THE VISITORS' TOURISM COMMUNICATION EXPERIENCES

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ABSTRACT. Tourism is one of the fastest growing industries. The development of tourism provides enormous benefits for the region. However, sometimes it faces big challenges and obstacles and results in a decrease in the number of tourist visits in some areas. This research, entitled the visitors' tourism communication experiences, aims to describe the communication experiences of tourists during tourist visits and analyze the meaning of the tourism communication. This research was analyzed using the concept of tourism communication, tourists, and tourist destinations. The researcher uses qualitative research methods with a phenomenological approach. The data collection technique was done by interview and observation. The results showed that there were various communication experiences of tourists during their visits to tourist destinations in the form of positive and negative experiences. The positive experiences include enjoying the natural beauty and cultural diversity, while the negative experiences was the unmaintained environmental cleanliness, the number of visitors and people littering and the behavior of people and traders who are not friendly in serving tourists, hawkers who force tourists to buy their wares, as well as the lack of public awareness in maintaining cultural sites in those places.

KEYWORDS: Communication Experience, Society Awareness, Tourism, and Tourists.

INTRODUCTION

Tourism communication plays a very important role in the development of a tourist destination. Communication is a social process that occurs between two or more people, in which they send and exchange symbols with one another (Bungin, 2015). According to Buchli (Yoety, 2016) tourism is any temporary change of place from a person or several people, with the intention of obtaining services intended for tourism by the institutions used for that purpose. Meanwhile, Yoety (2016) tends to give a definition of tourism as a trip from one place to another that is carried out for a while, with the intention not to try or make a living, but solely to enjoy the trip for sightseeing and recreation or to fulfill various desires.

According to Murphy in I Made Adikampana (2017) tourism is a "community industry", so the sustainability of tourism development is very dependent on the acceptance and support of the society for tourism. Murphy in I Made Adikampana (2017) also emphasized that tourism, unlike other industries, relies on the good will and cooperation of tourism decision makers including local societies. This is inseparable from the role of the society which is an inseparable part of tourism destinations. When the development of tourism destinations is not based on the aspirations of the society, there will be hostility and resistance by the local society towards the development of tourism.

The communication experience of tourists in making tourist visits is also one of the supports in the development of tourist destinations. Tourist destinations are places that have real boundaries or are based on perceptions, either in the form of physical boundaries (islands), politically, or based on markets (Kotler, 2010: 29). The communication experience is an experience that becomes the ups and downs of tourists to get information related to the destinations visited during their trip. Tourist trips will not be separated from the presence of visitors. Travel is an activity that we often do in our spare time and we interpret it in our lives.

Experience is something that a person experiences in his life and gives people knowledge. As stated by Moustaks (2010) that all objects of knowledge must conform to experience.

Experience refers to something experienced and the phenomenon will be classified into a certain type of experience. This statement illustrates that each experience has different characteristics, including the textures and structures that exist in each experience. The communication experiences that visitors have will be categorized into certain types of experiences which include pleasant and unpleasant experiences.

Based on this background, the researchers are interested in conducting research on " The Visitors' Tourism Communication Experiences" with the aim of research to describe the communication experiences experienced by tourists during tourist visits and analyze the meaning of tourism communication by tourists. It is hoped that this research will be useful for the development of communication science, tourism destination managers, and without exception for tourists.

METHODS

Research on the tourism communication experience of visitors to tourist destinations was done using qualitative research and a phenomenological approach. Qualitative research according to Trauss and Corbin in Afrizal (2014) is a type of research whose findings are not obtained through statistical procedures or other forms of calculation. Afrizal (2014) defines qualitative research as research methods in the social sciences, in which data are collected and analyzed in the form of words (oral or written) and human actions, and researchers do not attempt to calculate or quantify qualitative data that have been obtained and thus not analyzed in numerical terms.

According to Pawito (2007:35), qualitative research is a way to explain the processes of a phenomenon or reality of communication occurring. Creswell (2004:4) argues that qualitative research is a research method to explore and understand the meaning by individuals or groups of a social problem. While Auerbach and Silverstein in (Sugiyono, 2017) say that qualitative research is a form of analysis through text interpretation and interview results with the aim of finding the meaning of the phenomenon.

This research uses a phenomenological approach. This approach aims to identify the nature of experience regarding certain phenomena that require researchers to be directly involved in following the object of research (Creswell, 2014:20). Phenomenology was originally a philosophical movement pioneered by Edmund Husserl (1859-1938) which later became one of the most influential currents of thought in the 20th century (Adian, 2010: 4). Husserl, as the founder of phenomenology, argued that phenomenology is the science of appearances or phenomena. The science of appearances is defined as the science of what appears to the experience of the subject. There is no unexperienced phenomenon. Husserl also revealed that only by concentrating on what appears in experience, the essence can be clearly defined (Adian, 2010: 5).

The influence of phenomenology is very broad, almost all scientific disciplines get inspiration from phenomenology such as psychology, sociology, anthropology, and architecture. Everything acquires a new perspective with the advent of phenomenology. In the social sciences, Schutz was the first to apply phenomenology in research although the pioneer of phenomenology was Husserl. Schutz makes phenomenology easier to understand and makes it different from its positivistic-oriented predecessors (Kuswarno, 2009:38).

Interviews, observations, and documentation are the techniques used in collecting data in the field. Researcher try to explore problems that occur in the field by conducting in-depth interviews with informants and making observations related to the communication experience of visitors to these tourist destinations.

The data analysis technique in this research uses phenomenological analysis developed by Edmund Husserl, which consists of five stages, namely: Data Description. At this stage, the researcher makes a list or description of the data from the answers given by the informant. Researchers also apply Epoche (suspending all prejudices or assumptions about phenomena) so that the expressions that appear are displayed as they are. Phenomenological Reduction. At this stage, the information obtained is then reduced and eliminated based on the essence of the informant's experience, then grouped and given themes and labels. Information that is not in accordance with the topic of discussion is then set aside first. Noema Development and Correlation Noesis. It is intended to find a correlation between noema (objective statement of behavior or experience as reality or simply a concept or expectation) and noesis (subjective reflection or awareness or understanding of each individual towards a reality) so as to create a synthesis of the meaning of the phenomenon. Eiditic Reduction. The process of discovering the essence of the correlation of noema and noesis. Researchers intuitively and subjective reflection summarize all the synthesis of meaning into a single frame to reveal the essence or overall meaning of the phenomenon under study. Reflection and Reconstruction. The core stages of phenomenology are studying the informant's conscious experience of the phenomenon and analyzing the meaning constructed in the awareness process and finally conducting an individual critical review. Revealing the meaning behind phenomena is not enough. Researchers need to reopen the Epoche that has been made, carry out individual critical reviewing to give meaning to the meaning that has been expressed and reconstruct the meaning behind the phenomena that are expressed.

RESULTS AND DISCUSSION
Tourist Communication Experience in Tourist Visits

Tourism is an activity that is inseparable from human life. Tourism is, without a doubt, one of the major social and economic phenomena of modern times. Tourism has actually existed since the existence of human travel from one place to another. This is due to the existence of human needs that must be met during the journey and the motivation that drives humans to fulfill their life needs. With the increase in human civilization, the urge to travel is getting stronger and the needs to be fulfilled are also increasingly complex.

Etymologically, the word "Pariwisata" comes from Sanskrit which consists of two words, namely Pari and Wisata. Pari means "a lot" or "to go around", while Wisata means "to go" or "to travel". On that basis, the word tourism should be interpreted as a trip that is carried out many times or in circles, from one place to another, which in English is called the word "tour", while for the plural sense, the word "Kepariwisataan" can be used the word "tourism" (Yoeti, 1996:112).

Tourists according to Theobald (2005) are people who travel outside their normal routines, either normal life or work routines, which include tourists; People staying in hotels, motels, resorts, or campgrounds; People visiting friends or relatives; People who visited just passing by would have gone elsewhere; People who are on a day trip (not staying overnight); and; The 'other' category of people on the boat, sleeping in the vehicle, and so on. Whereas a resident (or someone who is not a tourist) is defined as a person staying more than 30 days.

Smith (1994) argues that the main tourist product consists of a complex combination of elements, such as natural and weather features, service inputs, hospitality, choice for tourists, involvement of tourists in service provision, and experience. Tourism products are basically experiences that are seen as central to tourist choice and satisfaction.

Tourism product according to Burkat and Medlik (1993) is an integrated product arrangement, which consists of tourist objects and attractions, transportation, accommodation and entertainment, where each element of tourism products is prepared by each company and offered separately to consumers (tourist).). Tourism products consist of various elements which are an inseparable package and meet the needs of tourists from leaving their place of residence to their destination and returning to their place of origin.

Based on interviews with informants in this research, the communication experiences they felt in carrying out tourism activities from starting from home to returning home were very diverse. Tourists or visitors usually travel to an area for various purposes. Some travel to a tourist destination because they have an assignment from where they work. Some take trips to take advantage of their free time during vacation time. There are also some tourists who travel to learn about a local culture and there are also those who visit a tourist destination for doing research.

The various destinations of tourist visits certainly provide a variety of experiences as well. When the tourist visit is in the context of a task assigned by the workplace or a business visit or official visit, it will certainly provide a very different experience from a visit or tour that is carried out with the aim of having fun or taking advantage of free time or vacation. When tourists visit for official or business matters which have been prepared properly by the visitor's place of work, usually the experience is more pleasant and more positive in terms of from departure to return, be it transportation, hotel or lodging and consumption and accommodation during the visit. the tour is done, everything has been prepared by the office.

A different experience will be experienced by tourists who travel alone to fill their vacation period or take advantage of their spare time. Travels like this are usually prepared by tourists themselves by finding their own transportation to use, consumption, and accommodation. The tourist destinations visited are also based on the choices of the tourists themselves in accordance with the needs that the travel trip wants to fulfill.

The experience of tourism communication like this from the beginning was carried out in the form of travel by looking for information about good tourism products and could be used by finding out through promotions carried out by tourism managers. The experience of seeking information from friends or existing travel agents in order to find suitable tourist destinations by getting tourism products that will satisfy the tourists concerned.

It is different when the tourist is a tourist who travels to conduct research or research in conducting tourism development. Where, tourists who visit tourism for research purposes are usually already tied to the purpose of the research, so the need for fun and satisfying things is not too important, because the research objectives will be the main point for them in choosing places and tourism products which exists.

Based on the findings above, that the tourism experience carried out by tourists consists of 3, this is as expressed by Yoeti (2016) that tourism according to the reason or purpose of the trip there are 3, namely first, business tourism which is a type of tourism whose end comes for official purposes. , trading business or related to their work, congress, seminar, convention, symposium or work deliberation. Second, vocational tourism, which is a type of tourism in which the people who travel consist of people who are on vacation, on leave or on vacation. Third, educational tourism, is a type of tourism where visitors or people who travel for the purpose of study or learn something in the field of science. This includes study tours and so on.

Of all the experiences experienced by visitors or tourists, there are many experiences that they feel either positive or pleasant experiences or negative or unpleasant experiences on the trip. The journey they took from leaving home to their tourist destination and then returning home, had lots of fun and unpleasant things. When they travel for official purposes, for example, there are those who get a travel agent who does not provide good service so that the transportation, accommodation and consumption they feel will be unpleasant, but when they get a good travel agent, usually the satisfaction is felt, making them promise to visit again and use the travel agent. This was conveyed by one of the informants in this research, where he once got a travel agent that was not good enough, so he got unpleasant services, ranging from inconvenient transportation, accommodation and even bad consumption that made them traumatized to use the travel agent.

However, another informant said different things, when he made educational visits or tourist visits in the context of comparative studies to an area, the informant got a travel agent who was quite good and very friendly, so that the informant felt a very pleasant trip and a very positive experience of their travels.

A pleasant tourist experience felt by visitors is the natural and cultural beauty of the tourist destinations visited. This becomes an experience that cannot be forgotten by visitors and then they want to come back one day by inviting the closest people such as family or friends.

In addition to the pleasant experience, there were several informants who conveyed different communication experiences, namely the existence of unpleasant experiences or negative experiences felt by the tourists. Often visitors find tourist destinations that are not managed properly, such as scattered garbage, even beautiful nature becomes no longer beautiful because of garbage that accumulates everywhere. In addition, public facilities such as toilets are not kept clean, and places of worship are not used wisely by visitors.

Another unpleasant experience, as conveyed by one of the informants, was that he had an uncomfortable experience when visiting a tourist destination, when the informant stopped at a restaurant that according to the community had good food, but when a visitor or informant entered the restaurant immediately greeted with an unfriendly face by the restaurant owner. Then the informant said that he felt more and more uncomfortable when the informant was still looking for a place to sit, the restaurant owner immediately approached the informant and said unpleasant words "what do you want to eat mom, soon our customer will come, so I hope mom is faster because later when my guests come there is no time for me to get food for my mother's group ". The first and maybe the last experience for the informant, because it seems that after that he will not visit again and probably will not recommend the place to friends and relatives.

Hospitality turns out to be an important point also for a tourism product, because when we visit a tourist place, when the manager does not accept us kindly it will cause inconvenience for visitors or tourists and it becomes a communication experience that will not be forgotten and will not be repeated.

In addition, one of the informants also said that he also had an unpleasant experience when visiting several tourist attractions in an area. When he visited and intended to take pictures and enjoy the beautiful natural scenery at the tourist spot, suddenly a hawker came and peddled his wares, when tourists said not to buy, the hawkers tried to explain their wares more and more and were more insistent, even finally the traders Other individuals also came to approach the visitor and participate in selling his wares even though he had been told not to buy.

This experience caused discomfort for the informant, because the traders were not only adults, but also small children who should still be in elementary school, and they also forced and issued words that he should not convey. I don't know where to learn from these traders conveying words that are not pleasant to listen to, such as saying "Ayo beli dagangan saya, berapalah artinya bagi ibu uang 50 ribu, itung-itung bersedekah" ("Come on, buy my merch, how much does 50 thousand money mean to you? just giving the alms", and other bad words if we don't visit the place.

Several informants had the same experiences. They found pushy traders as well as buskers and beggars who also seemed to force the visitors. This made the informant feel uncomfortable and did not enjoy his trip in that place. Although there was a desire to buy merchandise, in the end he gave up his intention because he felt confused and uncomfortable when many traders surrounded the informants.

Another experience was also experienced by the next informant, that the informant saw the indifference of the community or other visitors to cultural sites that were used as tourism products. When informants visit a cultural site that has a phenomenal history in a tourist area, there are many visitors and people who do not have the slightest sense of guilt, carrying out activities that will later damage the cultural site or historical site.

The Meaning of Tourism Communication by Tourists

Meaning is something that is created, because when a message is sent from the sender to the recipient, they create meaning for each other. Communication is not just an exchange of messages, but to achieve a common meaning. Because the message sent must be interpreted according to the intent of the sender. In general, humans will act on something (objects, events, etc.), based on the meaning that something has for them.

Humans act towards other humans based on the meanings that other people give them, meanings are created in interactions between humans and meanings are modified through interpretive processes. This means that a meaning will exist if there is an interaction and will be interpreted by each individual who interprets a message with modifications in that meaning. So it is clear that we know that meaning is a "social product" that occurs because of the interaction between humans.

Experience is something that is experienced, as expressed by Moustaks "All objects of knowledge must conform to experience" (Moustakas, 2014). Furthermore, the experience will be categorized by the individual through the characteristics of the experience based on the meaning he gets. That is, experience refers to something that is experienced and phenomena experienced will be classified into certain experiences.

As stated by the informants in this study that they have experience of tourism communication during their travels. They interpret the experience with several meanings according to what they feel on the trip. Based on interviews with several informants, the researchers found several meanings from the experiences of tourists in traveling. The first meaning is that travel is an activity to enjoy life. Visitors feel that the tour is a way for them to enjoy life, when they have been working for some time, then they enjoy life by taking a vacation or healing. Informants will visit tourist attractions that provide tranquility such as beaches, mountains, and other tourist destinations that offer natural beauty for comfort and tranquility.

The second meaning felt by the informants was that the trip was both fun and worrying. That tourist trips are more fun for visitors, but behind that all tourists feel worried about the behavior of the community and other tourists who are not able to maintain the sustainability of these tourist attractions and also have no understanding of how tourism should work.

CONCLUSION

The tourism communication experiences of visitors to tourist destinations are very diverse. There are visitors who feel the experience is pleasant and there are those who find it unpleasant. But there are also visitors who feel both, which is fun and unpleasant at the same time. These experiences include experiencing and feeling the natural and cultural beauty of tourist destinations, but some experience discomfort at the same time.

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