

Communication Strategy of The Department of Youth, Sports, Culture and Tourism in Revitalization the Water Park Cave Sunyaragi Cirebon City, Indonesia

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Abstract: Communication strategy is one of the efforts of sunyaragi area management that needs them to reach the desired destination to convey information about the existence of tourist attractions to the community, so that prospective tourists know and are interested in visiting tourist sites. The identification of problems in this study is as follows: 1). How are communication strategies conducted the department of youth, culture, sports and tourism in the water park cave sunyaragi cirebon?, 2). How are the communication strategies conducted constraints department of youth, sports, culture and tourism in the water park cave sunyaragi cirebon?. This study method uses qualitative descriptive studies. the selection of informants using purposive sampling is to the manager of tourist attractions using data triangulation techniques. The results explained that the communication strategies carried out by water park Manager sunyaragi ranging from audience recognition, composing messages, determining methods, and selection of media used even more than visitor posts on their social media add to the promotion of tourism and also in media specially made disporbudpar. The obstacles faced by the Disporbudpar, that there is still a lack of public awareness of tourist attractions and the maintenance of tourist attractions if exposed to mushrooms due to cold weather.

Keywords: communication strategies, revitalization, the water park cave Sunyaragi, department of youth sports culture and tourism

1. INTRODUCTION

Sunyaragi Cave water park or people often mention also Sunyaragi Cave, Sunyaragi Water Park, or Tamansari Sunyaragi has an area of about 15 hectares and is still the authority (area/ area) of Kasepuhan Palace Busyness population at that time was no longer merely produce and trade in marine products, but also agricultural commodities. In addition, they also produce and buying processed materials and handicraft items made from soil, ceramics and metals, and has been integrated in trade between countries. City government cirebon, both on

the order of reform as well as the past, realize that the cultural heritage of this highly significant socio cultural needs to be maintained and developed for the sake of identity and authority of the city as well as a source of public revenue, even when the regional executive elected directly. The most interesting tourist spot in Cirebon is Sunyaragi Cave Water Park. In the park there is a pesangrahan surrounded by gardens and ponds even though the water is not only a few caves. The location is located on the side of a major road as well as through public transportation, making it easy to visit. <https://kanalwisata.com/wisata-taman-air-go-sunyaragi-cirebon>

Based on presidential decree No. 22/2011 on promotional bodies Indonesia tourism, the development of tourism is essentially a part of national development efforts to realize the welfare of community for all Indonesians. The development of the tourism sector is reviewed from socioeconomic aspects can improve regional income. Regional development should have an impact on other sectors to improve the level of living local communities. Syarifudin, Atang (1976 : 55). The restoration of the castle cave Sunyaragi been done by the Dutch colonial government in 1937-1938. Implementation is handed over to an officer of the Department of Culture Semarang. His name, Krisjman. He only strengthen the construction of the original by adding poles or brick pillar reinforcement, especially on the archway. Last restoration was done Directorate of Protection and Development of History and Archaeology, Directorate General for Culture, which is restoring the Castle as a whole from 1976 to 1984. The results of research conducted by Nurudin and Nurfalah., Farida (2018 : , that Marketing communication marketing of Sunyaragi Cave Water Park management below department of youth, culture and tourism Cirebon and Kasepuhan Palace which is also assisted by including mass media, local government activities and services such as Kominfo through "Cirebonku." This old building is still crowded by people, because it is located right on the main road. A fairly large parking lot, park the front gets a new twist to break the tourists. There is also a cultural scene that is used for art performances Cirebon. But things cultural stage is now less neglected, full of wild plants. Swimming in Taman Sari was less groomed and the water dried up, so the early 2015's cave Sunyaragi in Pugar back as cave tours Sunyaragi Water Park. Thus, regional management needs a communication strategy should be able to show how tactical operations should be carried out to help decision-making and potential travelers know, are interested, and want to come to tourist sites.

2. RESEARCH ELABORATIONS

a. Communication Strategy

The communication strategy is a blend of communication and communication management plan to achieve a goal. As well as other strategies, communication strategies also need theory, because the theory is based on the knowledge of experience that has been tested truthfully. The communication strategy should be flexible so that the communicator as executors can quickly make changes when there is an influencing factor. The communication strategy is closely connected and relation between the objectives to be achieved with the consequences (problems) that must be taken into account, then plan how to achieve consequences in accordance with the expected results or in other words the objectives to be achieved. Planning a communication strategy must arranged systematically, in an attempt to change the knowledge, attitudes and behavior of the audience or target. Given that society continues to

evolve and change according to the demands of time and space, then the concept of strategy and policy should be a dynamic concept to be able to accommodate the development of new ones, even if the need should be adjusted also. To be able to respond to the demands the new demands posed by changes in circumstances or times, then we need a strategy and wisdom to be able to support the achievement of goals by first setting:

1. The target to be achieved
2. The road to be taken
3. Goals that need to be provided
4. Program - a program based on the means available

Message delivered to the target (public) will be effective, the strategy of communication used are as follows:

1. Know the Audience

Communicators have to create a convergence of interests with the public, especially in the methods and media. To create these common interests, the communicator must know and understand the mindset and field experience audiences appropriately and thoroughly covers:

- a. Conditions personality and physical condition of the audience consists of:
 1. Knowledge of the audience about the subject
 2. Knowledge of the public to receive a message - a message through the media used
- b. Knowledge of the audience, especially vocabulary used
- c. The influence of groups and communities as well as values - values and norms - norms in community groups.
- d. Situations where the group is located.

In observation or research, the public can be identified in many ways, in terms of knowledge of the audience, for example there is a message - the message can be found audiences who have no knowledge, has only a few, have much and are experts on the issues presented. Being in terms of public attitude towards the content of the message can be found audiences agree, doubt and reject (Arifin, 1998 : 56)

Indispensable introduction to the audience, the human element in the process of communication is a very important element and is the core of communication.

2. Develop a Message

The message is everything delivered by someone in the form of symbols perceived and received by the audience in a series of meanings. The ability of humans created the symbol proves that man already has a high culture in communications. The symbol is the result of human creations which implies that can be used to communicate amongst humans. The second problem in compiling the message is the nature of the message of the product itself. If the real nature of the product and the goods can be had, then the messages used does not need too much because every member of the public can evaluate themselves. But if the program is marketed not real then require a fuller explanation, easy to understand and promising prospects that would be obtained after receiving the program.

3. Establish methods

After identifying the circumstances and the audience has compiled such a message, then selanjutnya stage is to choose the appropriate method peyampaian. The owners of these methods must be adapted to form a message, the state of the public, facilities and costs.

Arifin (1998: 73) offers effective communication methods are:

1. *Redundancy (repetition)*

Influencing audiences by repeating - the message to the audience. This method is a lot of benefits that can be drawn. Among other benefits that the public will pay more attention to the message, because it concentrates on the message that is repeated - again leading to more attention.

2. *Canalizing*

To influence the audience must first understand the frame of reference and field experience of the audience and then compose a message and method in accordance with it. It is intended that the audience at the beginning can receive the desired message.

3. *Informative*

One form of mass communication beam is informative, a form of the message aimed at influencing audiences in a way (method) provides illumination. Peneragan means of delivering something with what is real.

4. *Persuasive*

Persuasive means influencing audiences by persuading. In this case stirred public good thoughts, especially his feelings. The persuasive method is a way to influence Komuikasi with no opportunity for a lot of critical thinking, even to audiences that may be affected unconsciously (suggestive).

5. *Educative method (method of education)*

One attempt to influence the audience of a general question posed can be realized in the form of messages that contain opinions - opinions, the facts and experience. This method can also be called the method of educating.

6. *Cursive Method*

Which means influencing audiences by means memaksan. In this case the audience is forced, without the need to think more, to accept the idea or idea an idea that was brought, therefore, is in addition to messages from the communicator opinion the opinion also contains a threat.

7. *Selection and use of media*

Selecting the communication media should take into account the characteristics of the content and purpose the content to be delivered, and the type of media that is owned by the audience. The message body is the packaging means a message intended for the general public and packaging the message to a specific community. Determine what type of media to be used often shift. This is caused by the development of the media itself is always changing and evolving over time quickly.

Media can be classified as old media and new media (Cangara, 2013: 122)

1. Old Media

- a. Print media
- b. The electronic media
- c. Outdoor media
- d. Small format media
- e. The communication channel group
- f. Public media channels
- g. Interpersonal communication channels
- h. Traditional communication channels

2. New Media

a. Internet

b. Use of Cell Phones

b. Barriers in Communication

Delivery of messages from the communicator to the communicant common sense reach not as desired, even misunderstanding. The inadmissibility of symbols or language due to differences between what used to that received, or there are other technical barriers which cause the idea to the smooth communication systems of both parties. Ruslan (2003), describes the four kinds of obstacles that can interfere in the communication system, namely:

1. Obstacles to the delivery process (process barrier)

These barriers could come from the communicators who get into trouble in the delivery of the message, the message does not master the material, and not have the ability as an excellent communicator. These barriers can also be the recipient of the message, because of the difficulty in understanding the message komunukan well. It can be caused by low levels of language acquisition, education, intellectual, etc.

2. Barriers physically (physical barrier)

Physical facilities can mengambat effective communication, for example pendegaran less sharp and disorders of the loudspeaker system is often the case in a room. This can create a message - the message is not effective.

3. Barriers semantic (semantic barrier)

Obstacles in terms of semantics (language and meaning of words), that is the difference between an pegertian and understanding of the message and the recipient of one language and symbols. Perhaps the only language that passed the technical and formal terkalu, making it difficult for the communicant the level of knowledge and understanding of the technical language communicators less.

4. Barriers psycho-social (psychosocial barrier)

The big difference is quite big in the cultural aspects of customs, habits, perceptions and values - pas adopted so that the trends, needs and expectations - the expectations of both parties to communicate are also different.

The communication strategy is closely connected among the goals to be achieved with the consequences (problems) that must be considered, then plan how the consequences in accordance with the expected results or objectives to be achieved.

The strategy is essentially a planning and management to achieve a goal. However, to reach these objectives, the strategy does not serve as a road map that only indicates direction only, but must be able to demonstrate how the operational tactics.

The approach used in this study is a qualitative approach is more holistic, inductive and naturalistic, whereas the type of study is a type of descriptive qualitative, researchers used depth interviews to the object under study and observation, so that the accuracy of the information obtained is more accurate. One reason for using a qualitative approach is that this method can be used to discover what is hidden behind the phenomena which sometimes is something that is difficult to understand rationally. Through this qualitative approach, an opportunity to better understand the phenomenon under study by the consideration that life is always changing and dynamic human behavior. (Rakhmat, 2000 : 24).

Merely descriptive study describes a situation or event. This study did not look for or explain the relationship, so research reveals the fact that just happened on the field. In this study, a resource is determined through the technique of "purposive sampling" with tour manager, because the resource as the data is determined based on the perception or opinion of the researchers themselves.

3. RESULTS OR FINDING

a. Communication Strategies conducted the Department of Youth, Culture, Sports and Tourism in the Water Park Cave Sunyaragi Cirebon

Disporbudpar perform communication strategy for the revitalization of the cave water park Sunyaragi by identifying the following things: Based on interviews with manager of tourist :

1. *Know the audience:*

Background to the audience on the waterpark Sunyaragi interviews stated that : "the people of Cirebon agrarian society most of them fished and assessed by the Disporbudpar enough in keeping the destination of planting water Sunyaragi Cave as well as the interest of the audience considered less attention because people are still indigenous to destination not the center of their attention. "

2. *Develop a message:*

After knowing the segmentation of society, then the next can compose messages to be delivered. Messages that are designed or prepared will be adapted with the audience or groups of people who had been predetermined. Then determine the format and content of the message that will be conveyed to the audience or groups of people so that the message can be received well. As described by key informants as follows:

a. Contents of the message: preserve, maintain and preserve the tourist attraction to people of Cirebon, especially close to the site have a high awareness

b. Nature of Persuasive Messages

The format of a persuasive message saying that the residential land near a tourist attraction should fixed a way to approach people and given an understanding symbols verbal and non-verbal in conveying the message to khalayakya as a program that is raising public awareness, and therefore more inclined message is persuasive and educative. In addition to the persuasive and educative, the message was informative, because Disporbudpar also give information about how maintaining local wisdom as a destination environment that we need to nurture together. Preparation of the message needs to be seen the nature of the product itself, there is a product that is both real and unreal. Because these programs are not real, then the program requires a fuller explanation, easy to understand, and the promising prospects of what audiences get when audiences do.

There is a message in the form of preparation techniques ; (1) one-side issue, namely the technique of messaging highlighting the goodness or badness of something. This means that communicators in conveying the message should stress whether the goodness or badness. The second is (2) two side issue, which is a technique of delivering a message that is in addition to put forward a good communicator, also said it is not good. Communicators provide opportunities for the public to think whether there is an advantage if they carry information, solicitation, or himbawan given. Disporbudpar in conveying the message to the audience in this case is the tourists and the community Cirebon, communicators pack messages that show

things or benefits when we orderly traffic and addressing also the impact or consequences if it does not maintain local knowledge in this case the destination Sunyaragi cave.

Disporbudpar Cirebon deliver messages that are namely:

1. Messages that are informative

Disporbudpar leave a message that is informative about how the existence of the cave Sunyaragi

2. Persuasive message

Persuasive message is expected to be the change teradi on audiences or target, the change involves knowledge, behavior, attitudes toward realizing the Disporbudpar Sunyaragi Cave as a destination of choice for tourists.

3. Messages that are educational

Disporbudpar convey an educational message, this message has the pressure on the elements of cognitive, affective and psychomotor. Disporbudpar provide knowledge about protecting the environment in particular destinations Sunyaragi cave

4. Establish Methods:

After compiling messages to be delivered, the next is a set of methods, as described previously that the method of the communication strategy there are several kinds, Disporbudpar using several methods such as redundancy, canalizing, informative, persuasive and educative. As explained by Sugiono as Section Head of Development of Traditional Values History and Archaeology at the Department of Youth Sport Culture and Tourism (Disporbudpar) Cirebon:

Messages that have been dirancang will be delivered by the communicator to the audience by using the method. There are several methods that can be used in conveying the message, ieredundancy, informative, persuasive, canalizing and educative.

Based on the research described previously, disporbudpar cirebon using several methods, namely:

a. Redundancy

Delivery of messages are repeated again intended for a person or audience can remember the message, Disporbudpar use this method in the process of delivering a message about the program by socializing in some media of communication and conduct seminars or interactive dialog on activities such as Gotrasawala.

b. Informative

Informative means of delivering a message in the form of information - information. This method aims to increase knowledge about destinations will feel proud and have a sense of cultural destinations in Cirebon.

c. Canalizing

This method is used Disporbudpar to influence the general public or wider. Providing knowledge, educating the community's help Disporbudpar in disseminating positive effect.

3. *Choosing Media*

Selecting the communication media should take into account the characteristics of the content and purpose of the message to be delivered, and the type of media that is owned by the audience. In the general population Disporbudpar using print media, electronic media, outdoor media. Baligho and banners are placed on a major highway Cirebon city. The electronic media has ever cooperated with Disporbudpar to destinations Sunyaragi this is one

TV, Trans 7, Indosiar, and RCTV, while the print media Radar Cirebon and Tirta Kencana. Other media used leaflets, books and brochures.

b. Communication Strategies Conducted Constraints Department of Youth Sports Culture and Tourism in the Water Park Cave Sunyaragi Cirebon

Barriers of undertaken department of youth culture sports and tourism in the water park cave sunyaragi cirebon, namely:

a. Obstacles in the delivery process

This congestion occurs the need for cooperation and awareness between the government, agencies, and the community in promoting tourism objects, maintaining, preserving, and maintaining the leading tourist destinations in the city of cirebon so that communication strategies can be achieved even better.

b. Physical barriers

This case there is always improvement of facilities and infrastructure in the arrangement of tourist attractions to be maintained as an asset of tourism objects that are local wisdom of cirebon city.

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