

The Role of Private Vocational School of Kalimantan Province Tourism in Campaigning the Visit South Kalimantan Program

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Abstract—This study aims to know The Role of Public Relations Department Tourism the Province of South Kalimantan in Campaigning the Program visit South Borneo. The question of researchers proposed is how The Role of Public Relation Department Tourism the Province of South Kalimantan in Campaigning the Program visit South Borneo? The approach used in this research was in a qualitative. Data collection obtained through in-depth interviews. Results been concluded by researchers is the role of public relations done by public relation dept. of tourism the province of south Kalimantan have carried out 4 of 4 the concept of the role of public relations of Dozier & Broom namely have a role as expert adviser, facilitators communication, facilitators the process of solving a problem and technician's communication. And using 7 tools from 7 tools among the main components of the concept of mixtures (pencils) from Philip Kotler namely Publicity, Event, News, Community Involvement, Identity media, Lobbying, and Social Responsibility in the program implementation Campaigning the Program Visit South Borneo, it was welcomed by the community in number of tourists rose drastic of 718.380 thousand people in 2016 be 10.733.953 million people in 2017.

Keywords—*campaign; public relations; tourism*

I. INTRODUCTION

The tourism sector is one of the factors that can advance the economy of a country, because tourism is able to increase the country's foreign exchange earnings with many tourists visiting, the tourism income sector can be felt by various layers of society as long as tourists travel. In this case not only the government benefited, but also the industry and the community, among others, such as the opening of new jobs needed by the industry. In fact, it is considered by some countries that tourism can become the main income for the country.

The role of public relations is very much needed for government agencies in promoting tourist destinations, especially in terms of technical matters as communicators who are able to provide ideas, ideas, to leaders regarding problems that occur, as well as creators, mediators, lobbies and negotiations as bridges or communication facilitators to parties internal and external in implementing public relations programs, the public relations role as a backup management is

able to become a facilitator of problem-solving processes both technical and non-technical problems faced by organizations, besides that public relations is able to act as a communication technician or journalist to manage information and provide an accurate information to the public.

To echo the campaign "Visit South Kalimantan" tourism service public relations held 34 national events funding there is one special event each year that has successfully become a magnet for the increasing number of tourists, based on the results in 2017. The Tourism Office of South Kalimantan is able to increase tourist numbers drastically to 10,733,953 million tourists

Researchers chose the Province of South Kalimantan because the factors of existing problems such as access such as roads, inadequate infrastructure, and management of tourism attractions in the Tourism Office of South Kalimantan Province were able to increase the number of tourists drastically in 2017, the success of the public relations role in campaigning program visit south Borneo. How do the public relations duties carry out their role as expert advisors, communication facilitators, facilitators of problem solving processes, as communication technicians and in other matters such as publicity and publicity, compiling programs, creating news, caring for the community, lobbying and negotiating, carry out social responsibility, in the success of the campaign to visit South Kalimantan.

The purpose of this study was to determine the role of public relations of the South Kalimantan Tourism Office in campaigning for the Visit South Borneo Kalimantan Program

The benefits of theoretical research are expected to be useful as references for communication research studies, especially for Budi Luhur University students, the concentration of Public Relations and readers in general. Benefits of practical research are to be applied properly and provide input to the Tourism Office of the Province of South Kalimantan and in other regions, especially to the Public Relations section in increasing the potential of the tourism sector.

II. LITERATURE REVIEW

Public Relations according to Frank Jefkins said there are so many notions of public relations, namely "something that summarizes the overall planned communication, both in and out between an organization and all audiences in order to achieve specific goals based on mutual understanding"

The relation between Public Relations in this study is as the subject under study, in public relations activities must be able to carry out persuasive communications to achieve public relations goals, one of them with a campaign [1]. According to communication experts, Rice & Paisley said that the campaign was someone's desire to influence individual and public opinion, beliefs, behavior, interests and desires of the audience with the appeal of communicators who were both communicative [2].

This study uses the concept of the Public Relations Role of Dozier and Broom, 1. Expert prescriber. 2. Communication facilitator (communication facilitator) 3. Facilitator of problem solving process (problem solving process facilitator) .4. Communication technician. And it was developed with the concept of PENCILS from Philip Kotler, namely Publicity, Event, News, Community Involvement, Identity media, Lobbying, Social Responsibility.

III. METHOD

This study uses the Post Positivism Paradigm, the way researchers do to find out the truth, continue the research that has already existed but researchers use different methods and concepts and are appropriate for research researchers. One of the post-positivism paradigm is the interpretative paradigm. The interpretive approach comes from German philosophy which focuses on the role of language, interpretation and understanding in social sciences. This approach focuses on the subjective nature of the social world and tries to understand it from the frame of mind of the object being studied. Humans continuously create their social reality in order to interact with others [3].

This research uses a qualitative approach. Another characteristic of qualitative descriptive methods is that they focus on observation and the scientific setting (natural setting). Researchers go directly to the field, acting as observers. He makes categories of behavior, observes symptoms, and records them in observation books (the instruments are observation guidelines, Important.). He does not attempt to manipulate focused variables using words.

Researchers go directly to the field, acting as an observer. It made behavioral categories, observing symptoms, and record it in the observation book (the instrument is an observation guideline, Important.). He did not try to manipulating variables focused with use words [4].

Researcher's data collection techniques use in-depth interviews. The subjects in this study were the Public Relations Office of the Province of South Kalimantan.

The concepts used by researchers in this study are communication, PR, Role of Public Relations, Campaigns, Visit South Kalimantan Program Campaign, PENCILS.

Marketing Public Relations is the process of planning and evaluating programs, that encourage purchase and customer through credible communication of information and impression that identify companies and their products with the needs, concerns of customer [5].

The researcher has primary data, namely the results of in-depth interviews with 1 key information and 2 informants. The researcher analyzes the data by processing and analyzing all the data obtained by researchers both primary and secondary descriptively to answer the main problems in this study.

Researchers use source triangulation, where in research researchers do not only focus on one source, but also on other sources to make the validity of the actual research. Especially when the interviews were carried out the researchers looked for different informants.

IV. RESULTS AND DISCUSSION

The following are the results of the research examined by researchers on July 1, 2018 until December 21, 2018 regarding the Role of Public Relations of the Tourism Office of South Kalimantan Province in Campaigning the Program to visit South Borneo.

A. Expert Advisor (Expert Prescriber)

The role of public relations carried out by the Tourism Office of South Kalimantan Province as an expert advisor is required to be able to create a program to introduce tourism, prepare data and information to management and leaders, as a decision to develop activities to introduce tourism as well as provide input to leadership, based on data analysis and evaluation of programs that have been held and programs that can be realized in the future because leaders as decision makers of one of the programs that are created namely tourism campaign "Visit South Kalimantan" one of them is special event Event Floating Market Culture Festival 2017.

Communication facilitator, Public Relations acts as a communicator or mediator to assist management in terms of listening to what is lightened and is expected by the public to act as a bridge of communication between internal and external public, namely by using websites, Instagram, e-mail, and open public relations telephone numbers. suggestions and input given. Public Relations as the entrance and exit of information must certainly be able to provide accurate information to management and leaders, especially about tourist destinations that need to be developed and promoted, approach and lobby with related agencies, BUMN and private companies in South Kalimantan to procure facilities and tourism infrastructure and is involved in supporting events and tourism-related interests. Besides that, it is also a relationship with the community, forums, especially the media, such as making a program about tourism and so on as information dissemination because the presence of media is very necessary in introducing tourism in South Kalimantan.

B. *Facilitator of Problem Solving Process (Problem Solving Process Facilitator)*

The role of PR in the PR process is part of the management team. This is intended to help the leadership of the organization both as an advisor and to take decisions or actions of execution in overcoming the problem of the Public Relations Office of the South Kalimantan Province in carrying out its duties as well as facilitating the problem solving process (problem solving process facilitator) such as creating and implementing a program who are vulnerable to technical problems that occur where the role of public relations has been able to deal with existing problems. Public Relations Tourism Agency of South Kalimantan Province is able to provide the right solution both as an advisor to take decisions or actions of execution in overcoming problems such as carrying out tourism conscious socialization, organizing large-scale special events that are part of the solution provided by public relations.

C. *Communication Technician*

The role of this communication technician / communication technician makes *Humas* as a journalist in Resident, which only provides public relations communication technical services to become the node of the communication system within the organization. In carrying out its duties to do with work programs per day, per week, per year. The work program per day conducts publicity for promotions through social media (web, twitter, Instagram). Every week socialization about tourism awareness and completing tourism promotion products if the event schedule does not take place, if there is an event in the near future public relations is more incessant promotion and preparing news about activities that will be carried out and already done through the web.

D. *Publicity*

The publication was carried out by the Tourism Office of the Province of South Kalimantan, such as conducting publications through billboards, posters, and tourism profile bulletins, brochures and VCDs that were distributed to regional guests, hospitality, the general public. as well as print media in the internal magazine tourism section, "*Wasaka*" by the South Kalimantan provincial government, in addition publicity is published through the official website www.pariwisatakalsel.com, and also social media especially Instagram, besides not only in the Floating Market Culture Festival 2017 event, but in all the events that have been held include 33 other events which have been the campaign program "Visit South Kalimantan", as well as events followed by the Tourism Office of the Province of South Kalimantan, according to information from Ms. Leny Yosephani as Head of Tourism Strategy and Communication Section (Key Informant), and also added by Mr. Indera Malik as a Means Section, Data and Information Analysis (Internal Informant).

E. *Event*

Openly opened by the Governor of South Kalimantan in carrying out a tourism campaign program "Visit South Kalimantan" The Tourism Office of South Kalimantan Province held a special floating event Market Culture Festival 2017 to introduce tourism and culture in South Kalimantan.

The festival which at the same time welcomed the Hut of Banjarmasin City as the capital city of the Province of South Kalimantan, This Event was attended by various representatives of embassies and state staff from various friendly countries, such as Malaysia, Thailand, Vietnam, Singapore, Brunei, Australia. the festival is to show their culture, and the event is also a momentum for friendly countries to promote their culture. Perhaps the success of this event was also able to increase the number of domestic and foreign tourists visiting South Kalimantan. This event is held every year but not as big as in 2017 before.

F. *News*

Every institution always makes news or info about the event that is held or followed so that the community becomes interested and wants to know about the event that will be held or held with various objectives: The involvement of collaborating media such as Banjarmasin post, TVRI Kalsel, Duta TV Media Indonesia, MNC TV, as a news media. The South Kalimantan Provincial Office involves local and national media and uses websites, and social media as news, is expected to be a positive public consumption material to boost the number of tourists who end up in South Kalimantan at this event and in the next event.

G. *Community Involvement*

In the *ProgramSpecialEvent* campaign the Floating Market Culture Festival 2017 is a tourism conscious group, namely the community and educated tourism actors to apply the concept of tourism awareness to encourage the realization of a conducive climate for tourism development. Foreign tourists spread with qualifications in several languages are available, including Japanese, German, French, Spanish, besides English, which want to involve themselves in various South Kalimantan events, especially the Floating Market Culture Festival 2017.

H. *Media Identity*

To get the attention of the public, all of the organizers and contestants, communities and volunteers are prioritized using regional clothing and typical South Kalimantan *sasirangan* clothes, in terms of identity media the maximum is with billboards, and the photo booth and directions for the use of certain articles in content updates. in the form of photos or videos to social media, things can be used to become an effective publican.

I. *Lobbying*

The lobbying process is carried out to the security apparatus, namely the police, and to the private sector and state-owned enterprises to engage and support the event, and to the Ministry of Tourism to be able to assist the involvement of representatives from various friendly countries.

J. *Social Responsibility*

In this case the South Kalimantan Provincial Tourism Office involved the community as a tourism ambassador. This social action was also carried out so that the community was motivated to realize tourism that positive environmental

influences had a positive impact on tourism. Through the tourism ambassadors, the Tourism Office of South Kalimantan Province also empowers the tourism community, especially sellers in the floating market, such as providing understanding to beautify the boat, welcoming tourists and touring the river as well as preparing safety tools for visitors.

V. CONCLUSION

South Kalimantan is an area that is able to attract the hearts of local and foreign tourists to come on tours and succeed in introducing tourism by providing a good stimulus to the community so that they can get to know more about what tourism destinations are in South Kalimantan and are well received by the community. from the number of tourists who increased drastically from 718,380 thousand in 2016 to 10,733,953 million in 2017 certainly could not be separated from the role of public relations who had carried out public relations tasks properly by running 4 of the 4 concepts of the role of Public Relations from Dozier & Broom namely acting as advisors, communication facilitators, facilitators of problem

solving processes, and communication technicians as well as using 7 of the 7 main components of the mix concept (PENCILS) from Philip Kotler namely Publicity, Events, News, Community Involvement, Media Identity, Lobbying, Social Responsibility in campaigning the SpecialProgram Event Floating Market Culture Festival 2017. is expected to be able to attract as many local tourists, especially foreign tourists, as much as possible to enter the country of Indonesia to travel with the main goal to South Kalimantan.

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