

## COMMUNICATION STRATEGY OF THE CENTRAL BUTON DISTRICT TOURISM OFFICE ORGANIZATION IN DEVELOPING THE MUTIARA BEACH TOURISM DESTINATION, MAWASANGKA DISTRICT

**Al Yamin**

Ilmu Komunikasi, Universitas Muslim Indonesia  
*Setanancor07@gmail.com*

**Ahdan**

Ilmu Komunikasi, Universitas Muslim Indonesia  
*ahdan.s@umi.ac.id*

**Andi Muttaqin**

Ilmu Komunikasi, Universitas Muslim Indonesia  
*amuttaqin@umi.ac.id*

### **Abstrak**

*Tujuan penelitian penelitian ini adalah (1) untuk mengetahui strategi komunikasi pariwisata dinas pariwisata Kabupaten Buton Tengah dalam mengembangkan destinasi wisata Pantai Mutiara Kecamatan Mawasangka. (2) Untuk mengetahui bentuk pengembangan destinasi wisata Pantai Mutiara Kecamatan Mawasangka Kabupaten Buton Tengah. Jenis penelitian yang digunakan adalah deskripsi kualitatif. Subyek pada penelitian adalah Dinas pariwisata, petugas lokasi wisata, pengunjung atau wisatawan. Penelitian berlangsung selama satu bulan dan berlokasi di Kabupaten Buton Tengah, Kecamatan Mawasangka. Hasil penelitian menunjukkan Bahwa masih banyak pengurangan fasilitas-fasilitas wisata Pantai Mutiara Kabupaten Buton Tengah Kecamatan Mawasangka seperti kurangnya air bersih, akses jalan yang masih rusak, dan kurangnya petugas kebersihan di tempat wisata dan kurangnya jaringan akses internet.*

**Kata Kunci** : *strategi, komunikasi, organisasi, destinasi, pariwisata*

### **Abstract**

The research objectives of this study were (1) to determine the communication strategy of the tourism office of Central Buton Regency in developing the Mutiara Beach tourist destination, Mawasangka District. (2) To find out the form of development of the Mutiara Beach tourist destination, Mawasangka District, Central Buton Regency. The type of research used is a qualitative description. The subjects in this study were the tourism office, tourist site officers, visitors or tourists. The research lasted for one month and was located in Central Buton District, Mawasangka District. The results showed that there were still many disturbances to the tourist facilities of Mutiara Beach, Central Buton Regency, Mawasangka District, such as a lack of clean water, damaged access roads.

**Keywords**: *strategy, communication, organization, destinations, tourism*

## INTRODUCTION

Tourism is an industry that is growing rapidly globally and is currently a source of employment and livelihood for many people. Tourism development in the region as one of the development sectors cannot be separated from the development of local communities and the development of supporting facilities. The development of the tourism sector is promising and provides benefits to many parties from the government and private sector. This is because tourism is a sector that is considered profitable to develop as an asset that can be used as a promising resource for the government and the community around tourist attractions. The development of tourism in Indonesia is currently increasingly rapid. Southeast Sulawesi Province, which is one of the provinces in Indonesia, also has lots of good tourist attractions that are no less interesting than other provinces. Central Buton is one of the regions in Southeast Sulawesi Province that has quite a lot of tourism potential with promising future prospects. Some of the potential tourist attractions in Central Buton include: Mutiara Beach, Katembe Beach, Marlboro Beach, Loba-Loba Cave, Maobu Cave and several other potential tourist attractions.

Central Buton Regency utilizes existing natural resources by carrying out development in the tourism sector. This policy is based on the idea that ecologically and economically, coastal and marine areas have the potential to be developed and utilized for the benefit of society. Besides that, The development of the Mutiara Beach tourist attraction has an impact on the income and social life of the surrounding community. Through communication, opportunities for the popularity of a tourist destination will open up to become more widely known by the wider community. The community is the most important stakeholder in the process of achieving sustainable development in the tourism sector. Apart from that, the development of tourism communications must also be based on local culture and wisdom, supported by sustainable environmental preservation and development. The development of tourist destinations has an important role in maintaining cultural heritage, local wisdom and natural sustainability. Although previous tourism studies have made significant contributions to the explanation of how tourism enhances local economic development, However, they ignore the fact that protecting and expanding culture also requires communication to provide understanding, environmental awareness and community empowerment. So a management strategy is needed that involves all stakeholders and the community in every planning and development. By involving several parties, it is felt that the development of beach tourism in Central Buton can have a better impact.

Apart from the community, the regional government also has a big role, which through this provides a great opportunity for the regional government to prove its ability to carry out the authority that is the right of the region (Muhajir, 2018). So a management strategy is needed that involves all stakeholders and the community in every planning and development. By involving several parties, it is felt that the development of beach tourism in Central Buton can have a better impact. Apart from the community, the regional government also has a big role, which through this provides a great opportunity for the regional government to prove its ability to carry out the authority that is the right of the region. So a management strategy is needed that involves all stakeholders and the community in every planning and development. By involving several parties, it is felt that the development of beach tourism in Central Buton can have a better impact. Apart from the community, the regional government also has a big role, which through this provides a great opportunity for the regional government to prove its ability to carry out the authority that is the right of the region.

Based on this research, the author feels it is necessary to conduct research with the title "Tourism Communication Strategy of the Central Buton Regency Tourism Office in the Development of the Mutiara Beach Tourism Destination, Mawasangka District" because it is one of the tourism icons of Central Buton, and will make it a comfortable destination for tourists.

## METHOD

This research uses descriptive qualitative research methods. Qualitative research is research where the researcher is placed as an instrument, key. Data collection techniques are carried out in a combined manner and data analysis is inductive. Qualitative research produces and manages descriptive data. Such as transcription of interviews and observations. This research was conducted in May-June 2023, the research location was carried out in Mawasangka sub-district, Central Buton Regency. In the research, the object was Mutiara Beach, Central Buton Regency, Mawasangka District and the subjects were the Tourism Office, tourism location officers, visitors or tourists.

## FINDINGS AND DISCUSSION

Organizational Communication of the Central Buton Regency Tourism Office, namely by using a Resources and Facilities and Infrastructure strategy which explains that Mutiara Beach has the most prominent tourism development in the field of Facilities and Infrastructure, such as accommodation, places of worship and good road access with assistance from people in the Mutiara Beach Destination Area, Mawasangka District, Central Buton Regency. The regional government as the tourism policy maker in Central Buton district can provide training/education to all tourism management stakeholders, through direct training or not. For example, visiting tourist attractions that have better competitiveness, so that they can implement strategies to increase the competitiveness of beach tourism in Central Buton Regency. Another strategy that can be implemented is providing direction or input to other stakeholders in managing or utilizing development results. It is based on competition between companies determined by skills, and human resources are the main factor in achieving competitiveness, due to the new opportunities brought by new technologies and the importance of consumer loyalty in maintaining high demand. This is in line with the explanation that tourist facilities are the completeness of a tourist destination that is needed to serve the needs of tourists in enjoying their tourist trip.

Meanwhile, tourist infrastructure is needed to serve as comfortably as possible during tourist trips. These facilities tend to be oriented towards tools created to increase tourist attraction and make it easier for tourists who are visiting a tourist location. This is also in line with the fact that online media has become a separate scientific study in tourism communication, which is not only related to marketing but can also be used in other fields of tourism communication. There are 5 capabilities of online media, including the ability to store (upload) information, process information, the ability to release information (download), disseminate information and the ability to construct information images. Apart from that, it is in line with the explanation that tourism marketing communication will regulate all studies of marketing communication science. Where later we will explain the 4Ps, 7Ps, communication mix, marketing mix, and other matters related to TCM matters. This field will discuss TCM as a whole in a complete theoretical and practical context, but not specifically in specialist contexts. A destination is a place or realm of tourism owned by a country, region or region. The domain is

worked on by the state or private parties with the aim of seeking profits from it. A destination brand is a brand that is a brand, logo, tagline, brand that is used as a destination identity. Destination brand advertising aims to introduce destination products to sell them in the tourism market. As with other products, to be able to sell, apart from being imaged through a social construction process, the product must also be communicated to the public. Based on the description of the research results above, it shows that the form of development of the Pearl Beach tourist destination in Mawasangka District, Central Buton Regency is a sustainable form of community development in the Pearl Beach area that requires community participation in the implementation and development process.

Therefore, people in the Mutiara Beach area can preserve Mutiara Beach. This is in line with the explanation that participation comes from the English word participation which means taking part. Participator is defined as one who takes part or is often referred to in common parlance as participation. In full, participation is often said to be taking part or taking part in certain activities. Participation is mental involvement, thoughts and emotions or feelings in a group situation that encourage him to contribute to the group in an effort to achieve goals and take responsibility for achieving the goals in question. That participation, inclusion, involvement or participation is actually a mental and emotional involvement that is more than mere or just physical involvement. The second element is the willingness to make a contribution to efforts to achieve a group goal. This means that there is a sense of volunteerism to help the group. One becomes a member with all others. Participation is the level of participation or involvement of an individual or group in society to achieve goals and the sharing of authority or responsibility together in the process of identifying problems and potential that exist in society. While community participation is often considered an inseparable part of other efforts in the community empowerment process, it can be seen that the roots of the development of thinking about participatory approaches in development will be related to discourse and community.

One of the assumptions of the participatory approach is that a community has reached the level where it is currently, actually through a long process of development so that almost every community has developed local wisdom in line with their efforts to overcome existing problems. In this way, participation is a form of community empowerment. The form of developing the Mutiara beach destination, Mawasangka District, Central Buton Regency, requires participation from several stakeholders/government, be it the community, the private sector or community institutions. The large number of stakeholders/government involved should not make local governments carry out authoritarian management. This is in line with the explanation that role is a dynamic aspect of position or status. Role and status cannot be separated. There is no role without position or status, likewise there is no status without role. Every person has various roles that they play in their social life in society. Roles determine what a person does for society. Roles also determine the opportunities given to them by society. Roles are regulated by applicable norms. As a service trade industry, activities cannot be separated from the participation of the government, both central and regional governments. The government is responsible for four main things, namely tourism planning: Tourism is an industry that has special criteria, resulting in positive and negative impacts. To fulfill these special criteria, maximizing positive impacts and minimizing negative impacts arising from tourism development requires careful tourism planning. Mistakes in planning will result in the emergence of various different problems and require different solutions.

## CONCLUSION

The conclusions of this research are as follows:

1. The Tourism Communication Strategy of the Central Buton Regency Tourism Service in developing the Mutiara Beach Tourism Destination in Mawasangka District is to use a Resource and Facilities and Infrastructure Strategy, namely shows that Mutiara Beach has the most prominent tourism development in the field of Facilities and Infrastructure, such as accommodation, places of worship and good road access and a promotional strategy, namely that the use of promotional strategies using blogs or sites is the main goal in disseminating information about the destination. Mutiara beach tourism in Mawasangka District, Buton Regency.
2. The form of developing a communication strategy for the Central Buton Regency tourism service organization in developing the Mutiara Beach tourist destination, Mawasangka District, namely a sustainable form of community development in the Pearl Coast area that requires community participation in the implementation and development process. Meanwhile, it requires participation from several stakeholders/government, be it the community, the private sector or community institutions. The large number of stakeholders/government involved should not make local governments carry out authoritarian management. So that the management and development of Mutiara Beach can run well and sustainably, at least management can use partnerships with the Central Government and stakeholders and business and private entities consisting of government and stakeholder elements.

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