

## TOURISM COMMUNICATION BASED ON CULTURE, RELIGION AND LOCAL WISDOM OF KUANTAN SINGINGI

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**ABSTRACT.** Tourism competition between regions has recently become increasingly competitive, to be able to compete, an effective strategy is needed to develop the potential and uniqueness of the region to be competitive. For this reason, the development of tourist destinations must be more innovative so that tourists who come are willing to repeat their visits in these tourist areas. The main problem that arises related to tourism in the region at this time is how to increase regional competitiveness so that its potential can be exploited to the fullest. This study aims to determine the tourism communication strategy in developing tourism potential in Kuantan Singingi Regency. This research method is using a qualitative descriptive approach using a constructivist paradigm. Data collection techniques were carried out by observation, interviews, and documentation. To test the validity of the data in the field, a credibility test was conducted. The results of tourism communication research are the process of delivering image messages that involve the role of stakeholders, both internal and external. The right strategy to be carried out by the Kuantan Singingi Regency government in developing regional tourism potential, elaborating brand image and brand identity, will be able to develop the potential and uniqueness of the region to become a tourism strength. The pattern of communication strategies between local governments and communities lacks synergy, with local tourism communities and human resources that do not have expertise in tourism.

**Keywords:** communication; culture; local wisdom; religion; tourism

## KOMUNIKASI PARIWISATA BERBASIS BUDAYA, AGAMA DAN KEARIFAN LOKAL KUANTAN SINGINGI

**ABSTRAK.** Persaingan pariwisata antar-daerah belakangan ini semakin kompetitif, untuk bisa bersaing dibutuhkan strategi yang efektif untuk mengembangkan potensi dan keunikan daerah agar berdaya saing. Untuk itu pengembangan destinasi wisata harus semakin inovatif sehingga wisatawan yang datang, mau untuk mengulang kunjungan mereka di daerah wisata tersebut. Yang menjadi persoalan utama yang mengemuka terkait pariwisata di daerah saat ini adalah bagaimana meningkatkan daya saing daerah sehingga potensinya dapat tergarap dengan maksimal. Penelitian ini bertujuan untuk mengetahui strategi komunikasi pariwisata dalam mengembangkan potensi pariwisata di Kabupaten Kuantan Singingi. Metode penelitian ini adalah menggunakan pendekatan deskriptif kualitatif dengan menggunakan paradigma konstruktivis. Teknik pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi. Untuk menguji keabsahan data dilapangan dilakukan uji kredibilitas. Hasil penelitian komunikasi pariwisata merupakan proses penyampaian pesan citra yang melibatkan peran pemangku kepentingan, baik internal maupun eksternal. Strategi yang tepat untuk dijalankan oleh pemerintah Kabupaten Kuantan Singingi dalam mengembangkan potensi wisata daerah mengelaborasi *brand image* dan *brand identity* akan dapat mengembangkan potensi dan keunikan daerah menjadi kekuatan pariwisata. Pola strategi komunikasi antara pemerintah daerah dengan komunitas kurangnya sinergitas, dengan komunitas pariwisata daerah serta sumberdaya manusia belum memiliki keahlian dibidang pariwisata.

**Kata kunci:** agama; budaya; kearifan lokal; komunikasi; pariwisata

## INTRODUCTION

The importance of tourism in economic development in various countries is no longer in doubt. Many countries in recent years have taken tourism seriously and have made tourism a leading sector. Reports of various experts conclude that the significant contribution of tourism to the economic development of a country or region can be seen in the form of expanding opportunities for workers in the tourism sector, increasing income (foreign exchange), and equitable distribution of spatial development

(Damanik, 2013) Tourism activities will result in the emergence of a need for goods and services which will further stimulate the growth of domestic production (Ismandianto, 2019)

In the management and utilization of natural resources in the tourism sector, it should be able to increase economic income and community welfare because as stipulated in Law no. 41 of 1999 concerning forestry, that the management of natural resources in the form of forests is required to fulfill broad benefits.

In line with that, before tourists travel, tourists must first ensure their motivation or purpose

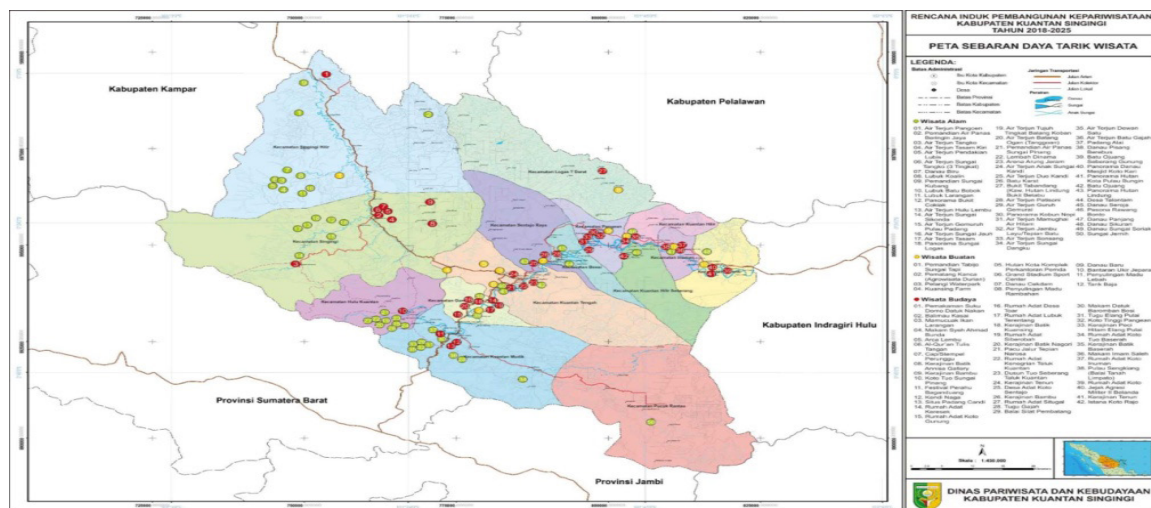
before making the trip so that they can find a tourist destination area that matches their motivation in making the trip. With the achievement of the desire of tourists to make the trip, then the tourists will feel satisfied and feel their needs have been met with travel activities they are doing so they can come again and again to the area or a tourist destination that (Kurniawati, 2019). It turns out that tourism can be relied on to improve people's welfare and national development (Anindita, 2015). Kuantan Singingi Regency as one of the areas that in the past was believed to be a separate kingdom area, certainly has a story and royal history that can be packaged as a tourist dance attraction.

The natural and cultural resources owned by Kuantan Singingi Regency have the potential to be developed as a tourist attraction that is able to attract both domestic and foreign tourists. The tourism development policy of Kuantan Singingi Regency is contained in the Regional Medium-Term Development Plan of Kuantan Singingi Regency for 2016-2021 which is stipulated in Regional Regulation Number 1 of 2017. The vision for regional development of Kuantan Singingi Regency in 2016-2021 is "the realization of a Kuantan Singingi Regency that superior, prosperous, and religious in Riau Province in 2021."

Order to realize this vision, six regional development missions have been set. The develop-

ment of the tourism sector is included in the realization of the third mission, namely developing an independent and competitive community economy in order to improve the quality of life of communities based on agriculture and tourism. The main target of the mission related to tourism is explained that agriculture and tourism are the basis of prioritized sectors to increase people's income and welfare, empower communities, and produce products of economic value. The tourism sector requires a strategy with a planned tourism development pattern or arranged so that their potential can be developed optimally (Primadany, 2013). According to Yoeti (n.d.), the Tourism Office is a tourism agency formed by the government as an agency that is given the responsibility for developing and fostering tourism in general, both at the national and regional levels.

Kuantan Singingi Regency is an area rich in culture and traditions such as Guruh Gemurai Waterfall, Batang Koban 7-Story Waterfall, Batang Koban in Hulu Kuantan, hot springs in Sungai Pinang Hulu Kuantan, Bandung boat races in Lubuk Jambi, traditions of fishing in Kuantan Lubuak Pangkalan Indarung Village, Singingi District, balimau bathing in almost every area of Kuantan Singingi, traditional silat in Pangean and various kinds of traditional games.



**Figure 1. Map of the Distribution of Tourism Potential Kuantan Singingi Regency**

Source: Tourism Office, Kuantan Singingi Regency, 2022

Based on Figure 1, designation of Tourism Areas and Names of Tourism Attractions in Kuantan Singingi Regency, there are around 85 tourist attraction objects that can be enjoyed. This tourist attraction is spread over 15 districts in Kuantan Singingi. The following is a list of some of the attractions found in each sub-district in Kuantan Singingi Regency.

The designation plan for the Kuantan Singingi

Regency tourism area is directed at nature tourism and cultural tourism. Currently there are at least fourteen waterfalls that have been identified in Kuantan Singingi Regency which are located along the Betabuh and Sentajo hills as well as Rimbang Hill and Baling Hill. However, in this study, researchers focus on priority tourist destinations carried out by the government. In this project, the government has set seven (7)

destinations, along with a list of tourism destinations promoted by local government.

**Table 1. Priority tourist destinations**

Destinations	District
<i>Air Terjun Guruh Gemurai</i>	Kuantan Mudik
<i>Air Terjun 7 Tingkat Batangkoban</i>	Hulu Kuantan
<i>Pemandian Air Panas Sungai Pinang</i>	Hulu Kuantan
<i>Panorama Pantai Jai-Jai Raok</i>	Pangean
<i>Desa Wisata Pangkalan Indarung</i>	Singingi
<i>Desa Adat Koto Sentajo</i>	Sentajo Raya
<i>Danau Sungai Soriak</i>	Kuantan Hilir Seberang

Source: Tourism Office, Kuantan Singingi Regency, 2022

From Table 1, it can be illustrated that the government focuses on natural destinations as the promotion of regional tourism destinations. In this case, the researchers focused on only three (3) sub-districts, namely the panoramic view of the Jai-jai raok beach in Pangean District, the traditional village of Koto Sentajo in the District. Sntajo Raya, and Guruh Gemurai Waterfall in Kuantan Mudik District. With so many tourism potentials, as well as through the runway festival which has been included in the national tourism agenda and other festivals as well as the potential for natural, culinary and creative tourism that will continue to be developed, it can be a great opportunity to be used as cultural tourism as a tourism communication strategy in Kuantan Singingi Regency. and as a creative economic business opportunity to increase the income of the people of Kuantan Singingi Regency.

In this study, the authors conducted a basic analysis through a tourism communication approach, where tourism communication is an activity that directly touches and involves the community, thus bringing various impacts on the local community. Even tourism is said to have an extraordinary tourist destination attraction, and is able to make local people experience metamorphoses in various fields. The designation for the development of natural tourism and cultural tourism is aimed at increasing the attractiveness of tourist visits, increasing tourism cooperation, improving service facilities, and improving human resource skills.

Kuantan Singingi Regency has the potential for tourism development that utilizes various natural-based tourism resources. The magnitude of this potential must be able to be managed properly to create more value for tourist attractions which will be developed later so that tourists can be presented with tourist attractions that have

more value and are different from other tourist attractions. Tourist attraction factor, local product uniqueness factor, ease of access factor (Adinegara, 2020)

Tourism competition between regions is increasingly competitive lately, to be able to compete, an effective strategy is needed to develop the potential and uniqueness of the region in order to compete with other regions. Pacu Jalur is one of the proud traditions that exist in Kuantan Singingi Regency in particular, and the people of Riau Province in general. In addition to the track pace which is very well known and is also one of the destinations and driving forces for tourists and even tourists from abroad to come to tourism objects, both natural or artificial, which are no less interesting than the Province of West Sumatera.

The huge tourism potential in Kuantan Singingi Regency is accompanied by the presence of a runway that is already very embedded in the community, it is necessary to strengthen tourism through "City Branding". Because with this branding it will be able to introduce the identity of Indonesian tourism correctly and well and thoroughly to all tourists, both local tourists and foreign tourists (Apriani, 2018).

According to Gohil Neeraj (2015), various ways and techniques used in developing tourism in Indonesia, including by using various promotions with conventional media such as through television, newspapers, using advertisements, brochures, and exhibitions. However, with the development of promotional technology, you can use new media through social media as a way to promote tourist destinations that are relatively new, but have a big impact in encouraging tourist mobility. By using social media, tourists can share their experiences and can also be used as a source in finding information about tourist destinations.

Tourism promotion through social media can increase community economic empowerment because it can create business opportunities, such as through Facebook, Twitter, Instagram, WhatsApp, and other social media. Although the use of social media must be connected to the internet network, the benefits of using social media are felt because it is easier, more efficient and more effective in marketing tourism for an area. That's what makes social media increasingly in demand in tourism marketing for an area.

The tourism awareness community in Kuantan Singingi Regency is currently still very limited both in quality and quantity. This is because tourism in Kuantan Singingi Regency is generally still in the pioneering stage. However, several tourist

attractions have been visited by many tourists, both managed by the community and related agencies. Currently, the existing tourism communities include tourism awareness groups that have begun to be formed in various villages.

In Kuantan Regency there are 20 Singing Awareness Groups (Pokdarwis), but of these groups, only about seven (7) groups are active. The low number of tourism-aware groups in Kuantan Singingi Regency should be a concern for the Regional Government in order to encourage the formation of tourism-aware groups in various villages especially those with tourist attractions. With the formation of tourism awareness groups in various villages/sub-districts that have tourist

attractions, it is hoped that in the future the management of various tourist attractions can be done through these groups. Thus, the economic value generated from tourism can be enjoyed by the community directly.

In addition to the Tourism Awareness Group, there are also various art communities, be it the studio or the Randai group as one of the potentials that can be further developed as a tourist attraction, which must be carried out by tourism stakeholders in Kuantan Singingi Regency. The large number and members of art studios must be encouraged so that they can stimulate tourism which in turn can improve the quality of the art studios and the various arts they foster.

**Table 2. Data of Tourism Supporting Institutions in Kuantan Singingi Regency**

Name of Institution	Established	Engaged In	Cooperation With
Group Kasang Village	Decree of the Regent 23/11/2013	Sapta Attractions	TourismTourism and Culture Office of Kuantan Singingi Regency
Tourism Awareness Groups in Bukit Pedusunan Village	SK Regent 05/06/2012	Development of Nopi Gardens Area	Tourism and Culture Office of Kuantan Singingi Regency
Tourism awareness group in Koto Sentajo Raya Village	Decree of Regent 07/07/2014	Development and maintenance of traditional houses	Tourism and Culture Office of Kuantan Singingi Regency
Jai Jai tourism awareness group Raok	2019	Management and development of Jai Jai Raok tourism objects	Private parties
Tourism awareness groups in Lubuk Ambacang Village	On March 15 by Pijar Melayu	Development and sapta charm of tourist attractions	Private parties namely (Non-governmental organizations)
GenPi (Generation of Pesona Indonesia)	2018	Promotion and publication	Department of Tourism and Culture Yaan Kuantan Singingi Regency

Source: Data collection in the tourism sector regarding tourism supporting institutions in 2022

Of the six (6) tourism supporting institutions (Table 2) that are still active in Kuantan Singing district, researchers only took 3 institutions to become informants in this study. This is based on the research's destination focus and affiliation to the government and GenPi. Judging from the series above, creative and continuous efforts are needed so that the various art studios get enough space to appear in turns in public and witnessed by tourists who come to visit Kuantan Singingi Regency. A community that is concerned and focused on tourism development is the Indonesian Pesona Generation Community (Genpi), starting from a movement of young people who like tourism and are members of the Wonderful Lombok Sumbawa (WLS) community initiated by the Regional Tourism Promotion Board (BPPD). West Nusa Tenggara which at that time was chaired by Taufan Rahmadi.

The communication strategy carried out by the community, both the tourism awareness group which oversees the community accounts of tourism activists who have *followers* thousands on social media, especially *Instagram* and *Facebook*. Initially on social media, it was only in the form of posts from the group members themselves who were visiting or getting information from the tourism-aware community. But along with the development of information technology, now it's not just posts from members, so (*GenPI.co*) has created a *website* that contains all information related to Kuantan Singingi Tourism.

On August 19, 2017, an android-based application was launched which can be downloaded on *Google Play*, the city-track APP contains all the information needs of tourism potential which consists of: (1) *YouTube* (Live & Video), contains live broadcasts of video live Streaming



tourism objects and events festivals like Pacu Lanes and *Baganduan* Boats or *Pangean* martial arts from each location; (2) Radio, broadcasting radio streaming of the Pacu Lanes event as well as Kuantan regional songs; (3) Culture and tourism, contains information on culture and tourism of Kuantan Singingi Regency which consists of information on traditional arts and rituals, tourist destinations and culinary specialties.

For digital communication, the local government, in this case the Ministry of Communication and Informatics, manages the [kuansong.go.id](http://kuansong.go.id) site. the picture above is the page of the site, this site contains all government information submitted by the government to welcome the digital era in delivering its message. For other things, the government cooperates with online media such as *GoRiau*, *Haluan Riau*, *Berazam.com*, *Kuansing Terkini*, *Kotajalur.go.id*, *Riau Pos*, etc. As for social media, the government is not absent from embracing social media movers, who are affiliated with GenPi. For instagram and facebook like *KuansingPict*, *InfoKuansing*, *Kuansing Bacarito*, *Children Hanging Out*, *Wonderful Kuansing*, *Netizen Kuansing*, *kuansing.kayuah*, etc.

Based on Larasati and Muzayin (2016) research with the title *Tourism Potential in the Formation of Pekanbaru City's City Branding*, the study found that reviewing the vision and strategy related to city branding as the gateway to Malay culture, and synergizing between stakeholders in order to create good cooperation. Based on Yasir et al. (2019) research with the title *Communication Policy in Building Destinations and Tourism-aware Communities in Bengkalis Regency*, the results showed that the tourism policy in Bengkalis Regency was based on the laws and regulations of the central government in synergy with the Riau Province government. Government tourism communication is carried out by forming and mobilizing groups in the community as tourism awareness groups. Vani et al. (2020) with the research on *Pentahelix Model in Developing Tourism Potential in Pekanbaru City*, prove that tourism potential in Pekanbaru City can develop rapidly if all stakeholders collaborate well, seen from the correlation between elements of the pentahelix model. In addition, research entitled *The Efforts of the Kuantan Singingi Regency Tourism and Culture Office in Realizing Leading Tourism Destinations in 2017-2018* from Hardiwirasukma Gita (2019) shows that the efforts of the Kuantan Singingi Regency Tourism and Culture Office in realizing leading tourism destinations in 2017-2018 are still not optimal.

The factors that hinder the efforts of the Department of Tourism and Culture of Kuantan Singingi Regency consist of internal and external factors.

Then the research conducted by Romli and Romli (2020) about implementation of the communication strategy "Bandung Champion" as part of the city branding of the City of Bandung, indicate that the "Bandung Champion" communication strategy as part of the city branding of the City of Bandung is internalized by the Bandung City government and the people of Bandung City through various programs such as promoting cycling, musrenbang, facilitating business permits, cleaning volunteers and structuring city parks. However, there are also various obstacles in the internalization of the "Bandung Champion" program, including: (1) the low sense of belonging of the city stakeholders, (2) the limited time and human resources owned by the Bandung City Government, (3) the Bandung City Government socialization strategy which cannot be implemented. making the "Bandung Champion" Program a social engineering tool, (4) The emergence of negative perspectives from city stakeholders towards the Bandung City Government as the originator of the "Bandung Champion" Program, (5) the dominance of the Bandung City Government staff, (6) the habit of Bad citizens of Bandung City.

Based on this explanation, the use of social media as a communication medium for Kuantan Singingi Regency Through the development of tourism potential, it is necessary to investigate further as a strategy of a country or region to create a strong positioning in the minds of their target market, such as positioning a product or service, so that the country and region can be widely known throughout the world.

This study aims to look at tourism communication based on culture, religion and local wisdom of Kuantan Singingi, especially the development of the potential of the tourism sector, communication patterns between local governments and the community, as well as strategies to increase the number of tourists so as to provide a positive image of Kuantan Singingi Regency.

## METHOD

The research was conducted using a qualitative descriptive method to describe an object, phenomenon or social setting in a narrative writing in the form of wisdom-based events, and social phenomena. Qualitative research is constructivism which assumes

that reality has multiple, interactive dimensions and the exchange of social experiences that are interpreted by each individual. The study of people through their interactions with their social matters (Danim, 2012). The research used to examine the condition of natural objects where the researcher is the key instrument (Sugiyono, 2015)

The author obtains complete, in-depth and credible data and information so that it can fulfill the research objectives, namely tourism strategies based on local wisdom, culture and religion in Kuantan Singingi. The criteria or characteristics of the informants that the researchers determined in this study were parties who had concern and concern for the development of tourism potential in Kuantan Singingi Regency. Data collection techniques used by researchers are: Observation, Interview, and Documentation. This study uses a data credibility test to test the validity of the data that has been obtained in the field. The credibility of the data in this study was tested by triangulation.

The paradigm used in this study is the constructivist paradigm. The constructivist paradigm is a paradigm that is almost the antithesis of an understanding that prioritizes observation and objectivity in finding a reality or science. Paradigm is a set of assumptions, concepts, values and is a perspective or mindset of

the scientific community towards events, reality, science, which are studied, researched, studied, questioned, understood, and sought for solutions (Pujileksono, 2015). In the concept of communication studies, social construction theory can be said to be between the theory of social facts and social definitions (Anggraini, 2020).

## RESULTS AND DISCUSSION

There are several tourist objects in Kuantan Singingi Regency, both cultural and historical as well as natural beauty. As a tourism destination, Kuantan Singingi Regency has the advantage of natural tourist attractions (Table 3), community culture and historical (Table 4), which are spread throughout the sub-districts. Tourism facilities in the form of lodging and restaurants have begun to develop on a small scale in the centers of community economic activity. Likewise with public facilities, such as hospitals, health centers, places of worship, banks, ATMs; and public infrastructure, such as clean water, electricity, and telecommunications networks are sufficient for the benefit of tourists. The tourism description of Kuantan Singingi Regency will be reviewed from the four pillars of tourism development, namely tourism destinations, tourism industry, tourism marketing, and tourism institutions.

**Table 3. Nature tourism in Kuantan Singingi Regency**

Tourism Destinations	Village	District
Panorama of the Lake Koto Mosque Kari	Koto Kari	Kuantan Tengah
Panorama of the City Forest of Bungin Island	Koto Taluk	Kuantan Tengah
Soriak River Lake, Soriak	Sungai Soriak	Kuantan Hilir Sebrang
Guruh Gemurai Waterfall	Kasang	Kuantan Mudik
Patsoni Waterfall	Cengar	Kuantan Mudik
Panorama of the Nopi Gardens	Bukit Pedusunan	Kuantan Mudik
Hulu Lumbu Waterfall	Muara Lumbu	Singingi
Pangoen Waterfall,	Sungai Paku	Singingi Hilir
Tabijo Bathing Place, Tapi River	Petai	Singingi Hilir
Seven-level Waterfall Batang Koban	Lubuk Ambacang	Hulu Kuantan
Niagara Batang Ogan	Lubuk Ambacang	Hulu Kuantan
Niagara River Kandi	Sungai Kelelawar	Hulu Kuantan

Source: Processed by researchers, 2022

Tourist attraction is anything that has a uniqueness, beauty and value in the form of natural diversity, culture, and man-made products that are the target or purpose of tourist visits.

The Government Regulation also explains that tourist attractions can be divided into three types, namely natural, cultural and man-made tourist attractions.

**Table 4. Tourism History, Customs and Culture**

Tourism Destinations	Village	District
Pacu Perian Narosa Path	Pasar Taluk	Kuantan Tengah
Kenegrian Traditional House Kuantan Bay	Pulau Aro	Kuantan Tengah
Dusun Tuo Across Teluk Kuantan	Seberang Taluk	Kuantan Tengah
Palace Koto Rajo	Koto Rajo	Kuantan Hilir Sebrang
Baganduang Boat	Lubuk Jambi	Kuantan Mudik
Balimau Kasai	Muara Lembu	Singingi
Tomb of Sheikh Ahmad Bunda	Muara Lembu	Singingi
Tabijo Bathing Place but	Petai	Singingi Hilir
Sungai Pinang Hot Springs	Sungai Pinang	Hulu Kuantan
BatangSilat Hall	Pembatang	Pangean
Tomb of Datuk Baromban Bosi	Koto Pangean	Pangean
Koto Sentajo Traditional Village	Koto Sentajo	Sentajo Raya

Source: Processed by researchers, 2022

From the several examples of tourist objects above (Kuantan Singingi Regency), it illustrates how abundant natural resources and customs and culture are always preserved, both by the government and the community. The development of tourism based on *Sapta Pesona* is a description of the concept of tourism awareness related to the support and active role of the community in a tourist destination (Ilham, 2020) local government also looks serious in wanting to further develop regional tourism, this can be seen from the empowerment of youth or generations millennials to participate in tourism strategies, one of which is Genpi. Where the youth or millennial generation certainly has more skills with the times (new media), and has fresh ideas to be able to contribute in terms of introducing tourism to the wider sector.

### **Religion and Customs of Kuantan Singingi Kuantan Singingi**

Religion is a teaching that comes from God or the result of human reflection contained in the holy book (Asir, 2014). The majority of the people in Regency are Muslim. The people of Kuantan Singingi recognize the customary expression which states “Adat with syara’ syara with the book of Allah”, which means that custom comes from religious teachings contained in the holy book Al Quran and Hadith of the Prophet.

In other words, Islamic teachings are the basis for tribal and community life in Kuantan Singingi, where the majority are Muslims. Meanwhile, adherents of other religions consisting of immigrants still respect each other within the boundaries of social interaction. The role of religion in society in Kuantan Singingi Regency is very strong. This can be seen from the traditional motto

in Rantau which has been very attached and has become the grip of the community which reads, *adat is based on syara’ syara’ based on Kitabullah*, then it is clear that adat regulates tribal life based on religious values. In other words, religion is very important and has a central role in traditional or tribal life.

The adat community of Kuantan Singingi has a vision of a very good and ideal life, as adapted in the customary expression as follows: “Earth is happy to be rice”. *Manguniang rice, maupia corn, taronak bakombang breed, sonang santosa’s subordinates, father kayo mondek barome mamak disomba urang pulo*, this vision of life is nothing but a social order that thinks about the balance between humans and nature, between humans and their gods.

### **Culture and Historical Heritage**

Culture is a pattern of basic assumptions found and determined by a certain group because it learns and masters the problems of external adaptation and internal integration (Sumarto, 2019). Kuantan Singingi Regency is a district that has a unique position in terms of the culture of the people who formed it. Its location right on the border between the provinces of Riau, Jambi and West Sumatra places Kuantan Singingi Regency with a unique cultural style. In addition, the position of Kuantan Singingi Regency which is on the main route across Sumatra also makes this area influenced by various foreign cultures which make the society relatively more egalitarian and more open. In the context of tourism, Malay culture can be used as an entrance to invite tourists to come to Kuantan Singingi because Kuantan Singingi is believed to have very strong Malay values and culture compared to other regions.

Historical relics found at the Padang Kandis site are evidence of the Kuantan Singingi civilization which indicates the existence of a kingdom in the past. This historical evidence will greatly influence the historical narrative in Sumatra and its surroundings, especially its relation to various regions on the island of Sumatra and its surroundings. This historical linkage can then be used as an entry point to encourage tourists to come to visit Kuantan Singingi Regency.

The spur culture is the culture of the Kuantan Singingi people who have lived and developed as part of their culture for a long time. Pacu Lanes

has become one of the festive icons and the Kuantan Singingi people's party is strengthened by the moment of holding a track race in commemoration of Queen Wilhelmina's birthday during the Dutch colonial period which is held every August. Since then, the track party has become an annual activity that is able to attract tourists from various regions to come to visit Kuantan Singingi.

The results of the identification of problems based on the duties and functions of the Tourism and Culture Office of Kuantan Singingi Regency in more detail and completeness are presented in the following table:

**Table 5. Government institutions and functions in the tourism sector**

Aspects of Study	Achievements/ Current Conditions	Standards used	Factors Affecting		SKPD Services Problems
			Internal (SKPD Authority)	External (SKPD Authority)	
<b>Preparation, and implementation of work plans and budgets for the Tourism and Culture office</b>	100%	SPM 100%	Capacity of SKPD and UP	Support from the private sector and other stakeholders	Need to improve relations and cooperation between SKPD and stakeholders
<b>Formulation of technical policies for the implementation of tourism and cultural affairs</b>	80%	SPM 80%	Capacity of SKPD and UP	Support from private parties and other stakeholders	Need for compliance in synchronization and cooperation between SKPD and stakeholders
<b>Implementation of tourism and cultural affairs</b>	100%	SPM 100 %	Existence of good cooperation from SKPD and UP in the environment	Commitment of the institution/community/community/tourism actors in running the tourism industry	Concrete and tangible support between the respective SKPD in the implementation of monitoring to evaluation of the implementation of the activities
<b>Tourism and Cultural Industry Development and Development</b>	40%	SPM 100%	capacity and encouragement of SKPD and UP	Supporting Support from the private sector and other stakeholders	It is necessary to improve relations and stakeholders as actors in the tourism industry
<b>Empowerment of the tourism and cultural</b>	community 30%	SPM 100%	The role of SKPD and UP in collaborating to provide institutional participation	Humanists in development are going well	Need to improve relations and cooperation between SKPD and the Community Commitment/tourism and cultural actors
<b>Study and development of tourism and cultural affairs</b>	60%	MSS 100%	1. capacity and encouragement of SKPD and UP Supporting 2. Government support	Good response world tourism	Speed and Accuracy of SKP and UP in addressing tourism and cultural issues
<b>Supervision of control and enforcement in the field of tourism and cultural affairs</b>	40%	SPM 80%	Support capacity of tourism and culture SKPD	1. Government support. 2. Good private world response to control/action	Increased control capacity and stricter enforcement.
<b>Collection, administration, deposit, reporting and accountability for retribution receipts in tourism and culture</b>	80%	SPM 100%	Support capacity of tourism and cultural SKPD	1. Government support. 2. Good response from private sector to control/action 3. Information management system	Increased control capacity and stricter enforcement.

Source: processed by researchers, 2022



Through a tourism development strategic plan for the tourism and cultural industry for cultural elements that can be used as tourism destinations, it is hoped that it can be a driver of the economy and increase people's income, fulfill community needs for satisfaction with spiritual things, a conducive business climate for ensure the continuity of tourism activities, as well as open investment opportunities to increase tourism activities with other supports so as to increase Regional Original Income.

### **Communication Strategy of Kuantan Singingi Tourism Development**

Pattern of communication strategy carried out by the Kuansing Regency Government with the Community refers to direct and indirect communication. The local government has tried to maximize *New Media* in promoting and providing information widely to the public. The importance of tourism in economic development in various countries is no longer in doubt. Many countries since the last few years have taken tourism seriously and have made tourism a leading sector. Reports of various experts conclude that the significant contribution of tourism to the economic development of a country or region can be seen in the form of expanding opportunities for workers in the tourism sector, increasing income (foreign exchange), and equitable distribution of development spatial (Damanik, 2013). In the management and utilization of abundant natural resources, it should be able to increase economic income and community welfare. Collective awareness is needed to build agreement in designing ecotourism development strategies based on local wisdom, (Harto et al., 2021).



**Figure 2. Meetings and deliberation for tourism promotion**

Source: Research documentation, 2022

From some of the pictures above, it shows that the pattern of cooperation carried out by the government is one of them by embracing the community, and holding meetings for planning and implementing regional tourism promotion and development plans. In the context of government policy, conditions. Participation is highly dependent on ability. management bureaucracy

(Dedy, 2021). In line with that, fundamentally, if tourists travel, tourists must first ensure their motivation or purpose before making the trip so that they can find a Tourist Destination Area that matches their motivation for traveling. The achievement of the wishes of tourists in making the trip, tourists will feel satisfied and feel their needs have been met with the travel activities they do so that they can come again and again to the area or tourist destination (Kurniawati, 2019).

### **Tourism Communication Media**

First, direct communication media, or face to face directly. The communication used includes holding meetings, discussions and working visits to various regions. The method of communication is the method used in establishing relationships with other people both inside and outside the organization which is in the category of oral and written communication methods. Conceptually, the understanding of communication media can be seen from the thoughts of Harold Laswell (in Mingkid, 2012). In which channel, namely the channel or media used in the communication process, whether direct or face-to-face and so on (Siagian, 2015).



**Figure 3 Photo of an interview session with foreign tourists by the government**

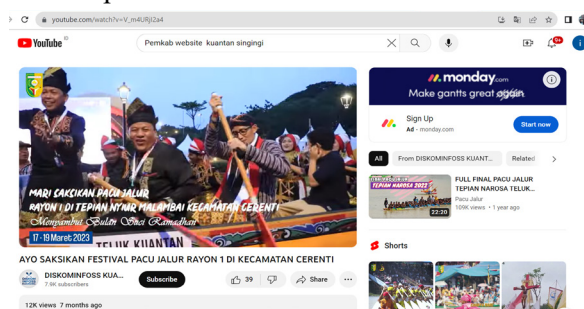
Source: Research documentation, 2022

Picture above is one form of direct media conducted between the government and the tourism community. Various activities of routine meetings, discussions, and site visits are carried out by the local government as a form of coordination between agencies, business actors, communities and academics to convey programs and progress of tourism promotion and development in the Kuantan Singingi Regency area.

Indirect communication media is a medium of communication using certain tools. The communication media used include banners, billboards, letters and *New Media*. In addition, information through social media such as *Facebook*, *Instagram* and *YouTube* also causes tourists to come here (Ismandianto, 2020).

The relevant agencies that carry out this is the Tourism Office, where these agencies use *New Media* in providing public information, either through the website, *Instagram*, *Facebook*, and *YouTube*. Then the government involves communities engaged in tourism, one of which is GenPI. GenPI is considered qualified by the government in terms of massive publication through social media, because GenPI has an extensive social network in Indonesia.

One of the *outputs* of the form of cooperation between the government and the community is as shown below. Where, the community makes a live streaming presentation of the track. Apart from the fact that there were still people who did not have time to attend to witness the event directly, this medium was also intended for broad promotion. Pacu Jalur is a form of culture for the Kuantan Singingi community which has been passed down from generation to generation (Hasbullah, 2015). The audience can witness firsthand what the event is like, and the festivities that are presented.



**Figure 4. Kuantan Singingi Government Channel**  
Source: YouTube

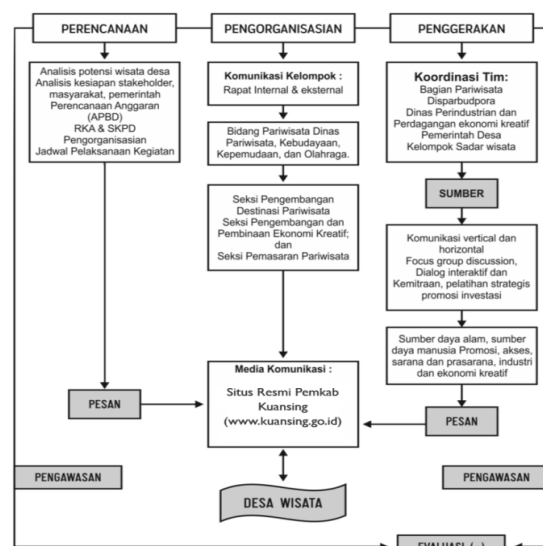
Second, online media is a separate study in tourism communication, because online media can not only be used for various interests in the world of tourism. There are five capabilities of online media today, namely the ability to store (upload) information, the ability to process information, the ability to issue information (download), disseminate communication and the ability to construct information images. So these five online media capabilities are examined in their application in tourism communication. One of the social media is YouTube. Youtube is a type of social media that facilitates users to share videos (Nasrullah, 2017) This study also discusses new media (new media), new online media (new online media), verified media, metaphorical media, and media semiotics and virtual media that can be applied to tourism communication.

For digital communication, the local government, in this case the Kominfos Service, manages the *kuansong.go.id* site. the picture above is the page of the site, this site contains

all government information submitted by the government to welcome the digital era in delivering its message. For other things, the government cooperates with online media such as *GoRiau*, *Haluan Riau*, *Berazam.com*, *Kuansing Terkini*, *Kotajalur.go.id*, *Riau Pos*, etc.

As for social media, the government is not absent from embracing social media movers, who are affiliated with GenPi. For *Instagram* and *Facebook* like *KuansingPict*, *InfoKuansing*, *Kuansing Bacarito*, *Children Hanging Out*, *Wonderful\_Kuansing*, *Netizen Kuansing*, *Kuansing.kayuah*.

For the Publicity and Advertising Efforts carried out by the Kuantan Singingi Regency Government, others are conducting competitions *tagline* regional tourism, distributing virtual brochures by embracing the tourism community, installing billboards or banners at strategic points (not only within the district) by establishing cooperation with the provincial government.



**Figure 5. Communication Patterns Between Government and Communities in Community Empowerment**

Source: processed by researchers, 2022

## CONCLUSION

Based on the results of the research and discussion, it can be concluded that the tourism communication strategy in developing tourism potential in Kuantan Singingi Regency is carried out in several series. First, the development of Kuantan Singingi tourism based on Malay and Islamic culture. Second, in terms of tourism communication strategy, the process of conveying messages to the image that is built involves the role of stakeholders, both internal and external, such as involving the

role of the younger generation, in this case GenPI, academics and collaborating with online and print media.

Third, developing the potential of the tourism sector in supporting the formation of tourism, including promotion through direct and indirect media. Direct media such as holding regular meetings and discussions to plan and implement regional image in terms of tourism. While indirect media such as promotions and news through digital media (websites, blogs, *Facebook*, *Instagram*, *WhatsApp* groups, and *YouTube*) as well as placing billboards and banners at certain points, both within the region and outside the region. Broadly speaking, the obstacles faced are budget and literacy about the importance of tourism. So that many human resources do not have competence in their field. Then, the efforts made by the Government of Kuantan Singingi Regency in overcoming these obstacles include holding human resource training and planning budget allocations for tourism promotion.

Lastly, the pattern of the communication strategy between the local government and the community is running quite well, it is evident that the budget allocation for these sectors is still not optimal. Less than optimal, among others, lack of synergy, this is due to power relations that shift the potential of existing human resources.

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