

The Shape of The Communications Mix for Tourism at Paradise of The East During The Covid-19 Pandemic

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ABSTRACT

The covid-19 pandemic has led to the emergence of the term large-scale social restrictions (PSBB) and the imposition of restrictions on community activities (PPKM). The goal is to reduce the spread of the virus, one way is with a travel ban. As a result, several sectors are affected, one of them which is the tourism sector. East Kalimantan with the concept of Paradise of the East was also affected. Tourist visits, both domestic and foreign, have decreased in number from the data published by the East Kalimantan Provincial Tourism Office on its official website. The purpose of this study is to describe the shape of the communications mix for tourism in East Kalimantan during the pandemic. The method used is a case study. The research informants were chosen with purposive namely judging so that the information obtained was not only extensive but also a lot. Data was collected through unstructured interviews and structured interviews as well as documentation in the media. The results obtained from this study are the East Kalimantan Provincial Government in this case the Tourism Office used the communications mix that is suitable for its destinations including selling, exhibitions, packaging, and the internet. The East Kalimantan Provincial Government in this case the Tourism Office is optimistic for next, year of 2022, tourist visits will increase as before the pandemic.

KEYWORDS: the shape of the communications mix, covid-19 pandemic, tourism at East Kalimantan

INTRODUCTION

The covid-19 pandemic has a direct impact on tourism (Volgger, 2021), which is felt at the earliest because of the travel ban, at worst the absence of visits to tourist destinations, because during covid-19, both tourists and the hotel sector have the same feelings of fear and anxiety (Hang, et al, all, 2020). After the pandemic is over, this sector will finally recover as it waits for all tourist destinations to open. The opening has not yet taken place at all destinations, which means that it takes place gradually and when the destinations that must be traveled using flight paths that require more flight conditions than before the pandemic related to health protocols during the trip, although health protocols are also applied at the destination itself.

As one of the provinces on the island of Kalimantan, the economy of East Kalimantan is supported by the mining sector as the main source of foreign exchange and the tourism sector will be the next source of foreign exchange with agriculture sector (Ekonomi, 2020). Tourism is one of the mainstays because East Kalimantan is surrounded by forests and rivers as a source of life for its people. Data obtained from the East Kalimantan Provincial Tourism Office, tourist arrivals fell drastically from 2019 as much as 128,83% for domestic tourists and 136,94% for overseas tourists, in 2020 35,45% for domestic and 44,30% for overseas left (figures 1 and 2) with Balikpapan at the top range of visiting.

The image shows two screenshots of data tables from the East Kalimantan Provincial Tourism Office website. The top screenshot is titled 'REKAPITULASI DATA KUNJUNGAN WISATAWAN DOMESTIK DAN INTERNASIONAL PROVINSI KALIMANTAN TIMUR TAHUN 2019' and the bottom screenshot is titled 'Data Kunjungan Wisatawan Nusantara Provinsi Kalimantan Timur Tahun 2019'. Both tables list various data points for different districts and cities in East Kalimantan, including the number of domestic and international tourists, and the number of tourists from various provinces and countries.

Figure 1: Data of Domestic and International Tourist Visits in East Kalimantan Province in 2019
(Source of the East Kalimantan Provincial Tourism Office)

Figure 2: Data of Domestic and International Tourist Visits in East Kalimantan Province in 2020 (Source of the East Kalimantan Provincial Tourism Office)

Talks about tourism, then talks of visits. During the pandemic, a measure to suppress the spread of covid is a travel ban. Through PSBB and PPKM, the community is regulated not to carry out many activities in and out of the area. What promotional steps are taken by the East Kalimantan Provincial Government in an effort to continue to market East Kalimantan's tourist destinations with the Paradise of the East logo will be described in this paper.

RESEARCH METHOD

The method used in this article is a case study. Case study objective is to do intensive research on a specific case, such as individual, group, institute, or community. Case study makes it possible to identify essential factors, processes, and relationships (Rashid, et.al, 2019). This case in this article is the shape of the communications mix that used by East Kalimantan Provincial Tourism Office means a real life tourism of East Kalimantan that calls Paradise at the East during the covid-19 pandemic.

The research informants were chosen purposeful so all of the information obtained was not only extensive but also a lot. Data was collected through unstructured interviews and structured interviews as well as documentations in the media. Information from interviews both unstructured and structured given by Mr. R. Baihaqi as head of tourism and marketing promotion section, also statement about CHSE's certificate from sales and marketing Golden Tulip Hotel, Mrs. Iin and Bukit Damai Indah, Mrs. Mega. Data from documentation at media online based on the activities and statements of head of the East Kalimantan Provincial Tourism Office, Mrs. Sri Wahyuni at 2021, statement of Mr. Aswin as head of the East Kalimantan Provincial Regional Development Planning Agency.

RESULTS

The communications mix as the ways we communicate with our customers and potential customers, sometimes referred to as the promotional mix that lists all of the communications tool (Smith, 1998) : selling, advertising, sales promotion, direct marketing, publicity (and public relations), sponsorship, exhibitions, packaging, point-of-sale and merchandising, internet, word of mouth, corporate identity. Some years ago the optimum communications mix could be determined according to position in the market (market share), market growth, and market concentration. Now, type of product or service, specific objectives, type of buying situation, push and pull strategy all affect the shape of the communications mix.

Based on statement of Head of the East Kalimantan Provincial Regional Development Planning Agency (Mutawallie a, 2020) that from 10 the list of national priority tourism, no East Kalimantan tourism destinations are included, including Derawan Island. At many media reporting how East Kalimantan Provincial Tourism Office through Mrs. Sri Wahyuni as head, do many steps to promote tourism at East Kalimantan where tourists escape at the lost paradise namely paradise at the east. Why it calls paradise? Because all of destinations they have will bring tourists like at the paradise.

Selling during the covid-19 pandemic

Selling in this case is always penetrate the market and potential market with information about all tourism destinations. 10 best of destinations in East Kalimantan, uploaded by the East Kalimantan Provincial Tourism Office in January 2020 in the video <https://www.youtube.com/watch?v=dQ2Eeu-caew> for 10 districts they have : Balikpapan, Samarinda, Kutai Kartanegara, Bontang, Berau, Mahakam Ulu, Penajam Paser Utara, Kutai Barat, Kutai Timur, and Paser.

At the beginning pandemic situation, the year 2020, East Kalimantan Provincial Tourism Office, make promotion video in general, with the title *Paradise of the East* for 5 minutes durations. In 2021, East

Kalimantan Provincial Tourism Office makes promotional videos for artificial and marine tourism products, while virtual tours are for nature-based tourism products (Mutawallie b, 2021). Make a river and lake crossing festival virtually because the identity of East Kalimantan are forest and river. Travel safety guarantees during the pandemic are supported by East Kalimantan tourism industry players with Clean, Health, Safety, Environmental Sustainability certification based on short interview with one of the marketing division of Golden Tulip Hotel Mrs. Iin and the marketing division of Bukit Damai Indah, Mrs. Mega. East Kalimantan Provincial Tourism Office also informs about safety of tourism at East Kalimantan with video of CHSE at official account at <https://www.youtube.com/watch?v=E4ZPBFMtMNE> for 3 minutes durations, 346 viewers at 18 of January 2021. East Kalimantan Provincial Tourism Office also makes podcast that uploaded in <https://www.youtube.com/watch?v=Yb5WraFub6M> about the role of the community in promoting tourism in East Kalimantan, the exotic community in East Kalimantan.

Exhibitions during the covid-19 pandemic

Exhibitions as medium to bring the whole market together –buyers, sellers, and competitors- all under one roof for a few days virtually also did by East Kalimantan Provincial Tourism Office, listed include :

- a. Virtual event 2020 :
 - a. Visit Kaltim Fest 2020, 27 September 2020
<https://www.youtube.com/watch?v=wPgWvk5c6vc>
 - b. Visit Kaltim fest 2020 seri 2 virtually with theme : Seni Daerah di Susur Sungai Tunan ‘dari IKN untuk Nusantara’ 16 Oktober 2020 https://www.youtube.com/watch?v=PzVaA_1GXeM
 - c. Visit Kaltim Fest 2020 Series 3 : Eksotika Kayan di Miau Baru"
<https://www.youtube.com/watch?v=kg0f72Dxzj0>
- b. Kaltim virtual expo 2021 01 March till 01 April 2021 :
 - a. Tourism virtual expo 360 Kalimantan Timur 2021
<https://www.youtube.com/watch?v=z31GTAgv9bM>
 - b. Launching of Kaltim Virtual Tourism Expo 2021, with the theme Discover East Borneo, Paradise of The East, <https://www.youtube.com/watch?v=KGGYSxqUINA>
- c. Festival 3 Danau virtually (upload at official accounts that can be viewed at fb, ig, dan youtube for Danau Jempang, Melintang, and Semayang at 17-19 of September 2021):
 - a. Merawat Pesona Ekosistem 3 Danau : <https://www.youtube.com/watch?v=Y6Ndxl2lvH4>
 - b. Pesona Ekowisata 3 Danau di Timur Borneo : <https://www.youtube.com/watch?v=Qxk4-373bSQ>

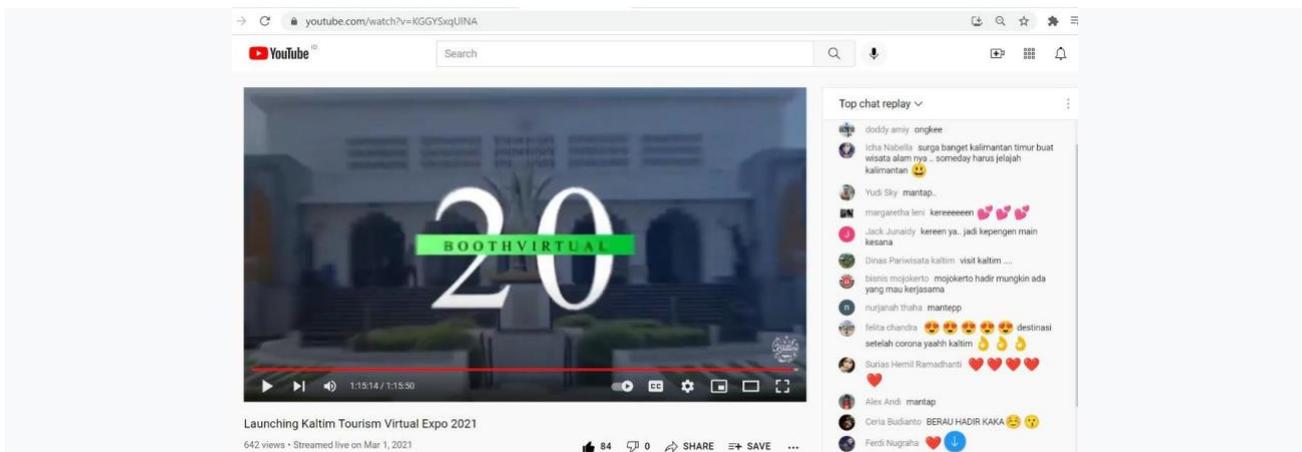


Figure 3 :
Launching of Kaltim Virtual Tourism Expo 2021, with the theme Discover East Borneo, Paradise of The East
(Source : <https://www.youtube.com/watch?v=KGGYSxqUINA>)

Exhibitions what East Kalimantan Provincial Tourism Office participated in was an exhibitions which was organized by KAI, Sekretaris Negara and Rumah Digital, and also Asosiasi Apoteker Nasional based on explanation of key informan, Mr. R. Baihaqi (2021, October 28). Although exhibitions are hard work, that are dynamic of objectives, among others are generate sales and maintain a presence in the market, like the comments of viewers at youtube on Launching of Kaltim Virtual Tourism Expo 2021 with the account name : Icha Nabella ‘surga banget kalimantan timur buat wisata alam nya (East Kalimantan is really a paradise for natural tourism).. someday harus jelajah kalimantan’ (someday have to explore Kalimantan) and account name

felita chandra : '*destinasi setelah corona yaahh kaltim*' (destination after corona yaahh Kaltim with emotion love and ok) as shown at figure 3.

Packaging during the covid-19 pandemic

Tourism as product must be pack properly to grab the attention of the passing shopper, in this case means tourist, and persuade and also convince the viewer, the pack should say 'visit us', in this case, us means Paradise at the East. In general, invitations from East Kalimantan Provincial Tourism Office for a vacation to East Kalimantan is in video : [Paradise Of The East 2021 - Yuk Liburan Ke Kaltim | Pariwisata Kalimantan Timur - YouTube](https://www.youtube.com/watch?v=eT-byXpFEYw) : <https://www.youtube.com/watch?v=eT-byXpFEYw>, 212 views uploaded on July 5, 2021 with 5 minutes durations. In the video uploaded on October 19, 2021 with the title 1 Minute TVC East Kalimantan Tourism, showing Telapak Tangan Cave, Sangkulirang, Kutai Timur, Susur Tour Mahakam River, Samarinda, Derawan Island, Berau has function to remind viewers of social media, youtube, to visit East Kalimantan in one minutes not more. Explanation of key informan, Mr. R. Baihaqi (2021, November 04), head of tourism and marketing promotion section, East Kalimantan Provincial Tourism Office, give Indonesian National Army of Awang Long District that have peace and humanitarian duty to Kongo flyers that tell destinations at East Kalimantan.

The Internet during the covid-19 pandemic

The Internet is just an international network of computers linked together but have many help for marketer, in this case East Kalimantan Provincial Tourism Office for : marketing research, database building, customer service and also communication for internal, new tourism destination development, reduction of cost, selling, and distribution their products and services, at last for promoting all destinations they have with official accounts they have :

1. Website : <https://dispar.kaltimprov.go.id/>
2. Instagram Dinas Pariwisata Kaltim : [dinaspariwisatakaltim](https://www.instagram.com/dinaspariwisatakaltim/), with 3,748 followers.
3. Instagram Official Pariwisata Kaltim : <https://www.instagram.com/paradiseoftheeast/> with 1,758 followers.
4. Instagram : [tic.kaltim](https://www.instagram.com/tic.kaltim/), <https://www.instagram.com/tic.kaltim/> with 215 followers.
5. FB : Dinas Pariwisata Provinsi Kalimantan Timur : <https://bit.ly/2UdKvKO>, dengan 4,1rb teman, <https://web.facebook.com/dinas.pariwisata.kaltim/>
6. Youtube Paradise Of The East : <https://www.youtube.com/channel/UCRkeLb-5EM7GCW4LEvjjpeg> dengan 2.87K subscribers.

For Instagram [tic.kaltim](https://www.instagram.com/tic.kaltim/), its to be used to support tourism information center east kalimantan (Pusat Informasi Pariwisata Kaltim (Puspita Kaltim)) at Legian, Bali, that was activated by head of the East Kalimantan Provincial Tourism Office, Mrs. Sri Wahyuni on 12th of Desember 2020. TIC Kaltim objective is to bring East Kalimantan closer to tourists especially for special interest travelers and make East Kalimantan the next destination after Bali. Puspita Kaltim is also at APT Pranoto Airport Samarinda (Mutawallie, 2021).

CONCLUSION

The results obtained from this study are The East Kalimantan Provincial Government in this case the Tourism Office used the communications mix that is suitable for its destinations including selling, exhibitions, packaging, and the internet. The East Kalimantan Provincial Government especially the Tourism Office is optimistic for the next, the year 2022, tourist' intentions to visit will increase as before the pandemic.

From this study, the author suggests East Kalimantan Provincial Tourism Office continue their programs with a visual message more massive and more specific, one destination one visual video, and upload at all official platforms to get more viewers with different social media that they have. In terms of the development of tourism at East Kalimantan, a better result is to use all elements of the communications mix that is suitable for its destinations effectively, but a tool of communications mix namely the internet is the most important for digital marketing of tourism in the digital era for digital tourists besides the other tools.

East Kalimantan Provincial Tourism Office also must continue holding hands more closely with all tourism industry players to adapt together to a new normal situation. East Kalimantan Provincial Tourism Office should emphasize collaborations with East Kalimantan Provincial Communications and Informatics Department for networks infrastructure at main destinations, with East Kalimantan Provincial Public Works and Public Housing Office for road accessibility at main destinations, with one national airline for all-inclusive tour packages for Derawan Island, with tourism influencer especially local and millennial digital traveler.

This research has limitation, so it can measure of the future reseach to describe tourism at Paradise of the East with using PESO model : paid media, earned media, shared media, and owned media at digital era. Thus, we can see an increase of tourists visiting because of the model.

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