

# Communication Tourism in Gunung Palung National Park in Indonesia

<sup>1</sup>Didik Haryadi Santoso, <sup>2</sup>Alan Dwi Arianto

{[didikhs@mercubuana-yogya.ac.id](mailto:didikhs@mercubuana-yogya.ac.id)}

Universitas Mercu Buana Yogyakarta, Indonesia

**Abstract.** This service was carried out by the Gunung Palung National Park in Indonesia. The service partners in this service are tourism managers who are a combination of state and community managers who are members of the two national parks. This service focuses on tourism communications, online marketing and human resource management. There are at least two main programs, namely the development of tourism communications and online or digital-based marketing. This is because in the field of tourism marketing, the problem lies in the lack of optimization of media and new media to support tourism promotion and marketing in the national park. The solution to solving partner problems in the field of tourism communication is in the form of training on the 5 dimensions of tourism communication. The field of online marketing is addressed by developing marketing strategies and optimizing online promotional media, websites and social media. The results and achievements obtained include (1) improving tourism communication management which is more standardized, (2) increasing partners' skills and knowledge about tourism, (3) increasing income for tourism awareness groups, (4) improving tourism services.

**Keywords:** Tourism Communication, National Park

## 1. Introduction

National parks in various places have become one of the tourism sectors that is of interest to the millennial generation. Not only is the location interesting to enjoy, but it also offers beauty for taking group photos or selfies and enjoying the beauty of nature. However, on a national scale, the tourism sector has not yet become the main sector even though it has become a priority integrity sector (SIP). These priority integrity sectors include the health services sector, automotive, craft products and several other sectors. Of the many priority sectors, the tourism sector is one sector that has not been optimal in its implementation. Apart from that, the Indonesian tourism sector also does not have good competitiveness and bargaining power at the Asian regional and international levels. In a study conducted by the Center of Reform on Economics (CORE), there were several notes related to Indonesian tourism, including the need to change tourism governance from a bureaucratic approach to a business approach. This effort is one of the efforts to advance tourism independently and sustainably. CORE also sees the need for a Central & Regional tourism development agency, and a final note, there is a need for encouragement for Indonesian tourists to travel domestically. ([www.coreindonesia.org](http://www.coreindonesia.org), accessed on 03/2/2020). These formulations and notes from the

Center of Reform on Economics (CORE) are both opportunities and challenges for all stakeholders and tourism policy makers in Indonesia. Of course, it is not only the responsibility of the government but also the responsibility of the community, tourism activists, academics and tourism industry players.

In Indonesia, the tourism sector related to national parks has basically grown and developed. Tourism in the context of national parks is dominated by natural tourism. This sector has become one of the drivers of the people's economy. Including natural tourism, which is able to move the wheels of the economy. In addition, there is currently high interest in tourism among people, especially the millennial generation. This high level of tourist interest needs to be further optimized considering that the impact of the Covid-19 pandemic is still being felt today. Gunung Palung National Park is in West Kalimantan, Indonesia. These two locations still need upgrading and optimization in terms of tourism communications and human resource management. Tourism within national park areas, in tourism communication studies, is called special interest tourism. Because not all ages and segments will choose this destination. However, in this era, tourism with natural destinations is still loved by the current generation because of the charm of its natural beauty.

Based on observations, it was found that there were several main problems in tourism governance at this location, including first, a lack of capability in terms of tourism communication management, second, online marketing, including tourism branding and making tour packages, was not yet optimal. Tourism communication issues include management issues, communication processes and marketing communications. In the study of marketing communications, important things that need to be considered include identifying market potential, target market, target product, price and promotion [3]. Marketing management is also one of the problems in tourism development for water tourism. Marketing in both locations is still too simple and uses conventional methods through stories with a one to one communication model. Especially in the era of industrial society and information society. According to Manuel Castell, production sources no longer focus on energy but on technology, communication and information processes [2]. Online marketing and integrated marketing (integrated marketing communications) are still not optimized. Apart from that, there are other things that are important in marketing management issues, including target markets, positioning and segmentation [4]. Another problem in the field of online marketing is the issue of content. This content is very important to support marketing and its marketing strategy, including important things such as clarity and completeness of messages, language used, persuasiveness and so on [1].

## **2. Method**

Problems with partners covering the field of tourism communication management need to be provided with solutions to overcome these problems so that the expected output targets can be achieved. Tourism governance and communication problems are resolved by providing tourism communication training to human resources who manage tourist destinations. The aim of this transfer of knowledge is to create human resources for tourism managers who have an understanding of standardized tourism communication management. Problems regarding tourism governance and communication that are not yet optimal are resolved using the method of transferring knowledge of tourism governance and tourism communication (5 Dimensions of the Tourism Communication Concept) to managers or service partners.

## **3. Results**

After coordinating online and offline, partners participate in several forms, including active participation in attending all offline training and online training related to tourism communication and online marketing or digital marketing. In implementing training in Gunung Palung National Park, partners participated in providing training places and training support equipment. One other part of the program is inviting content creators and technical teams managing social media and tourism destinations to offline and online training. There are 2 trainings conducted online and offline, namely training on tourism management, tourism communication and digital marketing at tourist destinations.

The solution to solving partner problems in the field of tourism communication is in the form of training on the 5 dimensions of tourism communication. The field of online marketing is addressed by developing marketing strategies and optimizing online promotional media, websites and social media. The results and achievements obtained include (1) improving more standardized tourism communication management, (2) increasing partner skills and knowledge about tourism, (3) increasing income for tourism awareness groups, (4) improving tourism services. There are several advantages to Gunung Palung National Park, namely: first, it has a manager who specifically handles Gunung Pulung National Park, namely the Natural Resources Conservation Agency (BKDSA) of Gunung Palung National Park. Second, actors involved in conservation and tourism activities and programs are actors with competencies appropriate to the field they are working on. Third, Gunung Palung National Park has tourism potential with special interests that can grow and develop.

Evaluation of program implementation refers to programs that have been designed and implemented according to the problem mapping and solutions designed in this PKM program, namely issues in the field of tourism governance, tourism communication and problems in the field of online marketing. Evaluations are carried out routinely and are based on data before and after the implementation of the PKM program. Furthermore, the success of the PKM program is also monitored periodically by P3MK Mercuru Buana University Yogyakarta. P3MK will carry out Internal Monitoring and Evaluation activities. The sustainability of the program is monitored

through regular monitoring of partners to see progress and improvements according to the initial design of this program. This monitoring at a further stage can simply be carried out by the digital media technical team from each national park. In this way, we can continue to improve the programs and performance of partners. In implementing this service, there are obstacles, namely: First, it is possible to get involved in service with other partners besides academics so that it has a much bigger impact. Second, there is a need for follow-up in the form of further training involving more actors.

#### **4. Conclusion**

In the process of implementing community service, many challenges and obstacles are faced, but they can be resolved through alternative solutions from both parties. In Gunung Palung National Park, West Kalimantan, the problem of the lack of human resources to specifically handle tourism packages is an obstacle in itself. Apart from that, existing human resources carry out 2-3 main tasks or duties and different functions. In other terms, job combine. So the main focus point becomes less than optimal, especially in the development of special interest tourist destinations and their promotions. Digital promotional activities have been carried out even with limited resources and funding from the State. In the future, tourist destinations with special interests need to be of concern to the government or state as well as the tourism industry. With the hope that tourist destinations with special interests will find a place in the hearts of tourists both domestic and foreign. The suggestions from this service activity are, first, the State needs to carry out a special study regarding the development of special interest tourist destinations as those that have begun to grow and develop in national parks. Second, material and non-material support is one of the keys to developing special interest tourist destinations such as orangutan monitoring, river trekking, forest trekking and so on. There needs to be follow-up for the service team and partners to think about and create special strategies in an effort to increase the number of domestic and foreign tourists.

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