimantan provincial government is relatively good. Proven by implementing a communication strategy based on collaboration between institutions and supported by digital media, building converged communication and providing excellent service. The government also uses a marketing communication strategy. However, another finding is that the role obtained in the implications of technology can be a concern in integrating digital media.

Keywords: communication strategy; government; tourism development; marketing communications; COVID-19

INTRODUCTION

Institutional actors significantly affect public perceptions of travel and tourism (Obembe et al., 2021). Such as research (Flew & Kirkwood, 2021) conducted in Queensland, Australia. The economic effects of cultural tourism and the prospects of regional cultural tourism as components of the "creative economy" revival are discussed. Cultural industries such as arts, culture, and creative industries have been one of the economic sectors hardest hit by COVID-19 social distancing measures such as travel restrictions and bans on large gatherings.

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Many people have expressed concern about the federal government's inadequacy of reaction to the impact of COVID-19 on the arts, which appears to highlight the already poor relationship between the cultural community and the federal government. According to Tony Burke (2020), during COVID-19, the Morrison Government did not care about the arts and entertainment industry. He said he was "shocked" by their "reluctance to do anything when the entire industry fell apart."

Due to the fast and unpredictable spread of disease, the perception of danger and the intensity of communication change dynamically on social media platforms, resulting in dynamic changes in the communication (M. Yu et al., 2021). The ability to communicate effectively is critical to successfully fighting the pandemic, and government-sponsored loans are essential for the survival of the tourism business (Yeh, 2021). Contribute to a better understanding of visitor behaviour among tourism authorities and companies and substantial efforts to revive the tourism (Villacé-Molinero et al., 2021).

COVID-19 has changed the public's feelings. Considering that some visitors were briefly held back due to the emergence of COVID-19, concerns and fears may arise at the beginning. This action is conducive to increasing tourist confidence. As a result, the psychological tension of stranded visitors is reduced, and their spirits tend to relax over time (H. Chen et al., 2020). Non-pharmaceutical interventions (NPIs) significantly impact biosecurity behaviour, and four moderators distinguished several aspects of international travel behaviour. They suggest that tourism-related biosecurity practices have significant theoretical and practical implications for the biosecurity practices (Kim et al., 2021). The current role of the tourism industry is to play an essential role in the national development of different poverty and accelerate growth (Suta & Mahagangga, 2018).

According to Kristin & Salam (2016), developing a tourist attraction area will immensely contribute if managed professionally. For the area concerned, tourism can spur the growth of the area around the tourist attraction. It can be said that tourism objects have not been developed optimally either by the community around the tourism object, managers and local government for facilities and infrastructure that can support tourism objects. It is not clear whether the local government of North Sumatra has utilised organisational communication techniques that incorporate all culture-based community organisations to reach a common agreement on a halal tourism plan in Lake Toba (Utami & Safitri, 2021).

Post-pandemic tourism recovery is very important for implementing and achieving sustainable development goals (TPB). The paralysis of the tourism industry also means that the industry does not have a role in achieving sustainable development goals (TPB). However, the role of the tourism industry in achieving sustainable development goals (TPB) cannot be overstated. The tourism industry can play a major role not only in meeting the goals of sustainable development but can also

greatly assist the eight goals of decent work and economic growth, as well as the sustainable development goals (TPB) 12 goals for responsible consumption and production, and the sustainable development goals (TPB) 17 Partnerships to help achieve goals: employment, sustainable tourism, and capacity building (Localisedgs, 2021).

Keeping up with the COVID-19 pandemic situation and taking advantage of available information technology resources is essential for everyone (Kaltim, 2021). With the COVID-19 outbreak, there has been a decrease in the number of tourists visiting tourist attractions in East Kalimantan, with this decline will affect the economic decline, including in tourism such as hotels, restaurants, and transportation as well as all business actors who depend on the tourism sector during the COVID-19 pandemic. The role of the government is very much needed, one of which is in the government's communication strategy in tourism development. Blank spots, often known as regions, where telecommunication infrastructures have not yet been established in East Kalimantan, can still be found in some parts of the province. Although improvements have been made to infrastructure, there are still certain shortcomings, such as blank spot regions and lack of provision of the PLN (State Electricity Enterprise) network, which is critical. A new recapitulation of places where there are still blank spots has been completed, with a total of around 27.18 per cent split throughout ten provinces and cities (Prokal, 2021a).

The relationship between economic growth and tourism development has always been a significant concern in tourism economics to study the dynamic relationship between regional economic growth and international tourism revenues (J. Chen et al., 2021). Tourism development involves transforming pre-existing resources into tourism resources for economic purposes (Fitchett et al., 2021). In addition, this tourism development is also a source of additional income for the local community to earn more income (Nuanmeesri, 2021).

Social, economic sustainability for tourism workers does not play an essential role in contemporary tourism economic impact studies but, on the contrary, in promoting the paradigm of the economic growth (Kronenberg & Fuchs, 2021). This study stated that tourism was one of the industries affected largely during the COVID-19 pandemic, experiencing difficulties in the business recovery (Sobaih et al., 2021).

The impact of tourism on society is complex and diverse. Still, society is essential for various societies, groups and individuals depending on the morals, attitudes and available resources for the tourism development (Jangra et al., 2021). The information and communication sector improves the economy by way of forwarding linkage to meet tourism objects so that tourists spend them through this sector so that through backward linkage, the information and communication sector provides information about tourism objects to sectors that will become tourism inputs (Aji et al., 2018). The tourism sector is diverse in its uniqueness and is supported by the facilities and

transportation facilities available in the tourist area, which can provide a substantial government income (Sofjan et al., 2020). This study suggests that tourism development from disaster capitalism often exacerbates situations that force disaster-affected populations to lose their property, land and livelihoods, including increased dependence on tourism to the benefits of leaving the local area and putting tourists and tourism workers at risk (Wright et al., 2020).

Increasingly competitive tourism competition will encourage communication strategies to build an effective marketing (Kamil, 2018). The communication strategy has a function as a bridge between the organisation and external stakeholders so that communication media is also a very diverse (Rachmiatie et al., 2020). To get a communication strategy, it can be through the community with this relationship in the form of an information centre and cooperation between tourism (Amin & Priansah, 2019). The model of communication and interaction between elements also shows the gap between interests, expectations, and reality. Collaboration in transparent and interactive communication patterns is needed to implement a profitable, complete and sustainable tourism program (Chamidah et al., 2020).

Meanwhile, this study produces two types of strategies: strategies that cover all fields and different development strategies, with internal and external factors of each region with different potentials, thus requiring different strategies (Lingga, 2018). An effective strategy encourages the setting and achieving strategic goals by promoting optimal alignment between the business and the environment. Support for the entire tourism development process is projected to increase for all stakeholders. Optimal use of resources is required to maximise the desired results. Tourism is designed, developed and managed using environmental and sustainable development strategies so that natural and cultural resources do not experience a decline in quality and are expected to remain sustainable (Kaikara, 2020).

In tourism development which involves resource exploitation and energy consumption, generally, tourism development is a process of artificial change of environmental ecology that causes damage to buildings and biodiversity and excessive damage to ecosystems (Zeng et al., 2021). Various studies have explored the relationship between the two variables of positive and negative tourism perceived by residents and their support for tourism based on the community perceptions (Qin et al., 2021). There is research on the impact of tourism development on the quality of human resources in the city, which is experiencing tremendous growth in the tourism sector, which should be a case of how tourism development can affect human capital to degenerate human resources (Kožić, 2019).

Industry in the national economy is an essential part of macroeconomics. It is related to the quality of life to study regional tourism economic development, which considers all dependencies and heterogeneities (Jin et al., 2019). This research shows that tourism

development in national parks helps reduce the dependence of local communities on natural resources, encourages the appreciation of natural capital, and increases people's search capital (P. Yu et al., 2020). Meanwhile, this study shows that the government's role has been to understand how tourism development trends inform the design and formulation of general policy plans to support tourism growth in various countries (Nematpour et al., 2021). In developing tourism, the research community discusses the application of offline and online tourism service standards by developing a recommended mobile application until it is implemented with an adaptive tourism recommendation algorithm to suggest high-quality travel routes (Nuanmeesri, 2021).

The development of sustainable tourism is significant for the preservation of indigenous culture. The findings of this study indicate that local culture and religion affect people's attitudes and perceptions towards tourism development, which can act as a motivator in involving the community (Liu-Lastres et al., 2020). Increasing empowerment indicators can provide a context for participation in the sustainable tourism development process through the environmental impact felt by local tourism interests (Shafieisabet & Haratifard, 2020). In addition, this study explains that tourism development and conflict resolution benefit various negotiations between local communities and public authorities to develop mega tourism projects in preserving heritage (Liu, 2020).

With what has been described above, this study examines communication strategies in disseminating information, especially from the government, regarding tourism development during the COVID-19 pandemic to provide insight into the investigative East Kalimantan government communication strategy during the tourist crisis associated with the COVID-19 outbreak. It also contributes to a more comprehensive knowledge of the current communication lessons of the government, stakeholders, and other tourist enterprise groups. Moreover, understanding the core structure of communication is critical for developing a competitive edge during a crisis.

METHODOLOGY

The type of research used in this research is qualitative research. States that qualitative research is a technique for assessing and understanding the significance of behaviour, social problems, and humanitarian challenges in individuals or communities (Creswell, 2014). Qualitative data analysis is the process of organising and categorising field notes and interview transcripts in a logical and organised manner. To do this, raw data must be transformed into findings or outcomes. In another way, qualitative data analysis is the process by which researchers make meaning of the data they have collected to convey their results to other academics and colleagues. An alternative explanation is that the process is primarily concerned with the detection, with the tasks consisting of "defining, categorising, theorising, explaining, investigating and

mapping" and other activities (Ritchie & Spencer, 1994). Typically, researchers who use qualitative data analysis 'work up' from the data they collect (Richards & Richards, 1994).

Lofland et al. (2006) defined four characteristics of qualitative data analysis. For starters, the conclusions or discoveries are derived via an analysis method that is tilted in favour of induction rather than deduction. Second, the researchers themselves are the major analytic actors in the study. Third, because the qualitative analysis is inductive and agent-driven, it is a very participatory process between the researcher and the analysed data. This leads to the fourth conclusion that the procedure is labour-intensive and time-consuming. It is possible to gather and analyse data at the same time, allowing both to "mutually modify each other (Sandelowski, 2000). Systematic research design, data collection, interpretation, and communication. Qualitative research requires fundamental skills, a combination of thinking and practice (Boulton & Fttzpatrick, 1994).

The data collected in this study used a literature study or focused on the use of secondary data in the form of thirty nationally reputable online news media and documents from the official website of the East Kalimantan provincial government. The research roadmap can be found in Figure 1.

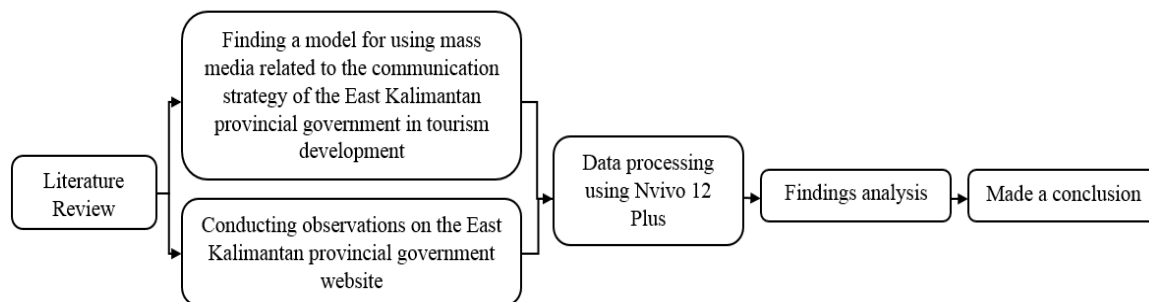


Figure 1. The research roadmap
Source: Processed by researchers (2021)

CAQDAS (Computer-Aided Qualitative Data, Analytics) Data Analysis Technology (NVIVO) efficiently supports this research, supports study logic and design and provides capabilities for content analysis. In this study, the NVivo 12 Plus software was used as a data analysis technique and used the Crosstab Query Analysis functionality. To make the findings more professional, NVivo analysed the qualitative data (AlYahmady & Al Abri, 2013). The goal of data analysis is to provide outputs that "allow for the establishment of linkages, the identification of patterns, and the contribution to a broader knowledge" (Glesne & Peshkin, 1992). Connections, on the other hand, are critical for category identification, and coding is a critical component of this process. Different segments or occurrences within the data are connected by coding to represent a specific notion or concept. The codes that serve as the linkages are referred to as 'data categories' on several occasions.

Occasionally, researchers will divide data categories into subcategories based on their findings (Williamson et al., 2018). Some academics have hailed Computer-aided qualitative data analysis as a speedier and more efficient method of data analysis; others are sceptical. To make a choice, each researcher must investigate and comprehend the concerns, sometimes in cooperation with others, and then conclude that will differ from project to project.

RESULTS AND DISCUSSION

The tourism industry is susceptible to a wide range of causes, including natural catastrophes, the Ebola virus pandemic, terrorism, uprisings, and so on. As a result, firms involved in the tourist industry must be well prepared for countermeasures and recovery methods (Yeh, 2021). The regional government's communication strategy (see Figure 2) to realise tourism development due to the impact of COVID-19 in East Kalimantan is a recovery approach that the regional government has applied.

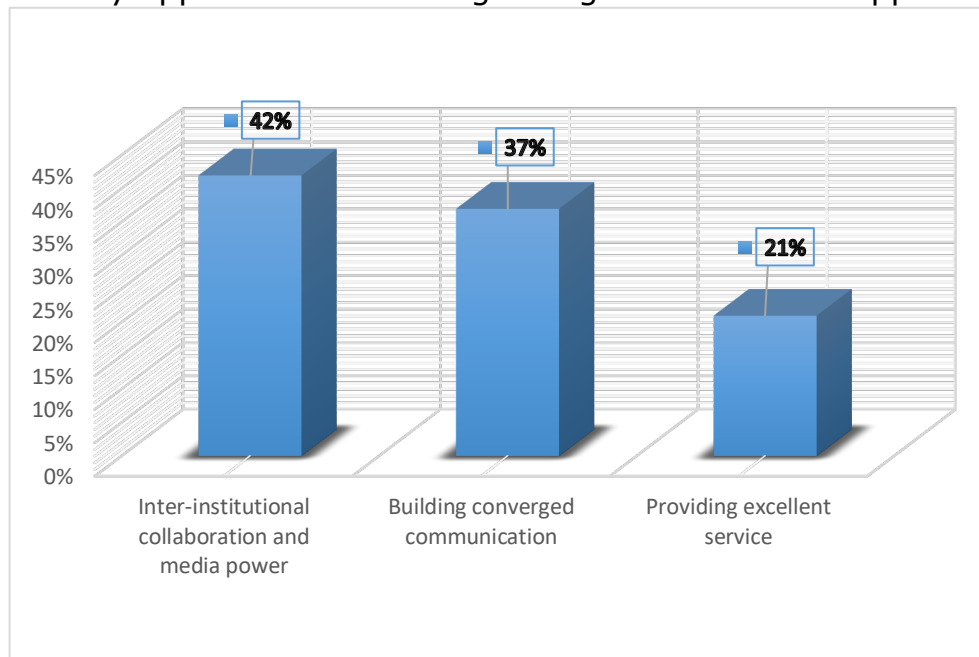


Figure 2. Tourism Development Communication Strategy, Source: Processed by researchers using crosstab query analysis, NVivo 12 Plus (2021)

Inter-institutional collaboration and media power

The Figure 2 presents that the communication strategy of the East Kalimantan provincial government in tourism development during the COVID-19 period is designed by directing the direction of the strategy based on predetermined indicators. Indicator of cooperation among institutions and encouraged by media power. The intensity value given based on the above analysis is 42 per cent. The East Kalimantan provincial government is not alone in making a recovery in the tourism sector during the COVID-19 pandemic as it is today. However, the East Kalimantan provincial government cooperates with the Ministry of Maritime Affairs and Fisheries and villages that are objects for tourism actors and stakeholders.

However, it is not only cooperation between institutions but also supported by the media's role, which always provides opinions to distribute promotions and information related to tourism in the province of East Kalimantan. In contrast to the situation with Peru, according to Bohorquez-Lopez (2020), in unfavourable situations, such as lack of information regarding the needs of the affected population, political authorities at all levels believe that preparation for an emergency is a voluntary activity based on strengthened solidarity, and they have no actual obligation to develop capacity. Disaster response, lack of response capacity from crucial agencies to deal with such a significant crisis event, and the absence of an information system that connects various stakeholders before and after a crisis event. However, to respond to the crisis by prioritising validation with a subset of stakeholders, the policies created also impact strengthening that improves the recovery of various sectors, especially the economic sector.

As a result, when an emergency happens, there are coordination and communication challenges and duplication of efforts, resulting in a delay in the delivery of relief, despite the desire to provide a speedy response (Elhawary & Castillo, 2008). From what the East Kalimantan provincial government did above, the government responded to this disaster by prioritising communication in economic recovery from the tourism sector, which was carried out by adopting cooperation with inter-agency and strengthening the role of the media.

Information exchange must take place openly and transparently. Misinformation has the potential to exacerbate the pandemic by pushing individuals against one another, which might result in a variety of societal difficulties, such as violence and criminal activity. The virus's spread can also make it more difficult to contain. Additionally, speaking with a cohesive voice when representing the government is critical. Different government departments must work together to ensure that their activities and policies are coordinated. It is critical to establish trust through open communication. This will result in a more effective coordinated effort in TCDM and post-crisis reconstruction (Jiang & Ritchie, 2017; Yeh, 2021).

Building converged communication

Another indicator that becomes a response in the analysis is building convergence communication. The dramatic situation suggested measures to strengthen the validity of the convergent trust, including increased item savings to reduce the retention of the same repetitive items and clarification of item constructs to explain the correlation of error variations. In contrast, the three measures of organisational trust are conceptually related, as indicated by the strength of the correlation, indicating substantial convergent validity (Agarwal, 2013).

Figure 2 explains that the intensity value of this indicator is 37 per cent. Following the relevance analysed in this indicator, the convergence

communication built is by strengthening the benchmarking of East Kalimantan tourism with its natural tourism in the form of an ecotourism development policy that is increasingly being improved in the current COVID-19 pandemic situation. It is also inseparable from the seriousness of developing more than three tourism areas by increasing all stakeholders' trust and maintaining harmony in intense communication. And from the locations that are ready to become tourist areas, there are tourist activities that are very suitable for tourists who like challenges because there are many rapid locations in the East Kalimantan region. The East Kalimantan provincial government stated that the virtual tourism product exhibition could also be a solution in marketing tourism potential in East Kalimantan. Visitors can also access the virtual exhibition in different regions, zones, and times.

It is seen that the communication strategy of the East Kalimantan provincial government has a clear direction by building convergence communication in this COVID-19 pandemic situation. Proof of the government's seriousness in restoring the economy in the East Kalimantan region. The establishment of three components that contribute to the success of North Sulawesi tourism branding, according to a study done (Menayang & Marta, 2020), namely: lobbying to the central government in Jakarta, management of multi-stakeholder involvement, and integrated marketing communications. So that it can carry out the six competitive identities required in branding its tourism destinations, performing its lobbying, and marketing functions, and acting as the North Sulawesi Tourism Catalyst optimally and simultaneously is how the provincial government of North Sulawesi has achieved optimal and simultaneous results. There are a lot of different factors that can help figure out how well the policy works and how it affects tourism. Policies will help governments and tourism marketers figure out how to deal with changes in both the social and economic worlds (Wang & Ap, 2013; Shao et al., 2021). The handling of tourist crises and disasters necessitates open lines of communication and complete disclosure of all relevant facts (TCDM) (Yeh, 2021).

Providing excellent service

Putting forward a communication strategy with a collaborative approach between institutions, the power of the media, and building converged communication. However, the government always prioritises the presentation of excellent service. Excellent service is one indicator of a communication strategy that can develop tourism affected by the pandemic. By using this excellent service indicator, tourism actors are still given special services from employees who work in the field.

Not only that, but the government is also ready to provide the best facilities for tourism actors, not to be left behind by providing security for tourism actors, providing services for checking body temperature tests to masks. He explained that he would follow the health protocols set in this situation—this pandemic. Presenting excellent service itself

provides value intensity with a total of 21 per cent. Facilities in the field and services can also be obtained by presenting tourism information on online media platforms. Meanwhile, effective communication can considerably improve the quality and satisfaction of services received (Sari et al., 2021).

Presenting excellent service from the government is also a form of seriousness in responding to the impact of important sectors. Gradually the government has led to the concept of a communication strategy for tourism development in East Kalimantan. In the sector affected by the COVID-19 pandemic, strategy is vital in breaking out to restore tourism, one of which is excellent service being part of the most fundamental communication strategy in attracting attention.

However, the communication strategy of the East Kalimantan provincial government is not only seen in tourism development on essential communication. However, this study also looks at how the East Kalimantan provincial government's marketing methods of tourism development communications. The figure 3 are the results of the analysis of several indicators based on marketing communication strategies in tourism development.

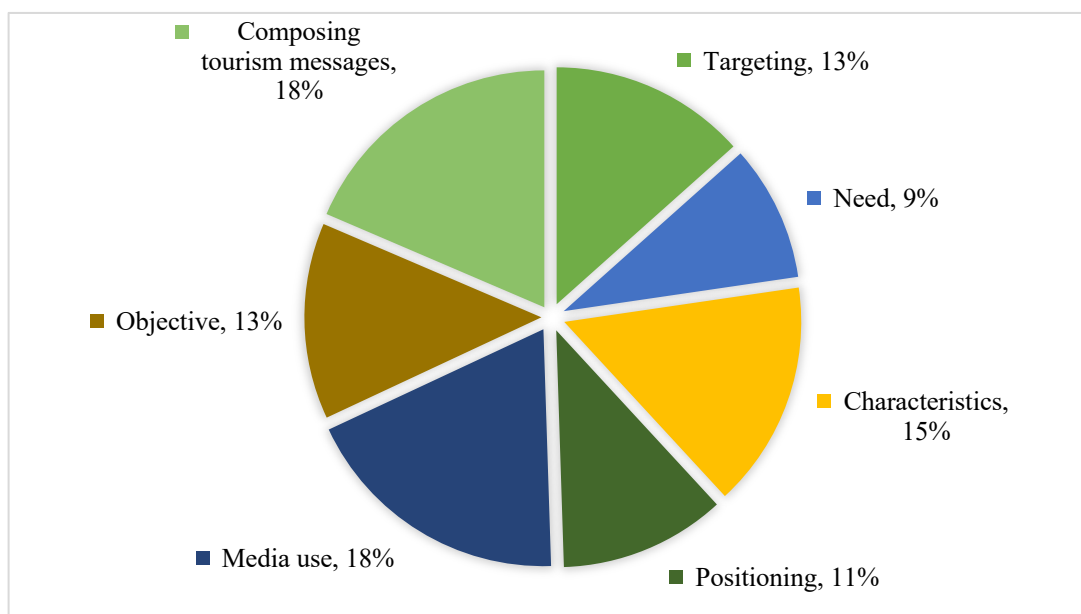


Figure 3. Tourism Development Marketing Communication, Source: Processed by researchers using crosstab query analysis, NVivo 12 Plus (2021)

The East Kalimantan provincial government's tourism development communication strategy compiles tourism messages on various media platforms. Method of providing information related to tourism in East Kalimantan. The value obtained from these indicators is 18 per cent. Followed by digital media with a value of 18 per cent, this is one of the communication methods in marketing for tourism development in East Kalimantan. The role of the media also has a lot of positive effects on economic recovery, especially in the tourism sector. For example, smart tourism may help grow tourism regions that are already established to

become more sustainable. Smart accessibility, available smart packages, smart advertisements, smart activities, and smart attractions are available frameworks. Although many communication infrastructure networks are still in the early stages of development, the fundamental difficulty is that they are not yet adequately connected and that the connectivity is not an optimal (Prokal, 2021b).

The characteristics of the marketing communication strategy in tourism development have a value of 15%. The characteristics found in strategic areas can be developed for tourist areas to attract the attention of everyone with the characteristics and with the combination of nuances of the cultural characteristics of each region in the province of East Kalimantan. The marketing communication strategy is also inseparable from the target aimed at all tourism actors, with a value of 13 per cent. It is proven that this target is part of the method of communication strategy in marketing tourism development during the COVID-19 pandemic. The indicator of the following marketing communication method is by prioritising objectivity, the tourist area's position, and the needs in developing tourism for the recovery of the economic sector in an area.

Based on Figure 3, it is explained that in the economic recovery in the tourism sector, the East Kalimantan Provincial Government communicates a lot by implementing several marketing strategies. The marketing approach aims to establish and improve branding, using social media, key individuals, and word of mouth by providing business services to potential clients. According to Fahreza (2020), service and numerous other fresh information are expected to be communicated. If based on the research Maghfira (2021), the marketing communication plan has been implemented has been successful, using marketing media methods including advertising, direct marketing, personal selling and word of mouth to attract visitors. Image, tourist attraction, advances in information technology are the centre of the marketing communication plan. Marketing Communication Methods Emphasising *Kampoeng Heritage* The attraction of *Kajoetangan* is that well-managed and maintained buildings in the Netherlands are the hallmark of the historic city of Malang, East Java. It is an unmistakable message, with message consistency and integrated communication. These messages provide more substantial support for knowledge and relationships. While clarity of the message and integration of communication is expected to have a favourable effect on messaging effectiveness, consistency of the message impacts the relationship between message and sell (C. W. Chen et al., 2007).

With the preparation of tourism messages that are supported using existing digital media, marketing communications by applying the characteristics of areas that are becoming tourist destinations, setting targets and objectives for marketing campaigns that are based on an ideal position strategy, and prioritising the most critical needs in economic recovery, the tourism industry can begin to recover. According

to (Oltra González et al., 2021), keep the brand identity and enhance support to the online community. The sector has successfully reinvented itself, and new services evolved with the community's support and the co-creation process. The value of integrated marketing communications is increasing rapidly. Consumers use various sources of information. Targeted integrated marketing initiatives leverage the capabilities of today's communication platforms to make a beneficial impact on the behaviour of the target audience. Increasing communication demarches can be achieved by changing how businesses believe that end customers are increasingly engaged in communication. Integrated marketing communications is a circular (not linear) process, which starts with a potential customer and reveals how to best design a communications campaign. For applying this principle, the information management method is external, which means that the communication process starts from the company within itself, intending to determine the most appropriate means of communication (Mihaela, 2015).

CONCLUSION

The East Kalimantan Provincial government made a significant breakthrough in developing the tourism sector to accelerate economic recovery. In this case, it can be concluded that the government is accelerating by using the concept of a communication strategy. Communication is essential so that the direction and goals can be achieved correctly and supported by understanding the field. This is a fundamental part before an activity is carried out during a pandemic. The communication strategy is relatively good. By implementing a communication strategy based on collaboration between institutions and supported by digital media, build convergent communication, and provide excellent service. The government also uses a marketing communication strategy based on the preparation of tourism messages, media use, a communication strategy with characteristics, targets, objectives, strategic positions, and the need for health standards during the COVID-19 pandemic. However, the role obtained in the implications of technology can be a concern in integrating digital media. Further research can focus on the effectiveness of communication in smart tourism in several locations with existing internet availability.

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