



Communication Strategy Conducted by Tourism Office of Buleleng Regency in Promoting “Janger Kolok” during the COVID-19 Pandemic



I Gusti Ayu Putu Puspasari ^a, Dewi K. Soedarsono ^b

Manuscript submitted: 15 January 2022, Manuscript revised: 30 March 2022, Accepted for publication: 05 May 2022

Corresponding Author ^a



Keywords

*communication planning;
communication strategy;
cultural tourism;
janger kolok;
tourism communication;*

Abstract

The purpose of this study is to describe the communication strategy steps of the Tourism Office to promote Janger Kolok Cultural Tourism during the COVID-19 pandemic. This study uses a descriptive qualitative approach. The data sources of this research consist of key informants, expert informants, and supporting informants. The method of data collection was done through interviews, observation, and document recording. Data were analyzed descriptively. The results showed that the Buleleng Regency Tourism Office carried out communication strategy steps through four stages, namely: (1) the analysis and research phase, which focused on analyzing the condition of the decline in tourism activity; (2) the policy formulation stage, formulating strategic policies by utilizing digitalization to promote tourism through packaging creative media content on social media. (3) The implementation phase of the main strategy program is to start designing creative promotional content, and (4) the communication activity stage is to disseminate promotional content through social media such as Instagram and Youtube. This study concludes that the communication strategy of the Tourism Office in promoting Janger Kolok Cultural Tourism during the COVID-19 pandemic is through a creative media content strategy.

*International Journal of Health Sciences © 2022.
This is an open access article under the CC BY-NC-ND license
(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).*

Contents

Abstract.....	818
1 Introduction.....	819
2 Materials and Methods.....	825
3 Results and Discussions.....	826
3.1 Results.....	826

^a Universitas Telkom, Bandung, Indonesia

^b Universitas Telkom, Bandung, Indonesia

3.2 Discussions	828
4 Conclusion	829
Acknowledgments.....	829
References	830
Biography of Authors	831

1 Introduction

Bali is one of the islands that is the main holiday destination in Indonesia, both by foreign tourists and local tourists. The island of Bali is known for its natural beauty, friendly people, cultural diversity, and various other unique features. In addition to the term the Island of the Gods, Bali also has strong customs and culture, which are marked by various religious rituals that affect every aspect of Balinese life. This makes Bali not only has beautiful scenery but also a unique, exotic, and well-maintained culture. Bali is an international tourist destination that is often better known than Indonesia (Bali Provincial Government, 2022).

Bali consists of eight regencies, including Buleleng, Tabanan, Jembrana, Karangasem, Badung, Bangli, Gianyar, Klungkung, and one Madya City, namely Denpasar (Bali Provincial Statistics Center, 2021). Buleleng is one of the regencies in northern Bali that has natural and cultural potential to be managed and utilized as a tourist attraction (Widiastini, 2020). Buleleng with very varied tourist destinations, ranging from agro-tourism, and nature, to culture. Buleleng Regency has its charm because Buleleng Regency is one of the destinations for the development of cultural tourism, especially Janger Kolok Cultural Tourism which is only in Buleleng and the only one in Bali. This is corroborated by the statement of the Buleleng Regent in a news article in the Buleleng Newspaper Editorial Media ("Janger Kolok Enlivens the Bengkala Village Competition Assessment", 2016), that:

"The art of Janger in Bengkala Village should not be extinct, this is because the Janger Kolok art is the only one in Bali, which is believed to have religious meaning for the people of Bengkala Village".

In addition, another reason is that research on the promotion of Janger Kolok is still very limited.



Figure 1. Janger Kolok Enliven the Bengkala Village Competition Assessment
Source: <https://www.koranbuleleng.com> (accessed April 29, 2021)

One of the uniqueness of this Kolok Community is that they have a *sekaa* or which in Indonesian means the Janger Kolok dance association. The uniqueness of this Janger Kolok dance lies in the dancers who all have limitations or disabilities, deaf and mute. Quoted from the website of the Culture Service of Buleleng Regency, the uniqueness of this Janger Kolok dance lies in its singing which is different from the usual Janger songs because this Janger only uses sign language (Buleleng Regency Culture Office, 2021). The limitations they have are not to be exploited, but they have a passion to be equal to other normal people. Interestingly, when they danced Janger Kolok, they were able to follow the rhythm of the dance compactly, only seeing directions or cues from the musician, who was only one person. This uniqueness has become a tourist magnet for foreign tourists to visit and see directly the Bengkala Village. Based on the results of observations to Bengkala Village

and the results of interviews with the Chairman of the Kolok Community, namely Mr. I Ketut Kanta, it was obtained data that so far the foreign tourists who dominate visits to watch the Janger dance and other activities from the Kolok Community. This is evidenced by the number of visits listed in the guest book, namely, there are as many as 150 foreigners who visit every month. On the other hand, it is the national tourists who do not know much about the existence of this Kolok Community and the uniqueness of the Janger dance.

The outbreak of the coronavirus that hit Indonesia in March 2020, has had an impact on the tourism sector in Bali, especially in Buleleng Regency. Quoted from Ariasa (2021), it is said that many workers in the tourism sector have been laid off, hotels are closed, and even most hotel owners sell their hotels to cover operational costs. The most significant direct impact experienced by Buleleng Regency during this pandemic was the decline in the number of tourists to the Buleleng Regency. This statement is evidenced by the data on the number of visits to Buleleng Regency in the last three years (2018 - 2020) as follows:

Table 1
Tourist visit data to Buleleng Regency in 2018

No	Attraction Name Data Collection Object	2018						Total
		Overseas		Domestic		Total		
		L	P	L	P	L	P	
1	Air Terjun Les	1,669	1,193	568	330	2,237	1,523	3,760
2	Air Sanih	303	520	4,365	5,526	4,668	6,046	10,714
3	Pura Meduwe Karang	3,085	4,023	-	60	3,085	4,083	7,168
4	Pura Beji	10,034	11,000	1,315	1,287	11,349	12,287	23,636
5	Air Terjun Gitgit	12,401	12,201	2,689	3,007	15,090	15,208	30,298
6	Air Terjun Munduk	12,451	24,961	384	37	12,835	24,998	37,833
7	Air Panas Banjar	24,813	23,905	21,668	21,831	46,481	45,736	92,217
8	Pura Pulaki	3,018	3,905	21,847	23,950	24,865	27,855	52,720
9	Makam Jayaprana	369	606	18,290	18,338	18,659	18,944	37,603
10	Lovina	20,148	18,903	10,625	12,062	30,773	30,965	61,738
11	PelabuhanBuleleng	1,293	1,731	959	385	2,252	2,116	4,368
12	Museum Buleleng	195	632	371	781	566	1,413	1,979
13	Gedung Kertya	458	382	841	660	1,299	1,042	2,341
14	Danau Tamblingan	5,512	2,987	3,647	4,161	9,159	7,148	16,307
15	Danau Buyan	1,524	1,138	3,987	2,646	5,511	3,784	9,295
16	Air Terjun Sekumpul	18,100	18,000	3,524	2,476	21,624	20,476	42,100
17	Air Panas Banyuwedang	967	740	3,129	3,464	4,096	4,204	8,300
18	Air Terjun Campuhan	5,841	3,196	867	651	6,708	3,847	10,555
19	Air Terjun Bertingkat	518	501	38	0	556	501	1,057
20	Genting Dream	22,156	11,825	-	0	22,156	11,825	33,981
21	Azamara Journey	2,008	2,101	-	0	2,008	2,101	4,109
22	Seabourn Sojourn	994	788	-	0	994	788	1,782
23	Mv Star Clipper	1,231	1,216	-	0	1,231	1,216	2,447
24	Wihara Banjar	18,191	21,203	3,281	3,438	21,472	24,641	46,113
25	Bulfest	300	283	30,083	40,917	30,383	41,200	71,583
26	Buleleng Expo / PKB	10	10	6,747	8,246	6,757	8,256	15,013
27	Festival Lovina	300	682	10,294	10,295	10,594	10,977	21,571
28	Aset Bbdf	198	200	8,964	3,036	9,162	3,236	12,398
29	Pemuteran BayFestival	300	450	14,065	10,666	14,365	11,116	25,481
30	Taman Nasional Bali Barat	-	-	100,576	971	100,576	971	101,547
31	Karang Kerupit Lab. Aji	-	-	38,200	19,496	38,200	19,496	57,696
32	Selfie Spot Wanagiri	28,147	27,874	49,889	50,190	78,036	78,064	156,100
	Total	196,534	197,156	361,213	248,907	557,747	446,063	1,003,810

Source: Buleleng Regency Tourism Office (2021)

Table 2
Tourist Visit Data to Buleleng Regency in 2019

No	Month	Domestic			Overseas			Total
		L	P	Total	L	P	Total	
1	January	23,564	15,709	39,273	13,870	7,469	21,339	60,612
2	February	29,564	19,709	49,273	14,459	7,785	22,244	71,517
3	March	29,017	19,345	48,362	13,874	7,470	21,344	69,706
4	April	31,274	20,849	52,123	13,812	7,437	21,249	73,372
5	May	29,363	19,575	48,938	14,396	7,751	22,147	71,085
6	June	31,223	20,815	52,038	14,666	7,897	22,563	74,601
7	July	48,916	32,611	81,527	16,198	8,722	24,920	106,447
8	August	47,851	31,901	79,752	21,346	11,494	32,840	112,592
9	September	47,036	31,358	78,394	18,518	9,971	28,489	106,883
10	October	47,054	31,369	78,423	19,100	10,284	29,384	107,807
11	November	47,536	31,691	79,227	19,684	10,599	30,283	109,510
12	December	49,457	32,972	82,429	24,445	13,162	37,607	120,036
	Total	461,855	307,904	769,759	204,366	110,043	314,409	1,084,168

Source: Buleleng Regency Tourism Office (2021)

Table 3
Tourist Visit Data to Buleleng Regency in 2020

No	Month	Domestic		Overseas		Total
		L	P	L	P	
1	January	6,787	7,031	13,364	11,966	39,148
2	February	6,527	6,446	8,429	8,318	29,720
3	March	5,584	5,934	7,509	6,774	25,801
4	April	-	-	-	-	-
5	May	-	-	-	-	-
6	June	-	-	-	-	-
7	July	4,211	3,656	-	-	7,867
8	August	11,965	13,186	14	11	25,176
9	September	8,144	4,874	88	98	13,204
10	October	4,745	6,160	88	98	11,091
11	November	1,905	2,131	369	381	4,786
12	December	13,055	11,573	384	379	25,391
	Total	62,923	60,991	30,245	28,025	182,184

Source: Buleleng Regency Tourism Office (2021)

Based on the three tables above, it can be seen that there was a significant decrease in the number of tourists in 2020, including tourist visits to Bengkala Village (the location of Janger Kolok tourism). So far (before the COVID-19 pandemic), the existence of Janger Kolok as one of the Cultural Tourism in Bengkala Village is already well known to foreign tourists, as evidenced by the visit of tourists to Bengkala Village to watch Janger Kolok dance performances, as well as performances held at hotels. in the Bali area.

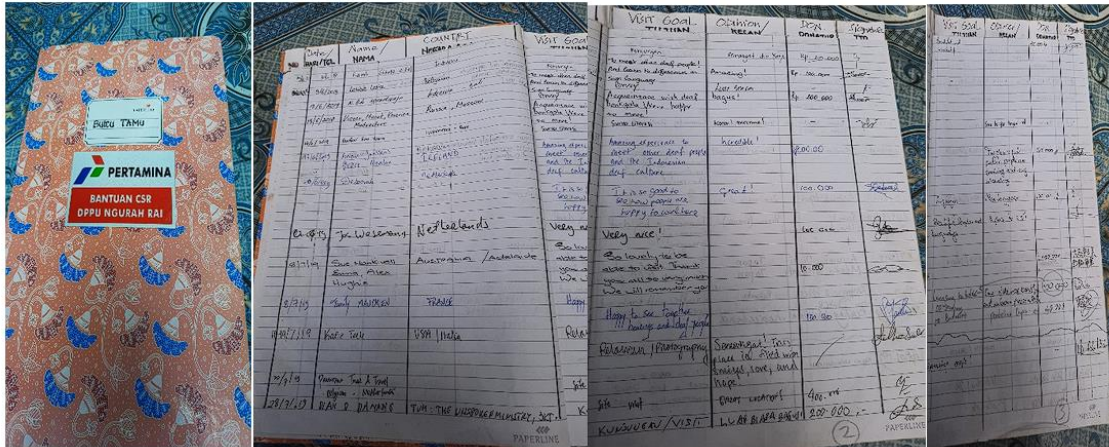


Figure 2. Documentation of Tourist Visits to Kolok Bengkulu Village
Source: Research Documentation, 2021

Quoted (Divianta, 2020), the statement from the Head of the Kolok Community in Bengkulu Village, Mr. I Ketut Kanta, said that the Kolok Community was seriously affected by the outbreak of the coronavirus, which is still happening today. The impact that was felt the most was the silence of the performance at the Janger Kolok studio. The reason is that there are restrictions from the government and the general closure of tourism in Bali. To overcome the problems mentioned above, the researchers made observations to the Buleleng Regency Tourism Office regarding strategic policy steps that will be taken by the government to restore tourism activity to the Kolok Community. The observation results show that the Buleleng Regency Government through the Tourism Office is trying to design a communication strategy by holding promotions that are following the current COVID-19 pandemic conditions. Where before the COVID-19 pandemic, communication strategies to promote were carried out more at direct events, one of which was through the Bali Arts Festival (PKB). The communication strategy to promote Janger Kolok during the COVID-19 pandemic is needed so that Janger Kolok Cultural Tourism activities can recover after the COVID-19 pandemic subsides.



Figure 3. The Impact of the COVID-19 Pandemic on the Kolok Community in Bengkulu Village
Source: <https://www.liputan6.com/> (accessed April 29, 2021)

This problem requires the application of planning and communication strategies, namely in terms of commercial and social marketing purposes. Therefore, it is necessary to have a communication strategy planning. One of the communication planning models that fit this research is the Communication Planning Model by Philip Lesly, which consists of two components, namely the organizational component and the public component. Researchers only use organizational components following the purpose of this study,

namely identifying the stages of communication strategies carried out by the Buleleng Regency Tourism Office which is a government organization. The concept of communication strategy is part of the operational communication planning to achieve the expected goals (Murshed-e-Jahan et al., 2009; Gaur et al., 2020).

The ultimate goal of this communication strategy activity is to describe the communication strategy used by the Buleleng Regency Tourism Office in promoting Janger Kolok Cultural Tourism. This needs to be done so that the tourism activity of the Kolok Citizen Community can rise again as before the COVID-19 pandemic and at the same time restore tourism in Buleleng Regency as a whole (Miritello et al., 2013; Lee et al., 2020).

This study refers to several previous research results, including (Herawati et al., 2018) which states that the presence of internet technology has influenced the communication process to promote tourism which is accommodated by interactive marketing or the internet. The weakness of this research is that the presence of the website is still limited as a source of information that still needs to be developed. Furthermore, there is research by Wahyuni et al. (2021), regarding tourism marketing by providing tourism information through social media. The weakness of this research is that marketing through social media does not yet refer to the types of social media users, and the effectiveness of the use of social media. Research by (Zenker & Kock, 2020) states that there is a change in the tourism paradigm during the COVID-19 pandemic, compared to before the COVID-19 pandemic. The weakness of this research is that it has not touched on the use of technology for tourism development in times of crisis such as the current COVID-19 pandemic. The next study by Rahman et al. (2021), on the risk of travel during a pandemic for tourists, found that the COVID-19 pandemic greatly affected the risk of travel. In line with the weaknesses of previous studies, this study can answer these weaknesses so that it becomes a reference for further research.

Literature Review

The importance of communication strategy

Communication science experts have made various definitions of communication. Some of them, such as Steven in (Cangara, 2012) define that communication can take place at any time if there are parties to respond and take action. Furthermore, according to Everett M. Rogers and further developed by D. Lawrence Kincaid (Cangara, 2012) defines that communication takes place between at least two people who exchange information to get a deep understanding. Through some of these understandings, it can be concluded that the communication that occurs is indicated by the ability to interact with two or more people, either through verbal communication or words, it can also be from facial expressions, as well as technology as it is today. The point is that communication takes place because of similarities, one of which is the similarity of language.

Tourism communication concept

“Modern tourism can be classified into several important components, namely: (1) destinations, (2) accommodation, (3) tourism marketing, (4) resources. From another perspective, the Indonesian government classifies tourism components into (1) tourism industry, (2) tourism destinations, (3) tourism marketing, and (4) tourism institutions” (Bungin, 2015). Another expert, Ramesh in (Bungin, 2015) stated that, “the most important components of tourism are: (1) accommodation, (2) accessibility, (3) facilities, (4) attractions, and (5) activities”. Based on some of the opinions above, it can be said that the important components of modern tourism include: (1) destinations, (2) accommodation, (3) accessibility, (4) attractions, (5) marketing, and (6) tourism institutions. In connection with the description of the components and elements of modern tourism above, then communication functions in marketing, especially the part promoting the overall components and elements of tourism. This type of communication is needed because it involves the communication carried out by the most important local government, namely organizational communication. The point is how the government can promote tourism through organizational communication strategies.

Communication strategy planning concept

According to Rogers (1980) & Cangara (2017), a tactic designed to change behavior as a result of thinking is called a strategy. Another expert, Middleton et al. (1980) & (Cangara, 2017) defines:

"Communication strategy is the best combination of all communication elements, starting from the communicator, message, channel (media), receiver to influence (effect) designed to achieve communication goals optimally".

Furthermore, Stoner, et al. (Tjiptono, 2008) defines the concept of strategy from two different perspectives, namely: a. Perspective of organizational activities that will be carried out (intends to do), in this case, strategy is a program that will be implemented to achieve organizational goals b. What perspective becomes the final decision on the activities carried out by the organization (eventually does), this strategy is defined as the organization's response to its environment over time. A further strategy is needed as a guide for all members of the organization. If the concept of strategy is clear, then decisions are taken objectively (Tjiptono, 2008).

According to Philip Lesly (1972) (Cangara, 2017), there are two main components in the preparation of communication strategies. The two main components are the organization and the public. This study only uses organizational components, because the focus of this research is on identifying the stages of communication activities carried out by the Buleleng Regency Tourism Office. The organization in question is the government which has the task of mobilizing. The government as an institution should have experts in their fields, especially to work on and handle communication problems according to the needs of the institution. According to Philip Lesly, there are four steps included in the organizational part. These steps can be used as a reference to reach the public as an audience and the organization itself. The four steps are:

a) Analysis and Research

The importance of the early steps of analysis and research to diagnose and identify the problems found. This analysis is used as the basis for policy formulation to be able to resolve or solve problems.

b) Policy Formulation

After analyzing and finding the problems faced, then a policy can be formulated in the form of a strategic design that will be used (Cangara, 2017). Policy formulation according to Azzahro in the results of research (Adnyaswari & Nuraeni, 2020) is a method for finding solutions by using the best alternatives from the alternatives that existed before, this policy formulation is usually made by policy-making actors to solve the problems at hand. In Philip Lesly's communication planning, the stages of policy formulation are accompanied by strategic planning of activities to be carried out. The strategic design must include communication activities as well as the strategies to be implemented.

c) Implementation Program Planning

Planning the implementation program is determined by being supported by the strength of several factors like resources, such as human factors, costs, and facilities that can support an ongoing activity. All of these supporting resources align with the very important context of the marketing mix.

d) Communication Activities

Communication activities according to Cangara (2017), are "The action that must be taken is to create and disseminate information both through mass media and through other communication channels such as groups, traditional, new media, focus groups, and the public".

The following is a picture of the steps of Philip Lesly's communication planning strategy:

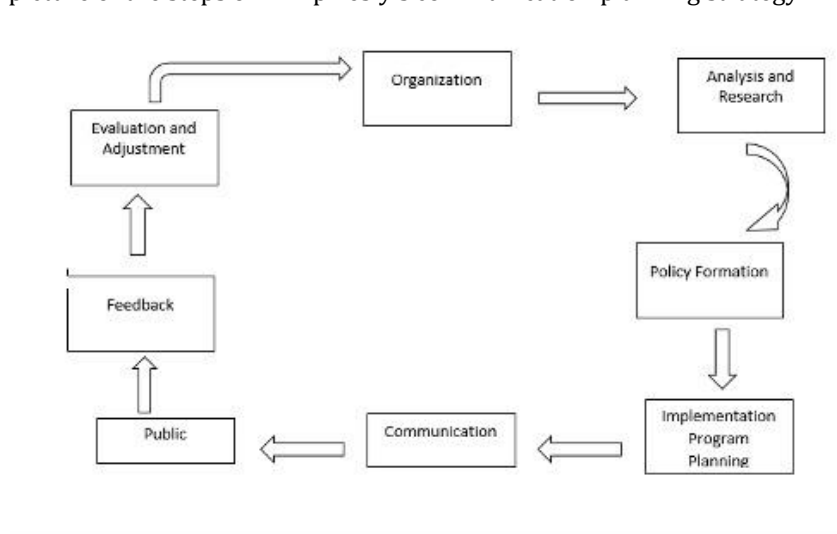


Figure 4. Philip Lesly's Communication Planning Design

Source: (Cangara, 2017)

Following this research, the components of the organization section have four stages, namely: analysis and research as a first step, policy formulation that emphasizes activity strategies, implementation program planning that emphasizes core activities, and communication activities that emphasize the goals to be addressed. According to the media to be used. Meanwhile, in the public component, there are two stages, namely: feedback to see things that need to be improved, and evaluation (Silveistr et al., 2022).

Based on the explanation above, it can be concluded that the stages in the organizational components according to Philip Lesly have clear indicators for each stage identification. Indicators in the analysis and research stages are diagnosis and identification of problems. Then the indicator at the policy formulation stage is strategy. Then the indicators at the planning stage of the implementation program are manpower, funds, and facilities. And lastly, indicators at the stage of communication activities are the use of group communication channels, traditional, new media, focus group discussions, and the public.

To determine the effectiveness of communication activities, appropriate communication media are needed. Communication media is part of the tourism communication strategy (Tiago et al., 2021; Bizirgianni & Dionysopoulou, 2013; Labanauskaitė et al., 2020). According to Kusumastuti (Sitepu & Sabrin, 2020) communication media are divided into 3 groups in marketing communication activities, namely: 1) mass media, consisting of electronic media and print media; 2) group media, usually used for activities involving certain groups, such as video presentations; and 3) personal media, such as catalogs, corporate profiles, and folders. However, according to current developments, electronic media is experiencing developments called the internet or online media. Online media is also known as new media.

2 Materials and Methods

Method

According to the approach, this research is categorized as descriptive qualitative research. The reason is that the researcher tries to clearly describe the activities that are communication strategies, especially the promotion of the Buleleng Regency Tourism Office. The activities in question are mainly activities to promote Janger Kolok Cultural Tourism, where researchers are trying to dig up some information as deeply as possible. The data obtained are well narrated in the form of presentations and pictures.

Research subject

To obtain this data, it is necessary to select research subjects or informants. Informants are based on research objectives, in this study, there are three types of informants, namely main informants, expert informants, and supporting informants. The key informants were taken from the Head of the Buleleng Regency Tourism Office, followed by the Head of the Tourism Marketing Division, the Head of the Tourism Destinations Division, and the Tourism Information and Services Section (Social Media Team of the Buleleng Regency Tourism Office). The key informants are selected based on the position, in this case, the Head of the Tourism Office who has some information related to the communication strategy to promote Janger Kolok. Expert informants consist of academics (lecturers) in the Undiksha Hospitality-Tourism Sector, as well as supporting informants from cultural experts and the Head of the Kolok Community in Bengkala Village. The selection of these informants is based on the characteristics of the informants who understand and know the information according to the object of the research.

Data collection technique

Data were collected by using observation, interview, and document recording techniques. Observations were made to observe promotional activities scheduled by the Buleleng Regency tourism office during the COVID-19 pandemic according to their respective fields. Furthermore, interviews were conducted in a structured manner using interview guidelines. The researcher listens to the answers of the interviewees. Furthermore, document recording is used to collect data in the form of necessary documents such as media documentation owned by the Buleleng Regency Tourism Office. After all the necessary data has been collected, it is continued by analyzing the data, namely explaining in the form of narratives or sentences which are the answers to the problems studied. Data analysis was carried out in a qualitative descriptive manner.

3 Results and Discussions

3.1 Results

To restore tourism activity to Bengkala Village, especially Janger Kolok during the COVID-19 pandemic, the Buleleng Regency Tourism Office carried out a communication strategy through four stages, including analysis and research, and policy formulation, program implementation planning, and communication activities. Based on the data that the researcher has collected following the formulation of the problem, the results of the research can be described as follows:

a) **Analysis and Research Phase to Identify Janger Kolok Cultural Tourism problems during the COVID-19 Pandemic**

Analysis and research in Philip Lesly's communication planning model is the first step to diagnosing or knowing the problems at hand. This analysis and research is an activity that includes several activities such as identifying and investigating and selecting problems encountered related to the COVID-19 pandemic that have an impact on Janger Kolok's tourism activities. At this stage, it can be analyzed that the Janger Kolok Cultural Tourism in Bengkala Village was affected by the COVID-19 pandemic (Richards et al., 2018; Altunel & Erkurt, 2015). The COVID-19 pandemic has caused a decrease in tourist visits to Bengkala Village so Janger Kolok performances are reduced. This is due to the existence of various policies to anticipate the spread of the coronavirus, both from the Indonesian Government in the form of the Imposition of Emergency Community Activity Restrictions (PPKM) Level 1-4, as well as policies from the Government of the country of origin of tourists which prohibits its citizens from visiting the country others during the COVID-19 pandemic.

b) **Policy Formulation Stage Regarding Strategies used in Promoting Janger Kolok during the COVID-19 Pandemic**

At the policy formulation stage, the Buleleng Regency Tourism Office begins to design the strategy to be used, which in this case includes communication activities. Following what was stated by Azzahro (Adnyaswari & Nuraeni, 2020) that policy formulation is a way to solve problems by using the best alternative from the alternatives that existed previously. At this stage, the Buleleng Regency Tourism Office has formulated joint policies with related parties, both internal and external parties. The internal party, in this case, is part of the organization of the Buleleng Regency Tourism Office itself such as the Head of the Service, Head of the Tourism Destinations Division, and the main part whose job is to promote is the Head of the Tourism Marketing Division and the sections that oversee it. Furthermore, for external parties themselves, in this case, the Buleleng Regency Government as the central party, the Bengkala Village Party as the place for Janger Kolok, the Buleleng Regency Communication and Information Office, as well as parties that are in direct contact with the Buleleng Disparate Organization itself, such as the Indonesian Hotel and Restaurant Association (PHRI). Buleleng and Buleleng Homestay Association.

In addition to formulating policies regarding specific strategies, the Buleleng Regency Tourism Office has previously carried out general strategic activities such as revitalizing existing facilities at the tourist attraction, conducting training for managers of related tourism objects, promoting the use of the Cares for Protection application, and ensuring places – the tourist attraction (DTW) has complied with the health protocols promoted by the government. After the strategy is carried out, then a strategic policy is formulated to promote more specifically, namely through creative media content. Creative media content was chosen for various considerations, especially considering the effectiveness of using social media in promoting a tourist attraction during this pandemic situation.

c) Designing the Implementation Program of the Strategy to be Used in Promoting Janger Kolok During the COVID-19 Pandemic

After determining the strategies and policies used, the next process is planning the implementation program. In planning this implementation program, the resources that can support ongoing activities have been determined. These resources are manpower, funds, and facilities. At this stage, the Buleleng Regency Tourism Office has prepared everything before the communication activity is carried out. The Buleleng Regency Tourism Office has carried out these stages, starting from determining the purpose of creating promotional strategy content. In addition to determining the destination, the Buleleng Regency Tourism Office also made changes to the target audience to be addressed in terms of promoting Janger Kolok, where the Dispar repositioned the target market from the previous target of foreign tourists, especially tourists from Europe. After determining the goals and target market, the next thing to do is to determine the resources that will be used to promote this Janger Kolok Cultural Tourism. These resources include funds from the Buleleng Regency Revenue and Expenditure Budget (APBD). Then the energy deployed in promoting this came from two sources, namely internal sources from the Dispar itself, especially the tourism service and information section or the social media team of the Buleleng Regency Tourism Office. Then for external sources, Dispar Buleleng cooperates with various parties, one of which is the Bondres Rare Kual Group from Buleleng. In addition to the funds and personnel or human resources deployed, Dispar also uses facilities such as cameras, tripods, mics, etc. all of which are the private property of Dispar Buleleng.

The next discussion is about the concept of promotional content that will be created, in which case the Dispar, especially the Tourism Marketing Sector, which does have the authority to promote tourism objects in Buleleng has a plan that in 2022 it will reactivate promotions through social media. It is planned that there will be several segments that will be made according to the social media used for distribution. For Instagram social media, there will be a “Buleleng Signature” segment and a “Booking” segment. As for the YouTube social media, the plan is to have five segments. For the first, there is the “Weekend on Wonderland” segment or abbreviated as “WOW”. Then the second segment is “NONTAL”, which stands for Ngorta Bareng Timpal Rare Kual. After that, there is a segment “Jegeg Bikers on Location. Then the fourth is the “WRAP” segment which stands for Shopping While Discussion. Then finally, there is the “Storynomics Tourism” segment which is inspired by the program created by the Ministry of Tourism and Creative Economy as a new way to promote tourism, especially amid a pandemic.

Then specifically for the content about Janger Kolok itself, it will be specially made into the Storynomics Tourism segment. Janger Kolok content will later be packaged into the storytelling concept which is the basis of the Storynomics concept itself, wherein this case the content will be made in the form of a video which then contains a narration that tells about the history, origins, and of course, the most important thing is to prioritize the uniqueness of the story. Janger Kolok tour itself.

d) Communication Activities in the Form of Disseminating Information (Messages) From Strategies Used in Promoting Janger Kolok During the COVID-19 Pandemic

After planning the implementation program, the final stage is communication activities. In this communication activity, actions should be taken. The activity is to disseminate information through the selected communication media. At this stage, the Buleleng Regency Tourism Office has disseminated content or realized it to the public based on a previously planned strategy, whereas the Buleleng Regency Tourism Office here is more dominant in using video content. Then the media is used as an intermediary for the dissemination of information, namely through social media belonging to the Buleleng Regency Tourism Office which includes Instagram and Youtube.

3.2 Discussion

a) Analysis and Research Phase to Identify Janger Kolok Cultural Tourism problems during the COVID-19 Pandemic

This analysis and research are important to do to find out the problems that are happening. At the analysis and research stage, the Buleleng Regency Tourism Office conducted a survey and analysis of the problems that occurred in Janger Kolok Cultural Tourism, namely the decline in the number of tourist visits due to the COVID-19 pandemic. The COVID-19 pandemic affects all aspects of life, especially crippling tourism in Buleleng Regency, especially the Janger Kolok Cultural Tourism. Therefore, this problem requires an appropriate communication strategy from the Buleleng Regency Tourism Office as the authorized party in promoting tourism in Buleleng Regency. The goal, of course, is that the Janger Kolok Cultural Tourism can recover as before. This analysis and research are in line with research (Fatmawati, 2020) and (Adnyaswari & Nuraeni, 2020), that the analysis and research conducted in the communication planning stage are adapted to the situations and conditions experienced by the organization. The strategies used may vary depending on the situation at hand. The purpose of analysis and research to identify problems with the approach used can vary depending on the situation and conditions.

b) Policy Formulation Stage Regarding Strategies used in Promoting Janger Kolok during the COVID-19 Pandemic

The next stage is policy formulation. At this stage, the Buleleng Regency Tourism Office has formulated joint policies with related parties, both internal and external parties. In addition to formulating policies regarding specific strategies, the Buleleng Regency Tourism Office has previously carried out general strategic activities such as revitalizing existing facilities at the tourist attraction, conducting training for managers of related tourism objects, promoting the use of the Cares for Protection application, and ensuring places – the tourist attraction (DTW) has complied with the health protocols promoted by the government.

After the strategy is carried out, then a strategic policy is formulated to promote more specifically, namely through creative media content. Creative media content was chosen for various considerations, especially considering the effectiveness of using social media in promoting a tourist attraction during this pandemic situation. The results of this study are in line with (Xiaoluan, 2021; Sugiarni et al., 2022) where it is said that the advantages of social media to promote tourism, have rich forms of expression, such as text, images, audio, video, which can be selected according to the nature of the destination tourism that utilizes the development of information technology, one of which is creating promotional content.

c) Designing the Implementation Program of the Strategy to be Used in Promoting Janger Kolok During the COVID-19 Pandemic

After determining the main strategy to be used, at the planning stage of this implementation program, the Buleleng Regency Tourism Office began to plan and create content for each social media that would be used. These social media include Instagram and Youtube. At this stage, it begins to design how the concept of content will be created, the segmentation of the audience, and the substance of the content according to the social media users. According to Philip Lesly in (Cangara, 2017), it is necessary to determine the resources that support activities. These resources are manpower, funds, and facilities. This is following (Adnyaswari & Nuraeni, 2020), where it is necessary to take several steps such as preparing, funding, human resources involved, administration, content concept, and coordination with related parties in the designed activities.

d) Communication Activities in the Form of Disseminating Information (Messages) From Strategies Used in Promoting Janger Kolok During the COVID-19 Pandemic

After planning the implementation program, enter the final stage, namely communication activities. At this stage of communication activities, the Buleleng Regency Tourism Office has disseminated content or realized it to the public based on a previously planned strategy, whereas the Buleleng Regency Tourism Office is more dominant in using video content. Then the media is used as an intermediary for the dissemination of information, namely through social media belonging to the Buleleng Regency Tourism Office which includes Instagram and Youtube. This is following what was stated by (Effendy, Onong, 2009), that the message to be conveyed in the context of promotion requires an assessment of the purpose of the message. Messages have a specific purpose. With this aim, it is necessary to determine in advance the technique or method to be used. Furthermore, the dissemination of information through selected and predetermined media, namely Instagram and Youtube social media, as well as answering research weaknesses (Wahyuni et al., 2021; Zenker & Kock, 2020; Rahman, et al., 2021).

4 Conclusion

In promoting tourism, including the Janger Kolok Cultural Tourism during the COVID-19 pandemic, the Buleleng Regency Tourism Office took steps to communicate strategies using the Philip Lesly Communication Strategy Planning Model. This stage begins with analysis and research. This stage is important to do to find out the problems that are happening, then proceed with the policy formulation stage to formulate what communication strategies will be used to promote tourism including Janger Kolok Cultural Tourism. The next stage is planning the implementation program, where the Buleleng Regency Tourism Office begins to plan and create content for each social media that will be used as promotional media. These social media include Instagram and Youtube. The last stage is communication activities, where at this stage the content that has been created is distributed through Instagram and Youtube social media belonging to the Buleleng Regency Tourism Office. Based on the results of the analysis, it was concluded that the use of digital technology was the most appropriate step to use as a communication strategy in promoting tourism, including the Janger Kolok Cultural Tourism during the COVID-19 pandemic. This digital technology is packaged in the form of creative media content that can be accessed by all circles of society. Thus, several effective promotional activities have been realized as a communication strategy step for the Buleleng Regency Tourism Office in restoring Janger Kolok Cultural Tourism as one of the unique cultural tours in Bali.

Acknowledgments



We are grateful to two anonymous reviewers for their valuable comments on the earlier version of this paper.

References

- Adnyaswari, K. C., & Nuraeni, R. (2020). Strategi Komunikasi Dinas Pariwisata Kabupaten Karangasem Dalam Meningkatkan Kunjungan Wisata Pasca Erupsi Gunung Agung (Studi Deskriptif Pada Desa Tenganan Pegringsingan).
- Altunel, M. C., & Erkurt, B. (2015). Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention. *Journal of Destination Marketing & Management*, 4(4), 213-221. <https://doi.org/10.1016/j.jdmm.2015.06.003>
- Ariasa, A. (2021). *Minim Kunjungan, Puluhan Hotel dan Restoran di Buleleng Terjual*. RRI Singaraja.Co.Id.
- Badan Pusat Statistik Provinsi Bali. (2021). *Nama Ibu Kota/Kabupaten, Jumlah Kecamatan, Desa, dan Satuan Lingkungan Setempat di Provinsi Bali, 2021*.
- Bizirgianni, I., & Dionysopoulou, P. (2013). The influence of tourist trends of youth tourism through social media (SM) & information and communication technologies (ICTs). *Procedia-Social and Behavioral Sciences*, 73, 652-660. <https://doi.org/10.1016/j.sbspro.2013.02.102>
- Buleleng, D. K. K. (2021). *Janger Kolok Desa Bengkala*.
- Bungin, B. (2015). *Komunikasi Pariwisata* (Suwito (ed.); Edisi Pert). Prenadamedia Group.
- Cangara, H. (2012). *Pengantar Ilmu Komunikasi* (2nd ed.). PT Raja Grafindo Persada (Rajawali Pers).
- Cangara, H. (2017). *Perencanaan dan Strategi Komunikasi* (3rd ed.). PT Raja Grafindo Persada.
- Divianta, D. (2020). Cara 'Desa Kolok' Bertahan Hidup di Tengah Pandemi COVID-19. *Liputan 6.Com*.
- Effendy, Onong, U. (2009). *Ilmu Komunikasi (Teori dan Praktek)*. PT Remaja Rosdakarya.
- Fatmawati, F. (2020). Strategi Komunikasi Gerakan Mukena Bersih (Gmb) Dalam Rekrutmen Relawan. *Al-Tsiqoh: Jurnal Ekonomi Dan Dakwah Islam*, 5(2), 1-16.
- Gaur, S., Pandya, N., Dumyati, G., Nace, D. A., Pandya, K., & Jump, R. L. (2020). A structured tool for communication and care planning in the era of the COVID-19 pandemic. *Journal of the American Medical Directors Association*, 21(7), 943-947. <https://doi.org/10.1016/j.jamda.2020.05.062>
- Herawati, A., Purwaningsih, A., & Handharko, Y. D. (2018). Promoting Village Tourism through the Development of Information Systems. *Review of Integrative Business and Economics Research*, 7(1), 221-236.
- Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives*, 34, 100652. <https://doi.org/10.1016/j.tmp.2020.100652>
- Lee, S. Y. (2020). Stealing thunder as a crisis communication strategy in the digital age. *Business Horizons*, 63(6), 801-810. <https://doi.org/10.1016/j.bushor.2020.07.006>
- Lesly, P. (1975). *Designs for persuasive communication* | Otto Lerbinger, *Designs for Persuasive Communication*, Prentice-Hall, Englewood Cliffs, NJ (1972), 283 pages. Cloth \$8.95, paper \$5.95.
- Middleton, W., Jarvis, B. C., & Booth, A. (1980). THE ROLE OF LEAVES IN AUXIN AND BORON-DEPENDENT ROOTING OF STEM CUTTINGS OF PHASEOLUS AUREUS ROXB. *New phytologist*, 84(2), 251-259.
- Miritello, G., Moro, E., Lara, R., Martínez-López, R., Belchamber, J., Roberts, S. G., & Dunbar, R. I. (2013). Time as a limited resource: Communication strategy in mobile phone networks. *Social networks*, 35(1), 89-95. <https://doi.org/10.1016/j.socnet.2013.01.003>
- Murshed-e-Jahan, K., Salayo, N. D., & Kanagaratnam, U. (2009). Managing fisheries conflicts through communication planning: Experience from inland fisheries of Bangladesh. *Fisheries Research*, 99(2), 112-122. <https://doi.org/10.1016/j.fishres.2009.04.009>
- Pemerintah Provinsi Bali. (2022). *Tata Ruang Provinsi Bali*. <https://tarubali.baliprov.go.id/sekilas-bali/>
- Rahman, M. K., Gazi, M. A. I., Bhuiyan, M. A., & Rahaman, M. A. (2021). Effect of Covid-19 pandemic on tourist travel risk and management perceptions. *Plos one*, 16(9), e0256486.
- Redaksi Koran Buleleng. (2016). Janger Kolok Ramaikan Penilaian Lomba Desa Bengkala. *Koran Buleleng*. <https://koranbuleleng.com/2016/04/29/janger-kolok-ramaikan-penilaian-lomba-desa-bengkala/>
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12-21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
- Rogers, A. (1980). A global theory of supermanifolds. *Journal of Mathematical Physics*, 21(6), 1352-1365.
- Silveistr, A., Zozuliak-Sluchy, R., Iaroshevska, L., Strikhar, O., & Derkach, S. (2022). Assessment of situation in educational activities with need to introduce remote technologies during pandemic. *International Journal of Health Sciences*, 6(1), 32-39. <https://doi.org/10.53730/ijhs.v6n1.3063>

- Sitepu, E., & Sabrin, S. (2020). Strategi Komunikasi Pariwisata Dalam Meningkatkan Minat Berwisata Di Sumatera Utara. *Message: Jurnal Komunikasi*, 9(1), 28–44.
- Sugiarni, L. A. S., Anom, P., & Surya, I. B. K. (2022). Promosi Pariwisata oleh Duta Wisata “Jegeg Bagus Klungkung” Pada Masa New Normal. *Jurnal Master Pariwisata (JUMPA)*, 422-445. Tjiptono, F. (2008). *Strategi Pemasaran*. Yogyakarta. Andi Offset.
- Tiago, F., Gil, A., Stemberger, S., & Borges-Tiago, T. (2021). Digital sustainability communication in tourism. *Journal of Innovation & Knowledge*, 6(1), 27-34. <https://doi.org/10.1016/j.jik.2019.12.002>
- Wahyuni, H., Purnomo, E. P., & Fathani, A. T. (2021). Social media supports tourism development in the COVID-19 normal era in Bandung. *Jurnal Studi Komunikasi*, 5(3), 600-616.
- Widiastini, N. M. A., Rahmawati, P. I., & Koma, F. Y. I. (2020). Ragam Branding Desa dalam Mengembangkan Potensi Wisata Berbasis Budaya Masyarakat di Kabupaten Buleleng. *Jurnal Master Pariwisata (JUMPA)*, 195-220.
- Xiaoluan, X. (2021). Research on social media tourism marketing in the post-epidemic period. *Jurnal Audiens*, 2(2), 279-288.
- Zenker, S., & Kock, F. (2020). The coronavirus pandemic—A critical discussion of a tourism research agenda. *Tourism management*, 81, 104164. <https://doi.org/10.1016/j.tourman.2020.104164>

Biography of Authors

	<p>I Gusti Ayu Putu Puspasari is a final-year undergraduate student at Universitas Telkom, class of 2018 majoring in Communication Science with a specialization in Marketing Communication. <i>Email: puspa2000@yahoo.co.id</i></p>
	<p>Dewi K. Soedarsono is a doctor in the Department of Communication Science, Universitas Telkom, with her last education (S3) in Communication Management, Faculty of Communication Science (FIKOM) Universitas Padjadjaran. <i>Email: dsoedarsono@telkomuniversity.ac.id</i></p>