Communication Strategy Badan Otorita Pengelola Danau Toba in Promoting Tourism Through Social Media Platforms

Nelly Armayanti[1], Dodi Pramana[2]

{nellyarmayanti@unimed.ac.id[1], dodipramana@unimed.ac.id}

Universitas Negeri Medan[1], Universitas Negeri Medan[2]

Abstract. Since the world community entered the era of the industrial revolution 4.0, the communication medium that has been widely used by the government is social media. Since then social media has spawned many changes in many sectors of life. Social media has reversed many of the thoughts and concepts that previously believed by the world community. The same phenomenon also occurs in Indonesia, where social media is used as a means of communication by the majority of people at all social levels. This research was conducted qualitatively, which is expected to produce descriptive data in spoken and written form, as well as the observed behavior of the research object. The data in this study were collected through semi-structured interviews, observation and document collection. The informants in this research were determined purposively. Furthermore, the collected data were analyzed by using interactive models and credibility testing and triagulation techniques. This research will be carried out at the Badan Pelaksana Otorita Danau Toba which is located in Medan, North Sumatra. The mandatory output to be achieved by this research is publication in scientific proceedings accredited by Scopus. While the additional output to be obtained is the publication of textbooks and copyright certificates.

Keywords: Communication Strategy, Tourism, Social Media

1 Introduction

1.1 Research Background

Technology, especially in the information and communication sector, is developing at a very high speed. These rapid developments impact all sectors of human life – impacting all industries and organizations globally. This development, which is called globalization, is an unavoidable reality, and is a direct result of the Technological Revolution which has fundamentally changed the way of life, work and communication of all human beings. The changes brought about by these technological developments are happening dramatically and at an unprecedented exponential speed (Schwab, 2017).

Government communication – which is inseparable from organizational communication in general – is also affected by this change. Through communication, the government bureaucrats share information, ideas, concepts, and attitudes with other communication participants called communicants, both with government officials in the same institution or with different

institutions, as well as with the business world, community members and non-governmental organizations. And since the world community entered the era of the industrial revolution 4.0, the communication medium that has been widely used by the government is social media. Since then social media has spawned many changes in many sectors of life. And in reality, those social media users from various social levels are absorbed into virtual containers called social networks. They continously communicate with each other through a global computer network called the Internet. According to the results of a survey which carried out on 2016 by Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), Internet users in Indonesia have reached 132,7 million people, and Facebook is the most used media platform (54%), followed by Instagram, YouTube, and Twitter (Mansyur, 2018).

On the other hand, Lake Toba is a natural site that has been recognized internationally for its uniqueness and beauty. And because of this uniqueness and beauty, it is clearly not surprising that this area is made as the prima donna for tourism development in Indonesia, especially in North Sumatra Province. Currently the Indonesian Government has made Lake Toba as a National Tourism Destination (NTD) and a Prime Tourism Destination (PTD) in North Sumatra Province. To strengthen all these titles, the Government of Indonesia has also designated the Lake Toba Region as a National Strategic Area in the tourism sector, an area hereinafter referred to as a National Tourism Strategic Area. To achieve all of this, it is clear that special handling is needed to unite all existing sectors in order to accelerate the process of construction and development of the Lake Toba Area. Accordingly, the government feels the need to establish the Lake Toba Executive Management Authority (Badan Otorita Pengelola Danau Toba). And on June 1, 2016, President Joko Widodo has signed Presidential Regulation No. 49/2016 for the establishment of Badan Otorita Pengelola Danau Toba (BOPDT), which intended to make BOPDT as the main government institution to develop Lake Toba as the tourism area.

For the sake of realizing these goals in the Lake Toba Region, of course, a communication strategy, or a strategy for using social media, is needed to increase tourism. And starting from this background, we are interested in conducting research with the title: "**Communication Strategy of the Badan Otorita Pengelola Danau Toba in Promoting Lake Toba Through Social Media Platforms**".

1.2 Research Formulation

With all the explanations described above, the problems in this study can be formulated as follows:

1. What communication strategy is used by the Badan Otorita Pengelola Danau Toba to promote tourism in the region?

2. Can the communication strategy used by Badan Otorita Pengelola Danau Toba increase the development of the tourism sector in the Lake Toba area?

1.3 Research Objectives and Contributions

1.3.1 Research Objectives

This research was conducted for the following purposes:

1. To find out what communication strategies are used by Badan Otorita Pengelola Danau Toba in promoting tourism.

2. To find out whether the social media platform used by Badan Otorita Pengelola Danau Toba is able to increase tourism in the Lake Toba area.

1.3.2 Research Contributions

This research is expected to be a contribution in terms of:

a. Development of knowledge in the field of office administration and communication;

b. As suggestions and input to Badan Otorita Pengelola Danau Toba regarding communication management;

c. Additional input to the scientific world regarding the management of social media..

2 Literature Review

2.1 Communication

The importance of communication in human life as stated in the previous section cannot be denied as well as in an organization. With good communication will help smooth the organization, and vice versa, effective communication is an important part for all organizations. Here are some views on the definition of communication. In the communication process, people play a role not only as givers and recipients of messages, but more than that, it is also related to the changes and changes in the roles they play. In a sense, the role played by a person is possible to change along with changes due to situational and environmental factors, which changes themselves directly or indirectly shape and affect the way he communicates.

As an illustration, Badu is a student in class or on campus, so he will behave and style and communicate like students in general. However, when he entered the hospital, Badu's status changed to the term "patient", which then changed his role and way of communicating when he was a student. Likewise, when the person makes a mistake that must be tried in court, his status changes again to "accused", and so on. Differences or changes in status and roles as exemplified above are only an illustration of how the communication process carried out by a person can change from one situation to another. This is what is called the "multiplicity of communication" (Zainal Mukarom, 2020).

2.2 Communication Strategy

Various communication strategies are carried out by humans in achieving communication effectiveness. In the process of social change, the messages contained and sent by the source to the recipient are in the form of ideas of renewal or innovation. As a communicator, the government should formulate a communication strategy, especially on superior programs so that effective communication can be realized. The communication strategy becomes very important because of its approach to the expected effect, where the government's communication function itself can be in the form of disseminating information, carrying out persuasion and instructions, and bridging social problems. In short, communication strategy is an activity specifically designed and implemented to change human behavior through the transfer of new ideas.

The main function of the communication strategy is to expand the message or information so that the communication is made into language that is persuasive, instructive, systemic and

informative. With persuasive, instructive and informative messages that are disseminated systematically, it is expected that the gap of understanding between the sender and the recipient of the message can be minimized, or even completely eliminated.

Stability in implementing the communication strategy is influenced by the extent to which the program is linked with communication components consisting of communicators, messages, media, communicants and effects. Therefore, in designing a communication strategy, the encouraging and discouraging factors must be taken into account. The encouraging and discouraging factors consist of recognizing the communication target/audience (frame of reference factor and situation and condition factors), the selection of communication media, the assessment of the purpose of the communication message such as determining the technique to be used, the content to be conveyed, and the language to be used, the role of the communicator in communication. There are two important factors (Syarif et al., 2021) that need to be considered in communicators when conveying messages, namely the attractiveness of the source and the credibility of the source.

2.3 Tourism Sector Development

Economic development is an indicator of a country's progress. A country's economic growth is indicated by an increase in a country's ability to meet the economic needs of its population, and an increase in its population's per capita income. And related to that, the tourism sector is one of the sectors that has proven to have an important role in driving the economic growth of a country. (Anggarini, 2021)

In Law Number 10 of 2009 concerning tourism, it is stated that "nature, flora and fauna, as well as ancient heritage, historical sites, arts and culture belonging to the Indonesian nation are resources and capital for tourism development to increase people's prosperity and welfare." The law also states that the tourism sector is a collection of production units from various industries that provide goods and services, which are specifically needed by tourists (Law of the Republic of Indonesia No. 10 Years, 2009). Meanwhile, economic growth is understood as an increase in per capita income and expenditure in the long term (Ethika, 2016).

The development of tourism in a country by itself will encourage and accelerate economic growth. Tourism activities will create increased demand, both in the consumption sector and the investment sector. In turn, this increase will lead to an increase in the production of goods and services. During a tour, tourists will shop, and that means there is a demand for goods and services. In the next stage, the demand for tourists also raises demand for goods and raw materials to produce those goods and services demand. In an effort to meet tourist demand, investment is needed in the fields of transportation and communication, hotels and other accommodations, as well as handicraft, consumer product, and service industries, and restaurants and others. Various research results show that there is a correlation and contribution of tourism to the advancement of the economic level of the community in a tourist area because investment-intensive tourism areas will be able to absorb high labor and improve the community's economy which is able to increase regional economic growth. (Mudrikah, 2014) According to BPS (2020) MSMEs in Indonesia are divided into 2 sectors, namely MSMEs in the hotel and restaurant sector and MSMEs in the transportation, accommodation, communication and cultural tourism sectors. These two sub-sectors play an important role in the development of MSMEs in the tourism sector in Indonesia. Based on the data obtained from BPS (2020) it can be seen that the MSMEs in the hotel and restaurant sector grew by 2.03

percent in 2019 and decreased by 1.02 percent during 2020. Rajesh (2004) the tourism industry is one of the factors that increase GDP of a country and contribute to economic growth.

2.4 Badan Otorita Pengelola Danau Toba

Established based on Presidential Regulation Number 49 of 2016, the Public Service Agency which is managed professionally can prioritize the synchronization and coordination of stakeholders, related to the investment business and tourism industry, between the Regional Government, Central Government and the Community.

Badan Otorita Pengelola Danau Toba has the following duties:

1. to carry out planning, constructing and developing, the Lake Toba Tourism Area.

2. to coordinate, synchronize, and facilitate and controlling the Lake Toba Tourism Area development.

Badan Otorita Pengelola Danau Toba carries out the following functions:

1. to prepare the Lake Toba Tourism Area Development Master Plan;

2. to prepare the Detailed Development Plan for the Lake Toba Tourism Area;

3. to coordinate, synchronize, facilitate and oversee the development of the Lake Toba Area;

4. to formulate an operational strategy for the development of the Lake Toba Area;

5. to make strategic steps to resolve obstacles in the process of developing the Lake Toba area;

6. to carry out other tasks related to the development of the Lake Toba Tourism Area.

2.5 Social Media

2.5.1 Social Media Definitions

The main task of public relations is to disseminate information and policies of an institution/organization to the public, as well as accommodate and process people's aspirations, in order to gain the public's trust which is very much needed to maintain the image and reputation of the institution. To achieve this goal, it is clear that creative and persuasive efforts are needed. One way to spread this information is social media. Social media is a new way of communicating, interacting and collaborating.

Prior to the 2000s, the media used for communication were television, radio and newspapers. But times have changed, the popularity of such media has been marginalized by so-called Internet-based communication media. Even though until now television still has a significant role, it must still be admitted that the public's need for it has greatly decreased and has been replaced by Internet-based media. Likewise, along with the rapid development of information and communication technology, it can be clearly said that the world community's dependence on Internet-based media will continue to increase (Sulianta, F. 2015).

Related to that, a number of definitions of "social media" that can be used are as follows:

1. According to Shirky, social media is a tool to enhance one's ability to share, cooperate and take action collectively with others.

2. Boyd describes social media as a collection of software that enables individuals and communities to come together, share, communicate, and, in certain cases, collaborate with each other. Boyd also added that the strength of social media lies in the character of user-generated content (UGC) where content is generated by users, not by editors as happens in conventional mass media institutions.

3. Van Dijk explained that social media is a media platform that focuses on the existence of its users. Social media, according to him, facilitates their activities and collaborations, and in this case social media can be considered as an online medium (facilitator) that is unifying.

<div align="right">Nasrallah, R. (2015)</div>

2.5.1 Social Media Principles and Benefits

In general, social media works with the following principles:

1. Factual, in which the information conveyed is based on clear data and facts because it concerns the interests of the public.
2. Delivered through media that can be accessed easily and known by anyone, anytime, and anywhere.
3. Participatory, because the information disseminated includes and involves the general public through providing comments, responses, and input to the information disseminator.

The benefits that government public relations can get from using social media are as follows:

1. Disseminate government information to all levels of society.
2. Building the image of government officials to the public.
3. Disseminate development goals and strategies that are carried out.
4. Building interaction between citizens and government officials.
5. Building public trust and involvement in government policies and programs.
6. Explore aspirations, opinions, and citizen input on government policies and programs (Regulation of the Minister of Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 83 of 2012 concerning Guidelines for the Utilization of Social Media in Government Agencies)

3 Research Methodology

3.1 Type of Research

This research was carried out using a qualitative method, in which research was conducted to obtain descriptive data in the form of oral and written, as well as observable behavior of those who were the object of research. (Bagong Suyanto and Sutinah, 2007:166)

Qualitative research is aimed at obtaining participants' perspectives regarding a general understanding of a social reality. This understanding is obtained after conducting an analysis of social reality which is the focus of research, and from that understanding a conclusion is drawn. A qualitative approach is carried out to obtain an in-depth description of speech, writing, and behavior that can be observed from an individual, group, community, certain organization in a certain setting context which is studied from a complete, comprehensive and holistic perspective. (Ruslan, 2013:215)

The advantages of qualitative research lies in the fact that the respondents have information from the cases studied and the ability of research analysis. This means that in qualitative researchers, the problems encountered in sampling are determined by the considerations of the researchers, relating to the need to obtain complete and sufficient information in accordance with the objectives and research problems. This qualitative descriptive research method is intended to explore and clarify a phenomenon or social reality. This is obtained by describing a number of variables related to the problem and the unit under study. Efforts to describe the facts at the initial stage are focused on efforts to express the symptoms completely in the aspects under investigation so that the situation or condition is clear. (Ardial, 2014:262)

3.2 Research Population and Sample

The population in this study are all employees of the Badan Otorita Pengelola Danau Toba.

The samples in this study were:

1. employees of the Communication Division of the Badan Otorita Pengelola Danau Toba;
2. Social Media Users.

3.3 Research Location and Time

This research is located at the Badan Otorita Pengelola Danau Toba during February to December 2022.

3.4 Data Collection

Researchers who use qualitative research methods use data collection techniques that allow them to get as many human words and actions as possible. The techniques usually used by researchers to collect data are as follows:

1. Interview A researcher does not conduct interviews based on a number of questions that have been prepared in detail with alternative answers that have been made before conducting the interview, but based on general questions which are then detailed and developed during the interview or after conducting the interview to conduct the next interview. There may be questions that have been prepared before the interview, but they are not detailed and are open-ended questions. This means that interviews in qualitative research are conducted like two people having a conversation about something.

2. Documentation. The researchers collected written materials such as media news, and then the data collected was tested for validity by conducting in-depth interviews. (Afrizal, 2015:20-21)

3. Observation Poerwandari argues that observation is the most basic and oldest method, because in certain ways we are always involved in the process of observing. Observations in the context of qualitative research must be in a natural context (naturalistic).

3.5 Informants Determination Technique

In addition to information from secondary data sources, the informants in this study are the main source for obtaining information. They are the people interviewed as the primary source. The determination of key informants was carried out using a purposive technique based on certain considerations, and usually related to the scale of a person's involvement, knowledge, and authority with the object of research. Specifically in this study, the selected informants were employees of the communications division of the Lake Toba Authority Management Agency. and social media users. Because the determination of informants is also very dependent on the dynamics of conducting research in the field, it is also possible that other informants will be selected because they have information related to the required data.

3.6 Data Analysis Technique

In qualitative research, data analysis is carried out in a different way and is not oriented to measurement and calculation. There are two stages of data analysis in qualitative research, namely: first at the data collection stage and therefore data analysis is carried out in the field, the second is carried out when report writing is carried out. Thus, data analysis is carried out starting from the data collection stage to the report writing stage. (Afrizal, 2015:19)

Data analysis techniques in qualitative research are based on the approach used. Several forms of data analysis in qualitative research are biographies, phenomenology, ethnography, and case studies. (Darmadi, 2014:292-294)

The use of this qualitative method with the consideration that this study seeks to describe the government's communication strategy in developing Lake Toba tourism objects.

3.7 Data Credibility Test Technique

The credibility of the data obtained in qualitative research is a very important aspect for drawing conclusions. For this reason, it is necessary to test the credibility of the data, and in this study the triangulation technique was used. Wiersma (Sugiyono 2008: 273) explains that "triangulation is qualitative cross-validation. It assesses the sufficiency of the data according to the convergence of multiple data sources or multiple data collection procedures".

4 Results and Discussion

4.1 Badan Otorita Pengelola Danau Toba Profile

Based on the results of observations and interviews conducted that there is a strategy used by the Badan Otorita Pengelola Danau Toba Authority in promoting Lake Toba tourist destinations through social media platforms by publishing and creating news so that it can be conveyed back to the public or the wider audience. Of course, this communication strategy is related to the goals of the central government, namely 5 priority tourist destinations, one of which is Lake Toba. To support these 5 priority destinations, the Badan Otorita Pengelola Danau Toba was formed with the Decree of the Ministry of Tourism and Creative Economy number 344/KMK.05/2019 on 26 April 2019, as for the vision and mission of the Badan Otorita Pengelola Danau Toba as follows:

Vision : To be a world class super volcano geopark destination.

Mission:

1. Carry out marketing activities, promotions, tourism industry events in the authoritative zone and the coordinating area of Lake Toba

2. Develop tourism industry destinations in the authoritative zone and the coordinating area of Lake Toba

3. Develop the geopark tourism industry in the authoritative zone and the coordinating area of Lake Toba

4. Build a professional organization to develop geopark tourism in the authoritative zone and the coordinating area of Lake Toba

Lake Toba is a tourism area formed by the largest volcanic eruption in the world about 74,000 years ago. This tourism area now stands in the form of a caldera covering an area of 100 by 30 kilometers, with the island of Samosir in the middle. The Lake Toba Tourism Area can now look attractive to foreign tourists (tourists) and domestic tourists (wisnus), equipped with Batak cultural customs and various other tourism objects, requiring extraordinary handling in order to be able to provide added value to the Indonesian people and in particular. for the people of North Sumatra.

The Badan Otorita Pengelola Danau Toba (abbreviated BPODT) was formed based on the demands of the community for the management, development and development of Lake Toba as one of the national tourism strategic areas through Presidential Regulation number 49 of 2016. The existence of the Badan Otorita Pengelola Danau Toba is to accelerate the development and development of the Tourism Area. Lake Toba, therefore, special and integrated arrangements are needed to unify the implementation of the authority to manage the area, starting with the establishment of the Lake Toba Tourism Area Management Authority. The initial step in an effort to bring this organization towards the achievement of its vision and mission is to launch a medium-term Business Strategic Plan (RSB), namely the 2017-2021 RSB, to become a document of direction and guidance for all business and business activities of all stakeholders. related to the synchronization and coordination of tourism investment in the Lake Toba area.

In this study, how to find out the communication strategy of the Badan Otorita Pengelola Danau Toba in an effort to promote tourist destinations through their social media platforms. The communication strategy that will be studied revolves around the process of delivering messages about tourist destinations through social media platforms to the public. The social media platforms owned by the Badan Otorita Pengelola Danau Toba are as follows:

1. BPODT website; link address: https://bpodt.id/

This BPODT website is very informative for tourists to use because it displays information about the Lake Toba Goepark, Lake Toba events, attractions, cafes and restaurants, accommodation, hotels, arts and crafts around the Lake Toba area.

2. Instagram @otorita.danautoba; link: https://www.instagram.com/otorita.danautoba/
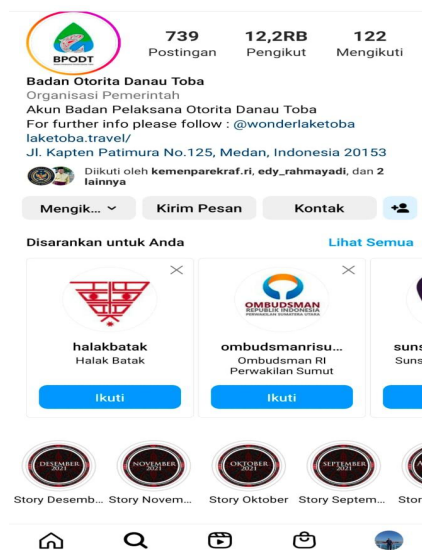
Fig. 1. Instagram account

This Instagram @authorita.danautoba social media account is also an informative one for visitors to Lake Toba tourism, the social media account is followed by 12000 followers and has published 739 posts. This Instagram displays image content with a view of Lake Toba, as well as tourist attractions published by the Badan Otorita Pengelola Danau Toba.

3. Twitter @Otorita_Toba; link: https://twitter.com/Otorita_Toba

Fig. 2. Twitter account

The Twitter social media account @Otorita_Toba is also an informative one for visitors to Lake Toba tourism, the social media account is followed by 122 followers and has published news posts or Lake Toba events. This twitter displays image content with explanations of news and ongoing activities published by the Badan Otorita Pengelola Danau Toba.

4. YouTube @otorita.danautoba;

   link address: https://www.youtube.com/channel/ UCMcKBppVkm02SD-MuvWzsTg
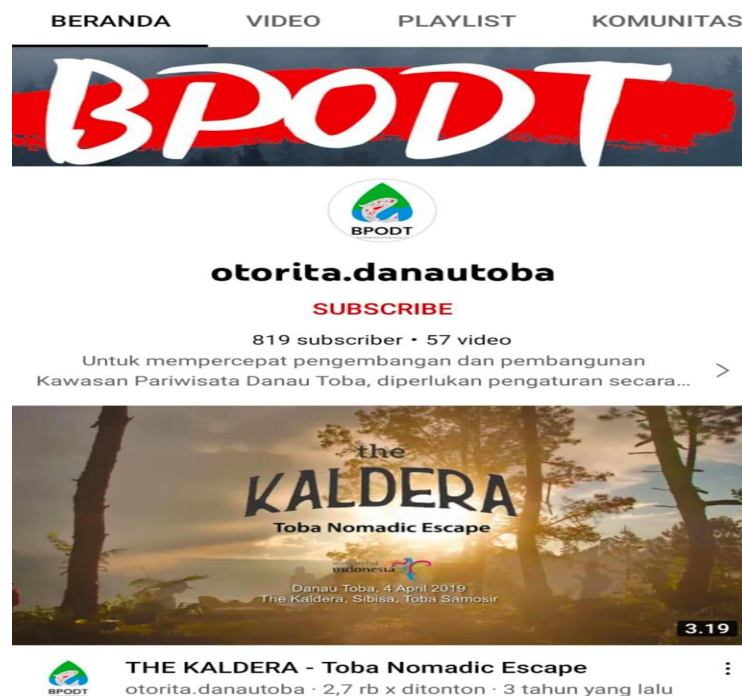

Fig. 3. Youtube account

This Youtube social media account @authorita.danautoba is also an informative one for visitors to Lake Toba tourism, the social media account is followed by 819 followers and has published posts of 57 news videos or Lake Toba events. This youtube shows image content with explanations of news and ongoing activities published by the Lake Toba Authority Agency.

4.2 Tourism Market Demand

The tourism potential in North Sumatra has not been optimally developed to attract foreign tourist visits (tourists) so that its growth in recent years tends to fluctuate in the range of 200 thousand visits in the 2013-2017 period. The total arrivals to North Sumatra through various entrances amounted to 270,782 in 2017, or 1.9 percent of the number of foreign tourists visiting Indonesia in the same year. In comparison, the growth of foreign tourists nationally in the same period was 12.4 percent. (January, 2018)
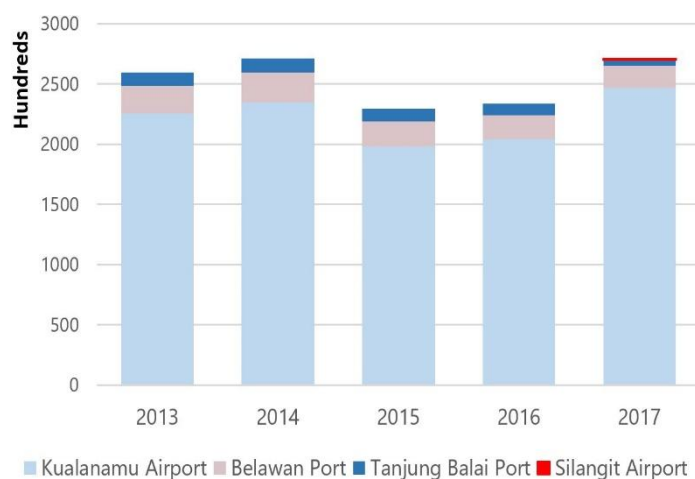

Fig.4. Foreign Tourist Visits to North Sumatra by Entrance
Source BPS, North Sumatra in Figures, 2018

Table 1. Comparison of North Sumatra and Indonesia Main Tourist Markets, 2017

Kebangsaan	Kunjungan Wisatawan Mancanegara			Pertumbuhan Kunjungan Wisatawan Mancanegara 2013 – 2017 (%)	
	Sumatera Utara	Indonesia	Proporsi Sumatera Utara (%)	Sumatera Utara	Indonesia
Malaysia	128.761	2.121.888	6,1	-0,17	11,34
Singapura	17.312	1.554.119	1,1	17,61	2,07
China	8.635	2.093.171	0,4	16,75	24,97
Australia	5.184	1.256.927	0,4	15,93	6,31
Jerman	5.050	267.823	1,9	10,18	11,47
Belanda	4.636	212.426	2,1	-1,30	6,86
Amerika Serikat	3.918	344.766	1,1	19,30	9,90
Inggris	3.852	378.131	1,0	16,61	12,41
India	3.652	536.902	0,7	27,66	23,44
Perancis	3.124	274.117	1,1	19,30	7,94

Sumber: BPS, Sumatera Utara dalam Angka (dengan upscaling 10%), 2019; dan Kementerian Pariwisata, 2019

Source BPS, North Sumatra in Figures, 2019

Foreign tourists from ASEAN are the main tourism market in North Sumatra. Outside of ASEAN, tourist destinations in North Sumatra attract millions of foreign tourists from the European continent such as from Germany, the Netherlands, England and France. The visit of

foreign tourists from Singapore to North Sumatra is quite stable, while the visit of foreign tourists from Malaysia has decreased. In the 2013-2017 period, foreign tourists from India, the United States and France grew the highest. The growth trend of foreign tourists visiting North Sumatra is different from the trend of foreign tourists visiting nationally.

Around 44.8 percent of foreign tourists visiting North Sumatra are estimated to visit Lake Toba. Foreign tourists from ASEAN dominate visits to Lake Toba, which is around 60 percent. There are also quite a lot of tourists from China and India who visit Lake Toba. Meanwhile, about 90 percent of foreign tourists from regions outside Asia and the Middle East have the purpose of visiting North Sumatra to be able to travel to Lake Toba. The contribution of foreign tourists from Europe, America and Oceania who visit Lake Toba is estimated at around 27 percent, and is dominated by foreign tourists from Australia, Germany, the Netherlands, the United States, Britain and France. Foreign tourists visiting Lake Toba are concentrated on Samosir Island (Samosir Regency) and Berastagi (Karo Regency) with the aim of traveling to enjoy the scenery of Lake Toba as well as the culinary and cultural wealth of Batak.

The number of domestic tourists (wisnus) who visited North Sumatra in 2018 reached more than 11 million trips, or an increase of 8.7 percent compared to 2017. Most of these domestic trips were aimed at visiting friends/family (51.0 percent) and recreation (39.4 percent). Wisnus who visited North Sumatra for recreational purposes mostly chose natural and artificial tourist attractions, followed by marine and cultural tourism attractions. Wisnus from millennials tends to try water sports activities at several local beaches, in addition to exploring the area and enjoying culinary delights. The trend of foreign tourists visiting North Sumatra with the aim of recreation, MICE, pilgrimage/religion, and sports/arts has decreased. On the other hand, foreign tourists visiting North Sumatra for business purposes, training and treatment tend to increase.

Most of the foreign tourists in North Sumatra used accommodation at friends/family houses (84.2 percent) and the rest used commercial accommodation. Most foreign tourists use land transportation modes (94-95 percent) which shows the dominance of domestic tourists from the area around North Sumatra, and foreign tourists from outside North Sumatra who still rely on Kuananamu Airport as the main entrance to then continue their overland journey to Lake Toba and other destinations. in North Sumatra.

Peak season for foreign tourists visiting North Sumatra is Eid al-Fitr, school holiday season (June - August), Christmas and the end of the year (mid-December to early January), and around Easter9. Wisnus who is visiting Lake Toba for the first time tends to visit Samosir Island and popular destinations, such as the Siallagan Court Chair, King Sidabutar's Tomb, and so on, in addition to shopping at Tuktuk10. Crossing to Samosir Island by boat is one of the most popular experiences for foreign tourists.

Table 2. Development of Nusantara Tourists to 8 Regencies Around Lake Toba

No.	Kabupaten	Jumlah Kunjungan berdasarkan DTW					
		2012	2013	2014	2015	2016	2017
1.	Karo	n/a	n/a	n/a	241.803	n/a	552.430
2.	Simalungun	325.046	335.295	348.765	285.824	306.332	n/a
3.	Toba Samosir	116.349	93.493	103.896	102.766	370.898	729.445
4.	Tapanuli Utara	98.094	96.361	91.647	108.117	128.110	145.765
5.	Humbang Hasundutan	3.798	3.994	4.033	30.473	50.667	100.015
6.	Samosir	119.530	124.117	140.637	141.215	154.905	222.288
7.	Dairi	84.344	83.740	103.682	125.503	126.866	260.013
8.	Pakpak Bharat	n/a	n/a	6.300	4.620	4.181	n/a
Total		747.161	737.000	798.960	1.040.321	1.141.959	2.009.956

Sources: Districts in Figures (2013 – 2018), Karo Tourism Office data (2017), Humbang Hasundutan Tourism Office data (2017), Pakpak Bharat Tourism Office data (2014 – 2015), Toba Samosir Tourism Office data (2016)

4.3 Communication Strategy of the Badan Otorita Pengelola Danau Toba in Promoting Tourism Through Media Platform

Harold Lasswell stated that the components and indicators of communication strategy include (Lestiyanto, 2021):

1. Who? (who is the communicator). A number of indicators related to the components of this communication strategy include self-confidence, credibility, openness, honesty, discipline, strong will, full of logical and rational calculations, always introspective.

2. Says what? (what message is stated) A number of indicators related to the components of this communication strategy include true, authentic, rational, measurable, numerous, valid, reliable, fast, clear source, always a source of enriching other messages.

3. In which channel? (What media to use) A number of indicators related to the components of this communication strategy include electronic, print, graphic images, infographics, still visuals, motion visuals, audio, audio visuals.

4. To whom? (who is the communicant). A number of indicators related to the components of this communication strategy include personal, limited groups, the wider community, opposing goals, friendships in one goal, new members, non-organizational members, old members, people who need reports.

5. With what effects? (what effect is expected) A number of indicators related to the components of this communication strategy include understanding the message by the communicant, cooperation in understanding the message, establishing mutual understanding, the occurrence of differences in perception, wanting to show the direction of the message, giving the intended message, increasing new perceptions appropriate, increasing new conflicting perceptions, enriching understanding of the message, oriented to achieving common goals with the same message, oriented to achieving the same goal with different messages

The instrument in this study was compiled based on the components and indicators of communication strategy proposed by Harold Lasswell as many as 10 statements based on a Likert scale which has four alternative answers, namely, strongly agree, agree, disagree and disagree. In this study using a Likert scale because this scale is used for reasons, the statements given on the Likert model scale are believed to be an attitude statement method that uses the subject as the basis for determining the scale value.

In this study, to find out the description of communication strategies through data, both with tables, graphs, and data summaries, descriptive statistical tests were used. The rules made in the research are to classify communication strategies to promote tourism through social media platforms.

Table 3. Score Interpretation Criteria

Score Interpretation Criteria

76-100%	Strongly Agree (4)
51-75%	Agree (3)
26-50%	Less Agree (2)
0-25%	Don't Agree (1)

To find out the description of communication strategies in promoting tourism through social media platforms, it can be seen in the table of descriptive statistical test results.

RESPONDENT	EXPRESSION										Total	Score	Desc.	Code
	1	2	3	4	5	6	7	8	9	10				
Mardiani, S.Pd.	4	3	3	4	4	3	4	4	4	3	36	90	SS	4
Aulia Rahman Siregar	4	4	4	4	4	4	4	4	4	4	40	100	SS	4
Dinarzad, S.Pd, M.Pd	4	4	4	4	4	4	4	3	4	3	38	95	SS	4
Tiwi sitompul	4	3	3	4	4	3	3	3	3	3	33	82,5	SS	4
Rianti Pramita	4	4	4	4	4	4	4	4	4	4	40	100	SS	4
Fajar Indra Lubis	4	4	4	4	4	4	4	4	4	4	40	100	SS	4
Rangga	1	1	1	1	1	1	4	4	4	4	22	55	SS	3
Yetti yanuarthi	4	4	4	4	4	4	4	4	4	4	40	100	SS	4
Nadia Amelia	3	4	3	4	3	4	4	4	4	4	37	92,5	SS	4
Fadhlan Adly Lubis	4	4	4	4	4	4	4	4	4	4	40	100	SS	4
Novita Z	4	3	4	4	4	4	4	3	3	3	36	90	SS	4
Fanny ruzmadhani	4	4	3	3	4	4	4	3	4	3	36	90	SS	4
Jefri Roby Sudarto	4	4	1	4	4	4	4	4	4	4	37	92,5	SS	4
Rita Dialusi gultom	4	4	3	3	3	4	4	4	4	4	37	92,5	SS	4
Maria Solin	4	4	4	4	4	4	4	4	4	4	40	100	SS	4
Fransiskus Joui P	3	3	4	3	3	3	4	4	4	3	34	85	SS	4
Jakson J. Simbolon	3	2	3	3	3	3	4	4	4	3	32	80	SS	4
genetri grathia	4	4	4	4	4	4	4	4	4	3	39	97	SS	4
Yunita Maranata	4	4	4	4	4	4	4	4	4	3	39	97	SS	4

RESPONDENT	EXPRESSION										Total	Score	Desc.	Code
	1	2	3	4	5	6	7	8	9	10				
Hardiman Malau	4	4	4	4	4	4	4	4	4	4	40	100	SS	4
Bryan Yamolala	4	3	4	4	4	3	4	4	4	4	38	95	SS	4
nurlela djohan	4	4	4	4	4	4	4	4	4	4	40	100	SS	4
Usman Jakfar	3	3	3	3	3	3	3	3	3	3	30	75	SS	3
Anatanti	3	3	2	3	3	3	4	3	4	3	31	77,5	SS	4
Ridha Lasthree Putri	3	3	3	3	3	3	3	3	3	3	30	78	SS	4

Table 4. Research Questionnaire Tabulation

4.4 Statistic Descriptions

Table 5. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Criteria	25	3	4	3,92	,277
Valid N (listwise)	25				

The results in the descriptive statistical analysis of the mean showed 3.93, the results of the statistical test and adjusted to the criteria determined by the researchers to determine the communication strategy, the results obtained, 23 respondents "strongly agree" with the communication strategy of the Badan Otorita Pengelola Danau Toba in promoting tourism through social media platforms, While 2 Respondents stated "Agree" with the communication strategy of the Lake Toba Authority Implementing Body in promoting tourism through social media platforms.

5 Conclusions

The Badan Otorita Pengelola Danau Toba has made efforts through communication strategies in promoting tourism. The Lake Toba Authority Implementing Body has carried out a communication strategy based on Harlod Laswell's theory. Through this communication strategy, there is a process of delivering messages from the communicator to the communicant. In this case, the Badan Otorita Pengelola Danau Toba conveys messages to the public and visitors, through social media platforms to support the communication process. A good communication process between the Badan Otorita Pengelola Danau Toba and the public has an impact on increasing visitors to travel on Lake Toba. In addition, by implementing a good communication strategy, the fact is that there is always an increase in the number of visitors at each event organized by the Badan Otorita Pengelola Danau Toba.

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