Critical Studies Of Tourism Communication In Manado

Wulan Purnama Sari, Tarumanagara University
Reviewer:
Ahmad Djunaidi
Asep Muhtadi
Atwar Bajari
Chairy
Dorien Kartikawangi
Eko Harry Susanto
Endah Murwani
I Nengah Duija
Juliana Abdul Wahab
Kurniawan Hari Siswoko
Nurdin Abd Halim
PREFACE

ICCIC (International Conference Of Communication, Industry And Community) which focuses on the phenomenon and the social reality about the development of information technology and communications related to the practice of media development, industry, community in the middle of dynamic society life. Communication science also contributed to the development of the business and industry fields, which include marketing, branding and image development, as well as the context of its contribution to the development of community.

Therefore ICCIC (International Conference Of Communication, Industry And Community) brings together all academics; practitioners from both the commercial industry, government and media practitioners; students, researchers, etc. to participate in the Call For Paper ICCIC 2016. ICCIC organized by Faculty of Communication Tarumanagara University in collaboration with Universiti Sains Malaysia (USM) and Hindu Dharma Institute Negri (IHDN) and take place in Bali. Subthemes in ICCIC are the media industry, public relations, communication and community, marketing communication, communication tourism industry and creative economy.

Each paper submitted to the ICCIC 2016 has gone through a stringent peer review process by a team of scientific reviewers, from eight different institutions. A total amount of 135 papers received in ICCIC 2016, divided into four volumes of the proceedings.

Finally, we wish to acknowledge all members of the committee, the Sponsors, media partners, team of scientific reviewers and the Executive Board, as well as others we have not mentioned, who gives contribution for the implementation and realization of the conference.

Conference Chair.

Suzy Azeharie
PREFACE

It’s an honor for the Faculty of Communication Tarumanagara University to be one of the host whom organize ICCIC (International Conference Of Communication, Industry And Community) in collaboration with Universiti Sains Malaysia (USM) and Hindu Dharma Institute Negri (IHDN). ICCIC is a forum for developing and sharing knowledge, particularly in the field of science communication.

Nowadays, communication science has becoming one of the most significantly increases studies which attracted the attention of intellectuals and has gain big progress, especially with the presence of new media as a potential medium to improve human civilization in various aspects. It can’t be denied that communication science has given a big contribution to the development of industry and society.

In the media industry, in addition to the development of mainstream media, the rise of online media portal shows the utilization of media convergence is now attracts people. New media as well as the application of the marketing communication is also utilized by industry, to improve services and maximize its presence in the competitive world of business. In the community itself, the communication science is able to browse issues of social and cultural. Science communication is also used to develop the community is strong and able to compete internationally.

I would also like to take this opportunity to give acknowledgement to all those parties who has helped this event - USM, IHDN, sponsors, media partners, a team of reviewers, and the executive committee.

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CRITICAL STUDIES OF TOURISM COMMUNICATION IN MANADO

Wulan Purnama Sari
Fakultas Ilmu Komunikasi Universitas Tarumanagara
wulanp@fikom.untar.ac.id

Abstract

Manado is capital region of North Sulawesi, a city with an area about 15.726 Ha, which is well known for their friendliness and harmony between religions and ethnicity. This city also become a tourist magnet in Indonesia’s mid and eastern region, with tourism icon such as Bukit Kasih, Tondano Lake, and history tourism like cemetery of Indonesian National heroes, such as Kyai Modjo, Tuanku Imam Bonjol, etc. Unfortunately, this potential in tourism was not maximized. There is many tourism object was not well maintained by government. Based on this fact, author conduct a research concerning in critical studies of tourism communication in Manado, describe how a city should be design to become a tourism city with tourism communication as the core, and government role to make that successful. This research used critical paradigm with qualitative phenomenology methods. The results of this research shows that government of Manado was not doing tourism communication in developing the city’s potential, and also did not give attention to tourism object.

Keywords: critical studies, tourism communication, Manado

Introduction

Manado is a city with an area about 15.726ha located in the northern of Sulawesi Island. Manado is also the largest city and the capital region of North Sulawesi. Geographically located between 10 25 '88 "- 10 39' 50" N and 1240 47 '00 "- 1240 56' 00" E, and administratively bordered by: (1) in the north by North Minahasas Regency; (2) in the south by Minahasa Regency; (3) in the East by North Minahasa Regency and Minahasa; (4) in the west by Sulawesi Sea. (Pemerintah Kota Manado, 2012)

Manado city is also known for the hospitality of its inhabitants. Manado city inhabited by some of the ethnic from North Sulawesi include Minahasa ethnic, Bolaang Mongondow ethnic, and Sangihe-Talaud ethnic and various religion groups with the majority of the population are Christians. Although Manado is inhabited by various ethnic groups and various religious groups, but people of Manado has always lived in harmony and peace. Motto “Torang Samua Basudara”, which adopted by people of Manado has become further strength for the harmony of life in the city of Manado. This is the reason why some of the nation’s figure said that Manado is a miniature of Indonesia. (Seputar Sulut, n.d.)

Manado is also one of the tourist destinations in central and eastern Indonesia, especially in marine tourism. Bunaken Marine Park has always been a main attraction, which is always been sold and displayed to become the main tourist destinations in Manado. This can be seen in some of the travel website.
about Manado which always displays the Bunaken Marine Park in the first place and as first choice to visit. Beside of marine object tourism such as Bunaken Marine Park, Manado also has many tourist attractions with a huge potential for tourism. Others tourism icons such as Bukit Kasih, Lake Tondano, as well as historical attractions such as the tomb of Kyai Modjo, Tuanku Imam Bondjol tombs, etc. Unfortunately, this potential in tourism was not maximized, authors will discuss this matter more deep in next chapter, but however many tourism objects and attractions does not well maintained and does not get the attention from the government. Manado government's role and donation in promoting tourism is not yet visible, there are many attractions that are now actually getting help from the private sector as well as from abroad.

**Picture 1: Travel Website Display Bunaken In First Place**
Based on this fact, author conduct a research concerning in critical studies of tourism communication in Manado, describe how a city should be design to become a tourism city with tourism communication as the core, and government role to make that successful. Purposes of this research are to knowing the conditions of tourism in Manado and government’s role to increase the tourism using tourism communication, and to provide all the readers with comprehensive research paper of how a city should be design to become tourism city. Because as we know, Indonesia has big potential in tourism but still need to be develop.

**Literature Review**

Tourism has and will be generally recognized as the world's largest industry. Its growth is creating rapid social, economic and environmental changes which expect detailed understanding and measures to be managed. Nowadays, communication has become a major driver of tourism. Communication in tourism is another form of promoting tourism by involving not only linguistic means. Some people traveled specifically in order to gain a deeper understanding of the culture or heritage of a destination by what they have heard and read. In order to satisfy tourists' needs and expectations, tourism products typically attract consumers by the communication attributes. People hold a variety of misconceptions about communication of tourism product. The most common one is its confusion with marketing and promotion. (Suli et al, 2013)

To understand the concept of the tourism communication with comprehensively, firstly we must start from understanding the definition of tourism its self. Merriam-Webster Dictionary simply defines tourism as the activity of traveling to a place for pleasure, or the business of providing hotels, restaurants, entertainment, etc., for people who is traveling. Meanwhile, according to Ismayanti (2008: 1) tourism is a dynamic activity that involves many people and turn on various fields of business. Based on these definitions can be concluded that tourism is a trip activity with the purpose to recreation that involves a lot of people in the process and also turn on various fields of business.

Another concept that related to tourism is the concept of tourist. Simply saying a tourist is a person who doing traveling to a place for pleasure. Reisinger (2009) define tourist as a temporary visitor staying at least 24 hours in a region for the purpose of leisure (holiday, sport, study, or recreation), business, family matters, or meeting and conferences. The term tourist can have a range of meanings, depending upon categories of tourists that vary by the degree of institutionalization, type of encounter exchange, form of travel, traveler’s status, and so forth.

Meanwhile communication defines as a relational process of creating and interpreting messages that elicit a response (Griffin, 2012:6). Communication process have several elements to make this happened, i.e. sender, message, channel, receiver, response, feedback and noise. Basically communication is a process of delivering a message either in statements or symbols that has meaning
to inform, change attitudes or behavior of a person to another person either
directly or indirectly.

Based on the two definition above, can be concluded that the tourism
communication is a human activity in order to communicate information about
traveling to an area or attraction that will be visited by tourists while enjoying the
journey from an attraction to other tourist attractions, in order to make tourists
become interested and come to an action which is visiting. In the part below,
author will be explaining some types of tourism based on the purposive motives,
i.e. (Spillane, 1987: 29 - 31):

1. Pleasure Tourism
   This kind of tourism is done by people who leave their homes for a
   vacation, looking for fresh air, fulfill his will to know something,
   relaxation, see something new, enjoy the beauty of nature, etc.

2. Recreation Tourism
   This kind of tourism is done to take advantage of the holidays to rest,
   recover physical and spiritual needs, and refresh your self from fatigue
   and exhaustion. Recreation tourism can be done in a place such as
   seaside, mountains, retreat centers and health centers.

3. Cultural Tourism
   This type of tourism is characterized by a series of motivations such as
   the desire to study and learn about the local customs, institutions, and
   ways of life from certain group, visiting historical monuments, cultural
   heritage, centers of art and religion, the arts festival, music, theater, folk
   dance and others.

4. Sports Tourism
   This type of tourism can be divided into two categories: a. Big sports
   events, namely the major sport events like the Olympic Games, the ski
   world championship, world championship boxing, and others that draw
   attention to the audience or the fans; b. Sporting tourism of the
   Practitioners, namely sports tourism for those who want to practice and
   the such as hiking, horseback riding, hunting, fishing and others.

5. Business Tourism
   According to the experts, this type of tourism is a form of professional
   travel because this type of tourism related to somebody’s jobs or
   positions, which do not give the travelers a chance to choose the
   destination and time of travel.

6. Convention Tourism
   Usually, this type of tourism occurs when there is a big event or big
   convention that draws many people from different country to come and
   spend some time in the country’s organizer. Frequently the country’s
   organizer would build up building and structures that support the
   convention tourism.

The final conclusion from communication tourism concept is a form of
transmission process of meaning from sender to receiver, which occurred during
a trip for recreation purpose. When someone doing tourism activities, its mean
the person travel and visit a variety of places and met a variety of people. When
the meeting took place, at the same time communication process is also happened
between newcomers (tourists) with locals. Through the communication process
that occurs, each of the parties is learning about each other culture and learn to
respect and understand each other. Interaction between tourists with local people
can occur in a variety of forms, ranging from simple conversation to the
commercial transactions involving both parties.

   Tourism communication is a wide concept which include many aspect, not limited to the communication process between tourist and local people but also include the government who run and the develop tourism object to attract tourist to come and stay. In the others words, tourism communication are also speak about tourism product, marketing communication, and the role of government in order to develop tourism.

Methods

   This research used qualitative methods with critical paradigm and case study approach. The qualitative method was chosen because this research is aimed not only to describe how a city should be design to become tourism city and to describe tourism communication inside Manado. Main focus and purpose of this research is to analysis tourism communication and role of the government who supposed to be have responsibility to expand and develop tourism in order to attract more people to come and make local people become more prosperous.

   The definition of qualitative research according to Cresswell (2008), as quoted by Raco (2010), is an approach or an inquiry to explore and understand a phenomenon. Based on this definition, qualitative research aims to understand a phenomenon experienced by the research subject by way of description in the form of words and languages. Basically, research with qualitative methods has the advantage of investigating a phenomenon that cannot be tested in a lab.

   The case study approach was chosen by the writer because this approach is considered the best way to describe the whole phenomenon within this research. Robert E. Stake, as quoted by Denzin and Lincoln (1994), stated that the case study is not a methodological choice but, rather, a choice of object to be studied. As a form of research, the case study is defined by interest in individual cases, not by the methods of the inquiries used.

   Furthermore, Denzin and Lincoln (1994) identify three types of case study. First is intrinsic case study which helps one form a better understanding in a particular case. Second is instrumental case study, where a particular case is examined to provide insight into an issue or refinement of theory. Lastly, the collective case study which is an instrumental study that extends to several cases.

Findings and Discussion

   Author will start this chapter with explaining the findings and facts discovered during research in Manado. Discussion about tourism communication
in Manado and the analysis based on the theory above will start afterward. During the research author found some interesting finding about tourism in Manado. First, author find that many tourism object are not in the good shape, many of it look neglected and lacking from visitors. As example are Bukit Kasih and cemetery of National Heroes Tuanku Imam Bondjol. These two tourism objects are icon of tourism in Manado, Bukit Kasih for example build in 2002 as a religion center where everyone from different religion and ethnic can gather together and worship their own believe in one place. Now, after more than 10 years, Bukit Kasih is far from the origin’s purpose.

**Picture 2: Bukit Kasih**

Pictured above is the image of Bukit Kasih which taken in early November 2015 by author. Bukit Kasih is known as a symbol of brotherhood and inter-religious harmony, a symbol of diversity in Indonesia. As can be seen from the image, Bukit Kasih is in unmanageable condition. The monument was dirty, the paint begins to peel off and tiles that stick on the wall need to be repaired. Overall, Bukit Kasih conditions as a tourism object need to be repair as soon as possible. Its need concern from the government. In the other side, tourism object
Bukit Kasih has no authorized officer with uniforms which cause there are those who take illegal levies in the area. There are also no particular place for merchants to sell their goods and services, and as a result all the merchant all gathering everywhere near the monument and it is very uncomfortable for the tourist who visiting the area.

Similar conditions also happened in tourism object cemetery of National Hero Tuanku Imam Bondjol. The tourism object looked neglected, these conditions can be viewed from the front gate, where the plants looks wither and there is no security officers guarding the gate. The figure below is the front part of tourism object cemetery of National Hero Tuanku Imam Bondjol.

**Picture 3: Front Side of Tuanku Imam Bondjol Cemetary**

The only officer in the cemetery is Mrs. Lulu, the cemetery caretaker. Based on the interviewed with Mrs. Lulu is known that she didn’t get a salary from the local government, she just rely on donations given by visitors. Mrs. Lulu also explained that lack of funds is a main difficulty in managing the cemetery as tourism object, as the results in the shortage conditions the cemetery as tourism object cant obtained the maximal income. Then, the main building of this tourism objects also from donation of the private sector, namely the Big Family of Bundo Kanduang originating from West Sumatra. The Government did not provide assistance or donations in any form to maintain and develop one of the places that have a very big potential to become tourism object in history and cultural tourism.
Bunaken Marine Park which become the pride of North Sulawesi tourism is also in the bad condition, Bunaken Island as the center of marina park is not sufficient to be considered as a international tourism object, although every year many foreign tourists come to visit and stay at there. The only port on the island is the contribution from the United States. Local people in the island are still having difficulties in so many ways of living, even just to obtain clean water and power supplies. Infrastructure, such as roads and streetlights are also lacking.

The facts above are the proof that the government of North Sulawesi, particularly government of Manado did not make an effort to increase tourism. Funding or promotional activities are very limited so it makes the impression that the government did not give their best. It can be further seen in the official website of Manado government. First Manado government has no official website or homepage that support tourism in their region. The only one website available is so standard and not having the function of translation into another language.

Based on these findings, it can be concluded that the growth of tourism did not create social change, economic and environmental changes as noted by Suli et al (2013). Further Suli et al (2013) argued that the communication is a major driver in tourism. This is the main point why tourism in Manado has not succeeded in creating social change, economic and environmental changes. It is all due to the lacking of communication elements to boost tourism.

Some tourism object which has described above indicated that tourism in Manado can be categorization into three categories of five categories addressed by Spillane (1987), namely pleasure tourism, recreation tourism, and culture tourism. Bunaken Marine Park, Bukit Kasih and other tourism objects such as Lake Tondano categorize into the product of pleasure and recreation tourism.
While the historical objects such as the Cemetery of National Hero Tuanku Imam Bondjol is the part of cultural tourism. This findings makes Manado has a huge potential in tourism.

Manado has great potential to become a tourism city. The only one problem is tourism product owned is less manages. In addition the problem which also facing to make Manado in tourism city is the lack of funds and human resources to boost tourism. Manado government which should be the main parties who is obliged to manage and develop tourism, in fact do not perform their duties properly. As the results tourism in the Manado is very disorganized and ultimately not be able to provide income for prosperity for its society.

This shows that the Manado government do not perform tourism communication, so the tourism potential held by the city is cannot be optimize and cannot create changes in standard of living for the society. The Government as a leader should carry out the functions and duties to promote their region, this can be achieved by maximizing all potential owned, includes nature resource and human resource, including in this case is tourism. Progress in terms of tourism should start from the government's efforts, such as in managing tourism objects that already exist, build the infrastructure that supports tourism activities, and promotion in order to increase the number of tourists.

Conclusions

There are some findings that can be gained from this research. First Manado has a huge potential in tourism, ranging from natural to cultural sphere. Secondly, in fact the tourism object in Manado is in the bad condition, many tourism object is not well maintained so its failed to attract tourist to come and visit. The third, local government did not carry out their duties and obligations to improve the tourism sector. There is no government involvement in efforts to increase tourism in Manado.

Based on these findings, it can be concluded that tourism communication did not apply in Manado. Manado government which should be the main parties to perform tourism communication, in facts did not pay attention at all. The absence of government’s role, and the lack of funds and human resource makes the tourism potential in Manado become wasted in vain. Changes in improving the standard of living for local people that supposed to achieved through tourism is still no visible to exist.

Advice can be given by the author on this research is to conduct advanced research focusing on the perspective of the municipality of Manado, looking for the reason behind the impression of ignorance that arises from the lack of the government's role in promoting tourism and tourism communication. Then the results of the first study and follow-up can be used to become a reference in Manado improve people's lives, especially through tourism.
References


Author’s Biography

Author was born at Jakarta on April 6th, 1990. Authors get her bachelor degree in 2011 from faculty of communication at Tarumanagara University, finished master degree from faculty of social and politic science majoring communication science at Indonesia University on 2015. Since 2014 become assistant lecturer at faculty of communication, and on 2015 become full time lecturer at Tarumanagara University.