

Public Diplomacy of Telunas Resort, Sugie District In Foreign Tourism In Promotional Political Marketing

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Abstract. The essence of this article's research is to examine what public diplomacy looks like in the Sugie district of Ternas Resort from the perspective of political advertising marketing. Various strategies to bring foreign tourists to Sugie Island in Riau Islands Province due to its potential. Therefore, the number of foreign tourist visits to Ternas Island is very high, especially from Singapore and the United Kingdom. The conclusion of this study is that the strategy adopted by Ternas Resort in terms of political advertising and public diplomacy is to use political marketing strategies of diplomacy and advertising to induce public opinion the general public to foreign tourists. It shows that Promotion Policy Marketing Strategy and Public Relations Diplomacy is a place to build a positive image in public relations policy for foreign tourists by enhancing the diplomatic approach to introduce Ternas Resort to other foreign tourists. branding, culture and publicity sharing.

Keywords: Public diplomacy, political promotion marketing, Place branding.

1 Introduction

The Provincial Government (Pemprov) of the Riau Islands (Kepri) continues to develop ecotourism destinations. With a political promotion and diplomacy marketing approach with a target, one of which is Telunas Beach which is located on Sugie Island, where this beach is directly related to and adjacent to Batam Island, and this beach includes in the Sugie District, Karimun Regency, Riau Islands.[29] According to data from the Indonesian statistical agency, the Riau Archipelago Province currently covers an area of 425,214,676 km² with 95 percent of its territory consisting of oceans and has 2,408 islands stretching from the Malacca Strait to the South China Sea and directly with several neighboring countries consisting of Singapore, Malaysia, Cambodia, and Vietnam is a unitary province of the Riau Archipelago with a population of 1,864,142 (2015) consisting of Malays 29.97%, Javanese 24.97%, Bataks 12.48%, Minangkabau 9.71%, Chinese 7.70%, Sundanese 2.96%, Bugis 2, 22%, NTT 2.22%, South Sumatran 1.97%, Banjar 0.70%, and other ethnic groups 5.10%. with such a large marine wealth, this province is famous for its maritime so that the promotion policy uses beautiful marine ecotourism.[31] Geotourism is tourism that is environmentally sound by prioritizing aspects of nature conservation. Like other beach and island tours, the attraction of Sugi Island is the sea with clear turquoise water, making fresh eyes who only look at it from a distance, it looks like a cluster of islands covered in green trees, adding to the exotic

impression of this place. The promotion of this Sugie tourist destination has spurred political marketing and diplomacy to attract more and more foreign tourists to the Riau Islands. The scenery and natural atmosphere of Telunas Beach Resort are still very Clean and beautiful. The water is very clear, bluish green. Once in a while, I see such a beautiful fish running. Visitors can even see fish jumping into the water. Panorama Beach Ternas is a paradise for foreign tourists from Thailand, Malaysia, Singapore, England, European countries, Australia and America. Ternas Beach Tourism in the Riau Islands has received awards from around the world for its success. A tourist spot with his 3rd most popular tourist hotel in Asia and his 17th in the world. This advantage is Riau's solid advertising policy marketing in the eyes of the world. The award was presented in 2012 directly by Trip Advisor, the world's largest travel agency. [33&34] The Riau Islands are second only to Bali. With over 2.5 million foreign tourists in 2019, Bali is Indonesia's most-visited tourist destination, meaning Riau attracts more foreign tourists. . This makes Riau Islands Province a key hub that needs government attention and support to increase cross-border tourism. range. Based on the book Building a Tourism Management System for a Border Civilization Based on Tourism: A study on tourism management in the Riau Islands [10]. With the promotion of political marketing and public diplomacy, the development of Ternas Island of Regency Karimun has great assets to become a mainstay of advanced Karimun tourism, and how to promote the development of the Karimun Regency area of this Ternas tourism sector. I found. Accelerate. Karimun Regency itself is now supported by the tourism sector. Regional revenues from the tourism sector are taxes from hotels, restaurants, entertainment, levies and building taxes. Ternas itself pays an annual local tax from the island's marine tourism management activities. Judging by the development of this international standard resort, Ternas Resorts attaches great importance to attracting a large number of foreign tourists. Thailand, Malaysia, Singapore, England, European countries and Australia, etc.

2 Research Objectives and Methodology

The main text should be written using Times New Roman, 10pt, fully justified. Italics can be used for emphasis and bold typeset should be avoided.

To achieve this goal, the research methodology consists of a literature review and qualitative methods, dominated by independent interviews and observations, to obtain the following information:

- Build a comprehensive background by asking how Telunas Resort Sugie District's public diplomacy is expressed in terms of political promotional marketing. Use of secondary and primary data as research strategies by descriptive methods. In-depth interviews with informants were conducted using primary data.
- Describe the relationship between propaganda political marketing strategies and propaganda diplomacy.

His 3 of Sustainable Political Marketing Promotion towards increasing foreign tourists, using the concepts of place branding, culture sharing and public relations to build a positive image of foreign tourists analysis of one diplomacy.

3 Literature Review

3.1 Social Network Theory

According to Sir Ernest Satow within the book *Guide to Diplomatic Practice* says that international relations is a negotiation the usage of intelligence and way of influencing in order that professional members of the family among the authorities and a sovereign nation are established. In the book *Diplomacy Theory and Practice* through GR Berridge (2015), the definition of international relations is wearing out sensible political sports to reap energy through influencing coverage makers, international relations is used to recognize not unusual hobbies and have interaction with nations within the world, guard country wide hobbies, identification and others, that is the primary intention of international relations.[13] Then within the book *Modern Diplomacy* through Ronald Peter Barston (2019), it's far stated that before everything international relations changed into the control of the nation so that it will set up members of the family among nations and different nations, and the nation with different actors. In this example international relations is frequently related to the exercise of very last conflict or armed conflict.[1] However, Barston then defined that the cutting-edge idea of international relations isn't best approximately peace troubles, terrorists, or simply politics, however there additionally contain different troubles together with economy, education, and culture. There is likewise the emergence of numerous kinds of international relations outdoor of conventional international relations, certainly considered one among that is public international relations.

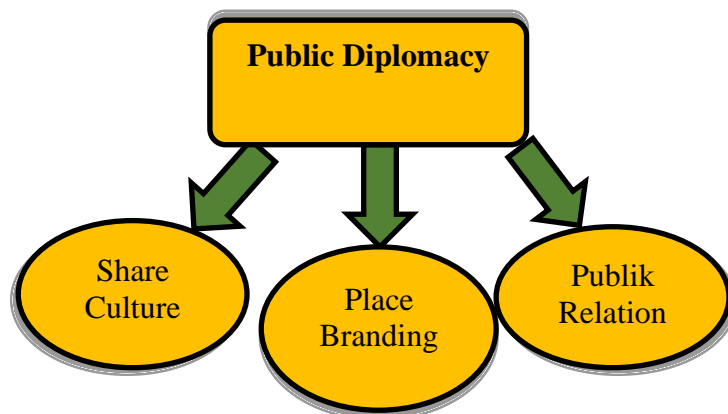


Figure 1: Telunas Resort's Public Diplomacy strategy

The first strategy carried out by Telunas Resort is Share Culture, which is an effort to share traditions and culture by Telunas Resort. Comprehensive understanding of culture by deepening understanding of local culture with traditions, values and culture as well as promoting political marketing by introducing tourists to events such as weddings, interacting with the community, visiting schools and also wearing regional clothes to tourists when attending weddings. that. The next strategy used by Telunas Resort is Place Branding. Govers and Frank Go (2009:13) (wlandari, 2013) define Place Branding as a marketing activity that supports the creation of a name, symbol, logo, or other graphic, both for the purpose of identifying and differentiating, conveying the promise of a unique destination related to the experience, and functioning to consolidate and amplify pleasant memories from the destination experience, all of which aim to build the image of a tourist spot in order to influence consumers to decide to visit the destination. The approach taken with political promotion marketing is promotion, place, product, and price. In the book *Towards Effective Place Brand Management: Branding European Cities and Regions* (Kavaratzis, 2010), states that: The first strategy carried out by Telunas Resort is Share Culture, which is an effort to share traditions and culture by Telunas Resort. Comprehensive understanding of culture by deepening understanding of local culture with traditions, values and culture as well as promoting political marketing by introducing tourists to events such as weddings, interacting with the community, visiting schools and also wearing regional clothes to tourists when attending weddings. that. he next strategy used by Telunas Resort is Place Branding. Govers and Frank Go (2009:13) [28] define Place Branding as a marketing activity that supports the creation of a name, symbol, logo, or other graphic, both for the purpose of identifying and differentiating, conveying the promise of a unique destination related to the experience, and functioning to consolidate and amplify pleasant memories from the destination experience, all of which aim to build the image of a tourist spot in order to influence consumers to decide to visit the destination. The approach taken with political promotion marketing is promotion, place, product, and price. In the book *Towards Effective Place Brand Management: Branding European Cities and Regions* [6], states that:

- The Presence , this component refers to the international status of a city and how much big person know city the. Here which meant is how much popular Telunas Resort and how much foreign tourists know the place. In wrong one result of an interview by a representative of an international journalist who reviewed Telunas Resort in their publication, namely Trip Advisor, they say that Telunas is very popular no only for Traveler Overseas which is at or work in Singapore even too until the country Europe like English.
- The place, component this refer on aspect physique, for example how much beautiful and please the city. This component discusses the physical aspects of Telunas resorts, like how much beautiful the place that, and also is very pleasant holiday to the resorts. From the results of a quote on the Telunas Resort website by one of the tourists foreign countries According to him, Telunas Resort the perfect place to spend holiday. Not only him, almost all of them gave positive comments to Telunas Resort.
- The potential, component this pointing on opportunity city the for offer various activities. This component discusses how the opportunities from Telunas Resort to offer potential and various activities or existing activities. Opportunity here you can say what makes him superior or different from other resorts other use offers potential which owned. In an interview with the Telunas Resort Manager, he said The advantages it has are from the concept of Geotourism in the Riau Archipelago,

according to him though there is the place tour other in province Island Riau which have draft which same however many from they which use Water Conditioner in the room, refrigerator, and also still uses plastic items such as plastic drink bottles. Besides that, which is another attraction of this resort process rubbish Becomes goods which bias in take advantage like the place sit beans bag and etc.

- The Pulse, this component refers to how much people are attracted to the city the. In this component, what is meant is how much tourist interest is foreign countries to Telunas Resort. In the excerpt of one of the articles from the Editor's Desk, Telunas Resort this enough popular by traveler foreign countries, many traveler which want to use up vacation there.
- The People, Component tests the local population in terms of openness, friendliness, too security problems in the city. In this case, because Telunas is a Private Resort, means that what is reviewed is friendliness, as well as security issues in the place. According to Manager Telunas resorts, service which given by staff resort this character no in the rules. They don't provide service. friendly to guests, and also treat guests like friends, so they talk casually to guests, of course with certain limitations. Meanwhile, according to him, the security of the island is very important clack so that no guest need to worry about staying at the island.
- The Prerequisites, this component deals with the basic qualities of the city, standards and costs accommodation as well as convenience public. Component this discuss about quality from Telunas resorts, and cost accommodation as well as convenience from traveler foreign countries. Based on the results of the previous article quoted by the Editor's Desk, Telunas Resort this enough popular in circle foreign tourists and also very suitable made as the place holiday with good service, activities and the beauty of the two islands that. About cost accommodation alone visitors could see alone in site official

3.2 Promotion Political Marketing Theory

Promotion enter with Marketing Political Science by Niffenegger of Firmanzah. A marketing theory is used (2012), namely the 4 P's: product, promotion, price and location. And to clarify the results of the study. According to Niffenegger (Fimanzah, 2012, p. 199), there are political marketing strategies, or political products, that can be used by legislative candidates. According to Niffenegger, political artifacts he divides into three areas: party platform, past and personal characteristics. Telunas Resort's next diplomatic political marketing strategy is Public Relations. In the book "Public Diplomacy what is and how to do it" (Hart, 2016) defines Public Relations as a communication strategy process that builds mutually beneficial relationships with organizations and their publics. In using this strategy they rely on international journalists who are quite reliable, well known and have many readers by providing experiences of staying and carrying out existing activities, then they write reviews about Telunas Resort in their publications. The segmentation that will be targeted through this strategy is more specific, namely Telunas Resort, which targets readers of the publications of these journalists, both loyal readers and those who want to see suggestions for vacation spots through journalists. Thanks to the promotional political marketing strategy, the products offered are beautiful and beautiful destinations that they take to have a positive "image" towards it, they decide to return to spend their holidays there and also many guests who come to Telunas Resort are regular visitors who every year always come to spend their holidays there. Moreover, Telunas Resort is very thick with the culture that comes from the area. So that

it is unique in this resort. Previously this had happened, such as 1763 foreign tourist visits in 2015, then increased again since the arrival of regular Telunas guests in 2016. From this data, it can be concluded that the strategy taken by Telunas Resort to attract foreign tourists can be seen through diplomacy theory. The public is divided into three. The first is Share Culture, the second is Public Relations, and the third is Place Branding strategy

Table 1. Foreign Tourists Visit Telunas Resort

Foreign Tourist Visit	Year of visit		
	2017	2018	2019
	3070	2949	2328

Strategy promotion from Telunas Resort is part from Diplomacy Modern public where no only country only can To do diplomacy to Public international, this caused because conceptual change and practice from diplomacy many people in modern times from they using more modern technology media such as social media. This thing cause birth diplomacy new public generated from needs for compete with transformed media ecology with be marked by fragmentation audience to in internet network. D'Hooge (in Sofia Trisni,2020) argues that diplomacy public is tools used by country, association country , sub country and non- state actor with destination influence thinking and deploy actions To use reach desire and value outside _ country through delivery and interesting interest Public general , build and arrange relationship , as well expand understanding will culture , attitude and behavior . Changes experienced _ along development technology cause birth form diplomacy public new. In book Rethinking the new public diplomacy (Hocking, 2005), mentioned that development technology going on change practice diplomacy , formation diplomacy public new is wrong one example changes that occur . Change this allow previous actor act as actor passive Becomes actor active who participate directly in implementation practice diplomacy . Diplomacy public new no much different with diplomacy public traditional , only just second diplomacy public this have a number of the difference that can be seen Among both . Changes that happened as following :

Table 2. Traditional Public Diplomacy and New Public Diplomacy

Diplomacy Public Traditional	Diplomacy Public New
Only countries that can play a role as actor active in practice diplomacy	Former actor _ play a role as actor passive like non - state actor now could Becomes actor active in practice Diplomacy

Deployment Information need timebecause technology that has not advanced	Consequence from development technology , information character direct moment that too
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Diplomacy Public Tradisional	Diplomacy Public New
Referring to to propaganda	Focus to in network building communication

Changes will be exposed first in diplomacy, with new non-state actors playing an active role in diplomatic practice. This is because research shows that this is what actors take action, not just states, but non-state actors can take action, and diplomacy can be directly practiced. can be seen as an active player who practices diplomacy to achieve the importance it brings to The second change _ is the result of advances in technology, where information _ dispenses letters directly or instantaneously. There is a resort. As an example, if Telunas Resort uploads through its officially socialized account media photos and videos about activities and activities undertaken to attract the interest of international travelers, tourists will not be able to view the photos at that moment or on the same day. or share videos. International travelers who wish to book through Ternas Resort's official website will be able to place same-day orders without waiting and receive a response directly from the party's resort as the technology develops. Third, the diplomat again does not refer to propaganda, but to building network communications. This means that public diplomacy is no longer aimed at building propaganda from governments to take advantage of particular influential political parties, but is focused on building communications networks. To do. In the practice of implementing diplomacy conducted by Ternas Resort, network communication means establishing official communication with foreign countries. Public Abroad means an international traveler to take advantage of the interests of interest or to influence travelers visiting Telunas Resorts.

4 Conclusion

The conclusion of the research is that Telunas Island is one of the islands in Karimun Regency, Riau Islands Province, is marine ecotourism managed by foreign investors to build a resort called Telunas Resort. Telunas is one of the 1,062 islands included in the Riau Archipelago Province. The total area is only about 6 hectares, located behind Sugie Island. Telunas was once categorized as a small uninhabited island. Several promotional political marketing strategies that are carried out in their entirety in bringing in foreign tourists are: Telunas Resort Collaborating with the CEO in Singapore for Team marketing, using the wrong Personnel Professional skills to help promote their resort to the country from journalists.Place Branding Strategy where Telunas Resort has its own uniqueness by designing rooms with rustic concepts and designs with wooden building materials. Direct view to the sea. In addition to the forms of promotion described above, according to the manager who works at Telunas Resort, there is another strategy which, according to him, is more efficient, namely promotion from guest to guest. This strategy is included in the form of Public Diplomacy called Place

Branding, which is having a "brand" of a place, this is because if a place already has good "images" or descriptions in the eyes of visitors, it will awaken the thought that it is good to visit. so that they are moved to vacation to these tourist attractions. If the branding of a resort is good, not only will many guests come, but happy and satisfied guests will also promote Telunas Resort by introducing the resort to overseas travelers or inviting acquaintances or even their families to spend their vacation time at Telunas. Resorts. Another reason for the increase in visits is because regular resort visitors want to try a new atmosphere that they recommend to the management, so my visits increase when they return to the resort. The conclusion of this study shows that the strategy used by Telunas Resort in the perspective of political promotion and public diplomacy is by using a political marketing strategy of diplomacy and promotion to lead public opinion or the general public in attracting foreign tourists. Promotional political marketing strategies and promotional diplomacy are Place Branding, Share Culture, and Public Relations to build a positive image in promotional politics to foreign tourists by increasing diplomatic approaches in order to introduce Telunas Resort to other foreign tourists. The recommendation from this research is that the central government make Telunas Resort a national agenda and national policy in the field of tourism. tourism and international promotion politics because it can generate quite large foreign exchange.

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