

The Role of “Ana'dara Kallolo” as Tourism Ambassador in Promoting Tourism Potential for Soppeng Regency

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Abstract

The Soppeng regency required a tourism ambassador to market the region as a tourist information hub. The objectives of the study were to determine the role of Ana'dara Kallolo as a tourism ambassador in promoting tourist attractions and to identify the elements that supported and hindered Ana'dara Kallolo's efforts to promote tourism in Soppeng regency. Based on the foregoing promotions, it became necessary to define the communication strategy employed by Ana'dara Kallolo to promote the programs of tourist attractions. The research employed a qualitative approach to delve more deeply into the subject to be watched closely. Ana'dara Kallolo had important roles as the actors of the activity, as a tourism information centre, and as the Soppeng regency tourism ambassador, according to the findings of the study. The supporting factors indicated a high level of public interest in tourism destination areas in that regency, while the inhibiting factor was the lack of community resources when tourism promotion was conducted. It was determined that the public had recognized Ana'dara Kallolo's information regarding tourism in Soppeng regency as accurate; thus, the barriers to engaging in socializations or other activities must be eliminated by significantly improving human resources. The purpose of the study's execution was to gain the strategy for completing a variety of tasks and to carry out the scheduled activities.

Keywords: Role of Tourism Ambassador, Tourism Potential, Communication Strategy

INTRODUCTION

Tourism is a secondary need that humans will have after their primary needs have been met. Tourism is a fundamental component of human life, particularly in terms of social and economic activity. Through the development of community-based tourism, it is believed that this tourism can be cultivated as part of a community empowerment plan. Through the development of community-based tourism, it is believed that this tourism can be cultivated as part of a community empowerment plan.

The original definition of tourism was provided by Austrian economist Hermann von Scheullard in 1910, according to Ranjan (2012). Tourism, according to him, is the sum total of mostly economic activities directly associated to the arrival, stay, and movement of

foreigners inside or outside a city or region. While Wyllie (2011) defines tourism as the actions of people traveling to and staying in locations outside their typical environment for less than one year for leisure, business, or other objectives, this definition is not universally accepted. As part of a broader investigation of the relationship between tourism and processes of economic development and modernization, the anthropological study of tourism has swiftly gained traction, according to the report.

Bumi Latemmalala, also known as the Soppeng regency, offers millions of varied tourist attractions. It has natural tourism, cultural tourism, and manmade tourism attractions. The tourism potential of the region's beautiful landscape is substantial. The eight subdistricts of the Soppeng regency are home to the majority of the regency's natural and historical tourism attractions. In 2017, 22 accommodations were available to travellers who wished to visit the Soppeng Regency. Currently, there are 197 rooms and 330 beds available. There were accommodations in the form of non-star hotels and various sorts of lodging. There were 10,881 hotel and lodge guests in the area at the time. Tourists visit animal tourism, history, nature, agrotourism, and cultural and religious heritages, among other attractions.

Soppeng Regency National Craft Council (Dekranasda) is attempting to market the region's plethora of current tourism attractions. One of the initiatives undertaken by the provided council is to select tourist ambassadors among the youth of the Soppeng regency, also known as Ana'dara Kallolo in the Bugis language, in order to promote tourism potential. As a tourism ambassador, Ana'dara Kallolo has a significant role in showcasing the tourism potential of Soppeng regency to the greater community, according to one of the respondents. On the other hand, it is anticipated that Ana'dara Kallolo's election as a tourist ambassador will serve as a source of inspiration and motivation for the younger generation as they carry out their tasks and responsibilities in society.

Andersson and Ekman (2009), cited in Sadrabadi, et al. (2018), explain that brand ambassadors confirm the authenticity of the attributes that differentiate products and give them appeal, and that they can impact networks and other relationships via word of mouth. Not only is the use of a brand ambassador more cost-efficient, but it is also more effective than other marketing strategies, such as advertising.

Sukardi (1998) also defined tourism potential as everything that is owned by a tourist attraction and is valuable for the development of the local tourism business. Therefore, tourism potential refers to something that can be developed into an attraction for tourists. There are three forms of tourism potential: natural potential, cultural potential, and man-made potential.

Randa (2015) researched about *"The Role of Tourism Ambassadors in Promoting Solok Regency Tourism"*. The study concluded that tourism ambassador is a symbolic of Solok regency for tourism where male ambassador is given name as "uda" and female ambassador as "uni". The activity that has been done so far is the promotion which followed by tourism ambassador based on the Government Tourism office activity Solok regency, those are Tour de Singkarak event, Cultural week of west Sumatra, Solok regency Anniversary, Uda Uni election of West Sumatra event, etc. The roles of tourism ambassadors which have been done so far had been giving the development on tourism in Solok regency through certain promotions and yearly events.

Schiffer (1999) explained that there are four sequential events that make up a communication process: (1) Inscription: the sender imparts information by modifying the emitters' properties (formal, locational, relational, or quantitative). (2) Emission: the emitters perform in one or more modes; these performances are termed "emissions" (2) Reception. The receiver, registering the emissions of activity and palatial interactors, constructs

inference(s) and forecast(s) employing correlations, and (3) response. On the basis of the information yielded by the inference(s) and forecast(s), the receiver responds. The response is itself a performance, often in many modes.

Vlăduțescu (2016) stated that the functions had had the activities for which an entity was destined or in which it was used. Functions are entity responsibilities or missions. Communication functions are constituted by assuming missions to reach some goals. In fact, communication functions are communication system functions. A system has a set of fundamental functions and one or more complementary functions.

According to Kayode (2014), the marketing communication has been defined as the sharing of information, concepts, and meanings about products, services and the organization that had sold them, by the source and receiver. A more elaborate definition is that marketing communication is targeted interaction with customers and prospects using one or more media, such as direct mail, newspapers and magazines, televisions, radios, billboards, telemarketings, and the internets. Kayode (2014) also added that marketing communication is essentially a part of the marketing mix. The marketing mix defines the 4Ps of marketing: price, place, product, and promotion, such as what marketing communications is all about.

There are various elements in the communication processes, which need to be taken into account. These are stated as follows: (1) verbal messages, (2) non-verbal messages, (3) clarity of thought and expression, (4) precision and appropriateness, (5) conciseness, (6) conducive environment, (7) channel, (8) feedback, (9) completeness, and (10) context (Kapur, 2020).

METHOD

According to Creswell (2018), research methods encompass the data collecting, analysis, and interpretation procedures proposed by the authors for their study. The research was conducted utilizing a qualitative approach to investigate the topic in greater depth and with careful observation. The goal of the study was to present Ana'dara Kallolo's communication strategy for promoting tourism in Soppeng regency and to identify the elements that aid and hinder tourism ambassadors in promoting tourism in Soppeng regency. According to Sugiyono (2009), research procedures are essentially scientific techniques for collecting data for specific reasons.

Descriptive-qualitative was the specific research design employed in this study. The data were qualitative, and the results of data analysis sought to characterize Ana'dara Kallolo as tourist ambassadors promoting Soppeng Regency's tourism potential. The use of descriptive-qualitative methodology was intended to reveal the natural circumstances of phenomena and a multifaceted reality of tourism marketing potential.

Polit and Hungler (1999) defined the research design as a plan or blueprint for performing the study in such a way as to exert maximal control over variables that could compromise the validity of the research results. Then, Creswell & Poth (2018) noted that a variable was a property or attribute of a person or organization that has been observed, measured, and changed among the individuals or organizations under study. Regarding the research instrument, Denzin and Lincoln (2005) state that the instrument of data collection was a tool chosen and utilized by the researcher in order to make data collection a systematic and straightforward process.

The samples in the study were the winners of the Soppeng *Ana'dara Kallolo* election in 2021, the organizing committees for the given election and representatives from

Dekranasda who participated in the success and gave permission to hold the *Ana'dara Kallolo* election. All of these resource persons had been related to the Soppeng *Ana'dara Kallolo* Association Organization.

According to Patton (1980) in Moleong, data analysis was the process of managing the data, organizing it into a good pattern, category and basic unit. Bogdan and Taylor (1975) have also said that data analysis had been the process of planning effort formally to find the theme and to formulate hypothesis as suggested by the data and as an effort to help the theme and the hypothesis. From the above explanation, it could be synthesized that data analysis was the process organizing and put the data into the right pattern, category, and the basic unit, so we were able to find the theme and formulate hypothesis as suggested by the data.

The authors used two kinds of instruments, such as interview guide and documentation. The interviews had been done to gather the data from primary sources of information, i.e. the chief of *Dekranasda* (National Craft Council) of Soppeng regency, the chief of committee of the event, and the winners of *Ana' Dara Kallolo* election 2020 (young man and young woman). The data compiled in the form of documents coped with geographic conditions, community profiles, the history of the community establishment, vision and mission, sorts of programs, and learning conditions. The data that had been collected were analyzed based on Miles and Huberman (1992), which consisted several data analysis procedures; they were data reduction, data display, and verification and conclusion.

FINDINGS AND DISCUSSION

This study focuses on *Ana'dara Kallolo's* role as tourism ambassador in increasing tourism interest in promoting tourism potential in Soppeng regency. Authors had used a qualitative approach to see the natural conditions of phenomena. The approach aimed to gain understanding and describe a complex reality. After conducting the research, the researcher has obtained the following research statements as the results of data analysis and its interpretations:

***Ikalong* Destinations (the Soppeng *Anadara Kallolo* Association)**

- *Ikalong* aims to collect, unite, improve and form alumni bonds. The general election held by *Ikalong* is to be more empowered and efficient for the sake of welfare and life is preserved for the sake of preserving culture, tourism, education and youth in South Sulawesi Province in particular and Indonesia in general.
- To strive to implement programs and succeed in fostering and developing cultural insight, tourism, education and youth organized by the government and the private sector.

Ana'dara Kallolo has a vision and mission for establishing dedicated young generations who can assist local government to promote tourism, arts and culture. *Ana'dara Kallolo* election has particular purposes: (1) to develop potential, talent, creativity, and intelligence for young generationa, (2) to become figures who can play a role in promoting the arts, culture and tourism in the given regency, (3) to improve human resources, especially in the field of tourism, and (4) to become a place for channeling talents, interests, creativity and moral personality.

Attributes of the Soppeng *Anadara Kallolo*

- *Ana'dara* Bond Symbol. The Soppeng *Kallolo* (*Kalong*) consists of two young men wearing complete South Sulawesi traditional clothes and several icons of Soppeng regency.

- The symbol of the Soppeng *Ana'dara Kallolo* Association (*Ikalong*) is used for the manufacture of jackets, badges, and other signs indicating the identity of *Ikalong*.
- Shape, color, description of use and further arrangement of attribute types are applied in organizational regulations.

Tourism ambassador is a figure of tourism and culture who is elected after going through a series of selection processes. Tourism ambassador is an extension of the government's efforts to introduce tourism potential with the aim of increasing tourists, both local and foreign visitors. Tourism ambassador is very influential because of the credibility expected to represent the regions in an effort to promote tourism potential. Tourism ambassador is also expected to be creative, innovative, confident, experienced, and self-identified figures. This is supported by a sympathetic appearance, so that the achievement of realization of having played an active role in tourism promotion.

Composition of *Ikalong* Management

- The organization composition consists of General Chair, Deputy Chair 1, Deputy Chair II, Secretary General, Deputy Secretary I, Deputy Secretary II, General Treasurer, Deputy Treasurer I, Deputy Treasurer II, Field Coordinator, and Members.

Each of these works cooperatively to increase tourism potential, such as natural, cultural, and man-made potentials. The natural potential refers to flora and fauna condition of an area and the landscape of an area. The purpose of developing this natural potential is to attract tourists to visit the physical areas. The cultural potential includes all the results of human creativity to make initiative in the form of customs, handicrafts, and arts, and also to do historical relics in the form of buildings and monuments. And, human potential will function as a tourist attraction through dance performances and cultural arts performances of an area.

Discussion

The authors had explored initial data when the *Ana'dara Kallolo* election in Soppeng regency was done and when the winners were inaugurated. The action began to trace information about the profile of the winners of *Ana'dara Kallolo* in the regency, organizational structure, vision and mission, and others for conducting direct interviews with informants. Such data had been used by the authors to complete the information in the case of detailed information. Interview was a dialogue conducted by the interviewer to obtain information from the interviewees. In order to be described in a coherent manner, the authors describe the interpretations of data analysis as follows:

Ana'dara Kallolo's communication strategy has a role for promoting tourism potential in Soppeng regency. The Soppeng *Ana'dara Kallolo* is a young girl who has been elected to become a cultural icon in the regency. The purpose of establishing the Soppeng *Ana'dara Kallolo* Association is to promote tourism prospects there. As stated by Mr. Zaukhy, "I think that tourism ambassadors are very important, they are representatives of Soppeng youth who has an interest in learning more about tourism, as well as participating in activities related to tourism itself. So, they are extensions of the service in promotional activities, for example, they have even become biological children of the service as well."

Several explanations regarding role theory have been advanced. Recall that Biddle (1979) explains that roles were induced through the sharing of expectations for role behavior.

Thus, those who exhibited the role were stimulated to do so because they learned what behaviors were expected, while others were stimulated through their own expectations to teach and enforce appropriate behaviors for those who were the members of the position. Thus, the duty of the Soppeng tourism ambassador is to promote tourism, its culture and others. Therefore, many parties from outside and inside ask about various types of tourism in Soppeng. The tourism ambassador here is also one of the factors that can promote the tourism in the regency.

In addition, the government and the community parties will not escape from the attention of the tourism ambassadors of Soppeng regency. With the frequent participation of tourism ambassadors and holding activities, more and more people are aware of the tourism potential in Soppeng regency. This will indirectly improve the economy of the government and the community in the areas of the tourism surroundings. It has been expressed by Meisya as an *Ana'dara Kallolo* as follows: “With the frequent participation in this activity, the community will be curious to know about tourism potential in their regency. So it will also improve the economy of the government and the community in the tourism areas”.

Supporting and inhibiting factors for tourism ambassadors in promoting tourism potential in Soppeng regency introduce the steps used by *Ana'dara Kallolo* in promoting tourism potential because the tourism ambassadors themselves are widely known to the public as "children" grown and dwelled in Soppeng. This statement was expressed by Meisya that “Yes, because we often hold socialization or stories about tourism in Soppeng regency, sometimes it becomes easier for us to talk to the community. According to what has been experienced, she says that we were trusted by the community that we can show the recommended tours for them, for example when we do socialization, especially if we say or tell about the natural areas in Soppeng, they are very interested in the potential”.

In addition to having supporters, tourism ambassadors also got some barriers in promoting tourism in Soppeng. It is told by Meisya that “What hindered the program was concerned with the human resources, for when we made promotions, we were not able to do those as well. And, when there is an event we must do the socialization of the tourism objects and programs”. Here, it is important to recall the notions of Ruben and Steward (2006) who explain that human communication was a process through individuals who were in relationships, groups, organizations, and societies to respond and create messages to adapt to the environment and one another, so that effective communication might be achieved.

Besides, Vlăduțescu (2016) adds that communication consisted of three types: doxy communication, epistemic communication, and mixed communication. Doxy communication has as practical forms, such as conversation, negotiation, sermon, discourse etc. Epistemic communication has as practical forms, such as scientist communication, lessons, scientist treaty, etc. And then, mixed communication has as practical forms, such as advertising, propaganda, trading negotiation, etc.

Role learning can be conceptualized in two ways: In rationalism and cognitivism, learning depicts a causal process in which the role beholder changes the structure and content of a role conception based on new (deviant) information, i.e. experience. In social constructivism, learning is conceptualized as a constitutive process in which the beholder acquires a new role (and identity) in a given or evolving social group. (Harnisch et al, 2011). This study obviously helps the government to promote the tourism areas in Soppeng regency through a number of efforts that have been decided to be performed.

CONCLUSION

The results show that the communication strategy used by *Ana'dara Kallolo* in Soppeng is as an implementation of orientation and obligation, as a tourism information centre that makes it easier for tourists to obtain information about tourism attractions, culinary, souvenirs and culture in Soppeng regency. *Ana'dara Kallolo* in the regency as a tourism ambassador by holding several activities, such as tourism exhibitions, and counselling or community activities. It can also be concluded that *Ana'dara Kallolo's* supporting factor in promoting tourism attractions in Soppeng regency is the highest public interest in tourism destination areas and the inhibiting factor is concerned with the lack of human resources when promoting tourism potential. Thus, the implementation of this study is quite large, for it copes with the strategy of a tourism ambassador to hold a number of duties to make and perform the activities that can be evaluated by next elected ambassador from *Ana'dara Kallolo*.

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