

MARKETING STRATEGY OF PUBLIC RELATIONS TOURISM SERVICES IN PROMOTING TOURISM DESTINATIONS SELATAN TANGERANG

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ABSTRACT

Planning steps in every community communication activity must start out. This is necessary to make sure the communication messages received by the community can influence their opinions. As is the case with the Tourism Officer (Dispar) of the South Tangerang government. One of the efforts to disseminate information is to promote tourist destinations in the South Tangerang area. This is a challenge in the midst of the dynamics of very varied ways of communicating. Dispar simultaneously with these conditions is also in the process of embracing various tourism site managers. In addition, the character of the community is unique. The uniqueness of the community process in receiving and understanding various messages. This study aims to find out how the strategy of Dispar the South Tangerang in promoting tourist destinations. The theories and concepts used use the definitions of public relations, public relations marketing, the theory of Excellence, 4 Steps of Public Relations and 7 Cs of Public Relations Communication. This study uses a qualitative method. In-depth interviews with informants were used in obtaining the primary data of this research. From the results of Key's research, the communication strategy through several mass media. They also use Social Media and hold offline activities at tourist sites.

Keywords: marketing public relations, tourist destinations, south tangerang

1. INTRODUCTION

Tourist objects need reliable information actors and the tourism sector is a sector that has links with other sectors. The security sector is also involved in it. For this reason, tourism objects should be handled properly, starting from the readiness of the object to its promotion efforts, so that tourists, both local and foreign tourists can know. Management of tourism activities is very necessary to attract tourists to stay longer in tourist destinations and how to get tourists to spend as much money as possible during the trip.

The question that often arises and becomes a concern is, why only certain tourist objects are of interest to the public and the media. Is this indeed a deliberate form of a media strategy carried out by tourism actors or is it a mere coincidence? The South Tangerang tourism office has attempted movements to promote tourism objects, but they have not been optimal. So people are interested in coming to South Tangerang not because they are visiting tourist objects in the South Tangerang area. If this is done well, and promoted for introduction, these tourist objects can become regional foreign exchange income. In addition, the expansion of residential areas and regional development, can erode the area inhabited by indigenous people which is the true place of Betawi culture. Efforts to preserve Betawi culture can be carried out through the role of the South Tangerang government in this case the South Tangerang Tourism Office, for example, making the area a Betawi cultural center and becoming a tourist destination.

The Government of South Tangerang City, Banten Province through the Tourism Office held marketing public relations activities aimed at promoting several tourist attractions to the wider community. For this reason, marketing public relations activities as a manifestation of the public relations strategy that has been previously established, consist of 3 tactics, namely to pull (pull strategy), to push (push strategy), and efforts to influence or create favorable public opinion and public opinion. relations, should be able to influence public awareness.

South Tangerang City is an autonomous region that was formed at the end of 2008 based on Law Number 51 of 2008. South Tangerang City is an expansion of the Tangerang Regency. The expansion is carried out by improving services in the fields of government, development, and society as well as accelerating the realization of community welfare. It consists of 7 sub-districts, namely Ciputat, East Ciputat, Pamulang, Pondok Aren, Serpong, North Serpong, and Setu. Currently, the mayor or regional head in South Tangerang City is Benjamin Davnie, with the deputy mayor being Pilar Saga Ichsan. As one of the tourist destinations, the city of South Tangerang is known as a modern city that is rich in culinary tourism in the BSD area. This indicates that South Tangerang City has good investment opportunities for investors and can improve the economy in South Tangerang City and Banten in general. Besides the potential for culinary tourism in the BSD-Serpong area, there are also natural attractions such as Situ Gintung in Ciputat, Situ Pamulang, Kandang Jurang in Jurangmangu, City Park in Serpong, Waterpark, and others. South Tangerang City as a city that is directly adjacent to the southern area of Jakarta also has access to tourist attractions in Jakarta, this will affect the level of crowds of people who pass through South Tangerang City who want to travel.

A public relations officer is required to always work hard in realizing the goals of the organization he represents. In this study, the authors want to study further the concept of promotion in the field of public relations to achieve the goals that have been set previously in the implementation framework of the pull strategy, push strategy and pass strategy, because public relations has the potential and strength as a person and can create favorable public opinion. The consequences of development are also inseparable from government management. This means, even though the location of the tourist destination is owned by a group of developers or developers who are popular in their area, the South Tangerang city government will be able to collaborate with the developer. A note that the people who will take care of it, managing collaboration with developers must be qualified. So that the personnel who serve as mouthpieces to promote tourist destinations in the South Tangerang area are competent people. Including the competence of the Public Officer of the Tourism Office in promoting South Tangerang tourist destinations. Therefore, one of the outputs of this research hopes to find a formula for sustainable and integrated activities such as conducting training activities in developing these human resources. Then next, this research is expected to provide a clear explanation of the domain of tourism area management. Quite a several tourist destinations are managed by the private sector without collaboration with the South Tangerang municipal government. However, because it is located in the South Tangerang area, in the end, the management of each tourist destination still needs the involvement of the city government through the Tourism Office. So that the right regulation in explaining the domain of involvement of the Tourism Office is expected to be made based on the recommendations of this research. At least there is some kind of regional autonomy guideline regarding the management of tourist destinations that outlines the regulations and responsibilities of the city or district or provincial governments. So that the manager of tourist destinations, always refers to these regulations. This is important, as in the example in the development activities, do not pay attention to the environment, spatial planning, and so on. Then whether the development permit and management of tourist destinations by the private sector are also accompanied by their obligations to provide public facilities or social facilities and other provisions contained in the regulation.

To strengthen this research, the researcher cites several relevant previous research results, including that there is a positive influence between Marketing Communication on the brand image (Iswari, 2020). Then the results of research conducted by Topan and Widiyasanty (2022), that the application of marketing public relations strategies is done by maximizing all existing social media features to carry out the planned strategies for campaigns and also product promotions that are being carried out. So that the preparation of strategies for marketing communication activities carried out by Public Relations (public relations) is something that needs to be done by a profit and non-profit organization such as the South Tangerang Tourism Office.

Furthermore, in the process of understanding the concept of this research, the concepts of marketing public relations and Marketing Public Relations strategies are used. Then to support the research analysis, the theory of Excellence Theory is used, as the 4 Steps of Public Relations Concept (4 Steps of Public Relations), and the 7 C's Concept. According to Harris (2006), marketing PR is a process of planning and evaluating programs that drive sales performance through the communication of credible information and impressions that can connect companies, products, and customer needs and concerns. The purpose of PR marketing directly supports company promotion and image formation. According to Kotler and Keller (2016), the MPR dimensions include Publications, Events, News, Sponsorship, Speeches, Public Service Activities, and Identity Media.

Then in understanding the nature of the Marketing Public Relations Strategy, in the book on Public Relations & Communication Management according to Ruslan (2014), in general, there are Three Ways Strategy to implement the program in achieving its goals, namely Pull Strategy (attract), Push Strategy (push) and Pass Strategy (Strategy). In Harris (2006), said that there are three approaches to Public Marketing, namely: (1) Push Strategy; used to push marketing and promotion of goods through channels aggressively. (2) Pull Strategy; spend a lot of money on consumer advertising and promotions to build consumer demand. (3) Pass Strategy; The role of Public Relations is to design strategies and implement programs that enable them.

According to Grunig & Hunt (1984) in Kriyantono (2014), the Excellence theory has four models, namely: (1) Press Agency / Publicity Model; This model is a model that uses one-way communication from the organization to the public. Where Public Relations practitioners do more propaganda or campaigns for media publicity purposes that benefit them by gaining media attention and coverage. (2) Public Information Model; The purpose of this model is to build public trust through one-way communication by providing information to the public, but not being persuasive to change attitudes, regardless of feedback from the public. (3) Two-Way Asymmetry Model; This model has used two-way communication between the organization and its public, but this model is more directing the organization's communication strategy to influence the public to adapt to the organization, not the other way around. (4) Two-Way Symmetry Model; this is the most ideal model, because it prioritizes full communication with the public and focuses on efforts to build relationships and mutual understanding, not efforts to persuade the public in various ways. In other words, this model is very concerned about feedback from the public.

Furthermore, in the concept of the 4 Steps of Public Relations (4 Steps of Public Relations), strategy is a comprehensive approach related to planning, and spilling ideas and ideas to achieve the successful goal of implementing an activity or program. The concept for measuring PR strategy can use Cutlip, Center, and Broom theory (2007) which includes four stages, namely: (1) Defining problems or opportunities (fact-finding); includes investigating and monitoring the knowledge, opinions, attitudes, and behavior of those associated with, and affected by, the actions and policies of the organization. This function provides the basis for all steps in the problem-solving process by gathering facts that refer to the problem and finding the cause of the problem. (2) Planning and programming (planning); the information collected in the first step is used to make decisions about public programs, goals, actions, and communications, tactics, and goals. This stage will consider the findings from stage one, to be discussed in program planning. (3) Take action and communicate (communication); the third step is to implement an action and communication program that is formed to achieve specific goals for each public to achieve program objectives. In carrying out the program of activities, at this action stage, Public Relations appoints a person or many people in the assignment to the program of activities carried out. So that the program activities can run well without any problems. (4) Evaluating the program (evaluation); the final step in this process is to assess the preparation, implementation, and outcomes of the program. Public Relations evaluates the program of activities that have been carried out. to be used as a reference in making the next program of activities.

Finally, in explaining the PENCILS concept that this concept is 7 (seven) important ways to become a benchmark in Marketing Public Relations activities according to Philip Kotler and Kevin Lane Keller (2016): (1) Publications (Publications); The company entrusts product expansion based on published material to influence and attract targeted buyers. This includes making annual reports, brochures, articles, company newspapers, magazines, and audio-visual materials. (2) Events; Companies can attract attention to new products or company activities by holding special events such as interviews, seminars, exhibitions, competitions, contests, and birthdays of the goods to reach the wider community. (3) News (News); One of the main tasks of Public Relations is to create or find events that suit the company, its products, people, or employees, and to make the media interested in publishing press releases and attending press conferences. (4) Speeches (Speech); The higher the company's need to be able to answer every need of the community by answering questions from the media or giving directions at sales associations and in meetings aimed at discussing sales issues, the company's image can be built. (5) Identity Media; Companies need to create an identity that can be easily recognized by the public. For example: company logos, stationery, brochures, signs, company forms, business cards, buildings, uniforms, and dress codes. (6) Public-Service Activities (Participating in social activities); Companies can build a positive image by donating money or time to positive things. (7) Sponsorship (sponsorship); Companies can market their goods by sponsoring sporting events or cultural events that are beneficial to the survival of the company.

Based on these problems, the purpose of this study, among others, is to examine various public relations strategies in tourism promotion in the South Tangerang area, Banten Province. Then to find out and analyze in depth the strategy of public relations media, special events (special events), tourism product development, and strategies for collaborating with the public in tourism promotion.

2. METHODOLOGY

In general, it can be concluded that the methodology in this study uses the postpositivist paradigm. Furthermore, to collect data, not only conduct in-depth interviews but by observing and collecting other supporting secondary data. This is an effort to find out what communication activities are carried out by the South Tangerang (Tangsel) tourism division in developing strategies to promote tourist destinations in the South Tangerang area and to find out the obstacles that occur in the implementation of these strategies.

In general, it can be concluded that the methodology in this study uses a qualitative approach. The research method used by the researcher is the case study method. Case studies can be carried out using various methods such as interviews, observations, document reviews, surveys, and any data to describe a case in detail. By studying as much as possible an individual, a group, or an event, the researcher aims to provide a complete and in-depth view of the subject under study. So researchers will use research methods in the form of case studies. The focus of this research is an effort to describe and analyze the strategy of the Tourism Office in promoting South Tangerang tourist destinations. So the locus or research location is the South Tangerang Tourism Office and all areas within the South Tangerang area. The object of this research is the strategy of the South Tangerang Tourism Office in promoting tourist destinations in their area. The resource persons in this study were (1) the Head of the Tourism Planning Section of South Tangerang Dispar, (2) the Head of Tourism Promotion, Data, and Information of South Tangerang Dispar, (3) the Head of Destination and Tourist Attraction Management Division of South Tangerang Dispar, (4) Head of Promotion and Cooperation Section of Dispar Tangsel (5) Head of Destinations and Attractions Management Section of South Tangerang Dispar General public who enjoy tourism in the South Tangerang area. Furthermore, in data collection efforts, not only conduct interviews with research informants, but also observe and collect other supporting

secondary data. This is an effort to find out what communication activities are carried out by the South Tangerang (Tangsel) tourism division in developing strategies to promote tourist destinations in the South Tangerang area. The triangulation technique used in this study is source triangulation (interviewed informants). Researchers conducted interviews with several different sources to get actual results. Interview with the Head of the Tourism Planning Section of South Tangerang Dispar and the Head of Tourism Promotion, Data, and Information of South Tangerang Dispar, to find out the tourism program plan for the next several periods. Then the Head of the Management of Destinations and Tourist Attractions of South Tangerang Dispar, Head of Promotion and Cooperation of South Tangerang Dispar, the Head of Destinations and Attractions Management of South Tangerang Dispar and the general public who enjoy tourism in the South Tangerang area, to find out the tourism programs and strategies they will run. Then the general public who enjoy tourism in the South Tangerang area to find out their various responses regarding the implementation of the South Tangerang Tourism Office program. After getting the results of the interviews above, the validity of the data will be tested based on the responses of public relations experts from academics and practitioners. This is ultimately an effort to find out whether the communication strategy of the Tourism Office in promoting tourism destinations in South Tangerang is by the theory of the 4 Steps of Public Relations and the 7 C's of Public Relations.

3. RESULTS AND DISCUSSION

Description of research results obtained from the first interview using 4 Steps of Public Relations. In the first stage, namely Fact Finding, researchers describe the results of Fact Finding data in 3 forms of analysis, starting from situation analysis, organizational analysis, and public analysis. According to the Head of Management of Destinations and Tourist Attractions, South Tangerang City has a variety of areas that have potential tourism destinations. However, to focus on tourism destination development activities, 9 priority areas have been set as the flagship of South Tangerang City, namely, Kranggan Ecotourism, AMTC, Brin Puspitek, Nusantara Cultural Studio, BX Ring, Trans Snow World, Ocean Park, Flavor Bliss, and Gintung Dam. This is reinforced by the statement of Ms. Deasy Fadila Kencana, S.Ik as Head of the Tourism Promotion and Cooperation Section that many tourism destinations in South Tangerang City have been developed and introduced to the public, but these activities are focused first on 9 leading destinations. For now, the most developed tourism destination in South Tangerang City is culinary tourism. The Head of Management of Destinations and Tourist Attractions stated that the Tourism Office has plans to create an integrated city tour system between travel, lodging, and dining, making it easier for tourists when visiting South Tangerang City, but this is still in the process stage. Organizational analysis for the form of readiness of the local government in the development of the world of tourism in South Tangerang City, namely by establishing a regional regulation RIPPARDA (Master Plan for Regional Tourism Development) and the preparation of a Perwal (Mayor Regulation) regarding technical instructions for implementing activities. Through this process, 9 priority tourist destinations are set in South Tangerang City. Furthermore, the big vision of the South Tangerang City Tourism Office in the future is to make artificial tourist destinations both owned by the government and private. Then implement a city tour system with integrated management to encourage the involvement of stakeholders in tourism development. Then intensify the promotion of MSME products and food that have the potential and quality to become souvenirs typical of South Tangerang City. South Tangerang City has many tourism actors, but so far only a small number of tourism actors have been registered. In addition to tourism actors, the tourism development process requires community participation and support. The Head of the Management of Destinations and Tourist Attractions stated that there were shortcomings in the involvement of the people of South Tangerang City in the development of South Tangerang City's tourist destinations.

At the planning stage; The current flagship program of the Tourism Office is focused on promoting 9 tourist destinations in South Tangerang City. The preparation of the world tourism development program through the establishment of an MOU with several associations and tourism actors in South Tangerang City. Then coordinate with each other and synergize in implementing an integrated city tour system so that data on tourist visits are obtained in every existing tourist destination.

At the communication stage; The South Tangerang City Tourism Office has taken several actions to develop South Tangerang City tourist destinations. In the process of developing tourist destinations, a concrete step for the South Tangerang City Tourism Office is the preparation of an MOU with all associations in South Tangerang City to make a city tour. The Head of Management of Destinations and Tourist Attractions explained that after making the MOU, the next step was to calculate and evaluate the data on the increase in tourist visitors and then provide solutions to increase the number of visitors. The Tourism Office promotes tourist destinations in South Tangerang City by planning a short film-making competition for tourist destination profiles. This plan is one of the steps taken by the Tourism Office to communicate tourist destinations in South Tangerang City. Then, the Tourism Office held a meeting to coordinate with several associations such as PHRI and Asita Travel to determine future steps in an integrated collaboration. The Head of the Management of Destinations and Tourist Attractions explained that the Tourism Office uses social media as a communication channel to communicate tourist destinations. This is reinforced by the statement of Mrs. Maya Elsera, S.STP., M.Si. as Head of Tourism Promotion, Data, and Information that the Tourism Office

promotes South Tangerang City tourist destinations through social media such as Instagram, Youtube, Twitter, and so on.

At the evaluation stage; To measure the success of the program, the Tourism Office evaluates tourist visit data. The number of daily visitors will be used as the basis for setting the target number of visitors per month, if the monthly target is achieved, it can be said that the promotional activities carried out by the Tourism Office are successful. Through evaluation activities, the Tourism Office found factors that were both supporting and hindering in promoting the 9 leading tourist destinations in South Tangerang City. The supporting factors for the Tourism Office are obtaining support and trust from top leaders or mayors to create innovative programs that can attract the attention and interest of tourists to visit South Tangerang City. Furthermore, the inhibiting factor is the low enthusiasm and awareness of the community to actively participate in promoting and developing tourist destinations in South Tangerang City.

Furthermore, the results of the research obtained in the interview are described using seven benchmarks in Marketing Public Relations activities. At the publication stage; The Tourism Office has published tourist destinations in South Tangerang City in several ways. There are various forms of promotion that have been carried out by the South Tangerang City Tourism Office, through social media such as Instagram and Twitter. The Head of Tourism Promotion, Data, and Information explained that for future planning, the Tourism Office will use TikTok Social Media to promote tourist destinations in South Tangerang City. Apart from social media, the Tourism Office also publishes printed brochures. In the process of making brochure printing media, the Tourism Office collaborates with several print media parties such as Tangerang Express and Tansel Post. The Head of Tourism Promotion, Data, and Information explained that through print media, the Tourism Office publishes exhibition activities that have been carried out.

At the events stage; to attract attention and reach the wider community the Tourism Office holds special events. One that recently took place was the National Children's Day event at Taman Kota 1 which involved collaboration and collaboration with several agencies, schools, communities, and MSMEs in South Tangerang City. The event received a good response and enthusiasm to see that the participants who attended reached 700 people. In addition to the Children's Day event, some time ago a large event was also held at the Puspo Budoyo Nusantara Cultural House, South Tangerang City. In the future, the Tourism Office plans to support and coordinate to hold regular dance performances such as the Kecak dance in Bali. Later dance performances or special events for preserving traditional culture will be held at Puspo Budoyo with a ticketing system and scheduled per performance. As for the big event that is routinely carried out every year, South Tangerang City Anniversary, and this year a marathon running activity is held near the Ocean Park location, so the Sports Department responsible for marathon activities will cooperate with the Tourism Office in its implementation. Meanwhile, according to the Head of Tourism Promotion, Data, and Information, several major non-budgetary events this year are Inoptek and Nusantara culinary. Inoptek is an innovation and technology exhibition that involves 12 countries, in this exhibition, the Tourism Office collaborates with ITI and several content creators in South Tangerang City. Meanwhile, for Nusantara culinary, it is planned to be held in December, this event will present various kinds of typical culinary in Indonesia, but it is still in the process of identification and planning.

At the news stage; To promote the tourist destinations of South Tangerang City to the maximum, cooperation with the media is needed. The media are involved in covering the activities that have been carried out by the South Tangerang City Tourism Office. The Head of Tourism Promotion, Data, and Information revealed that the Tourism Office has collaborated with several well-known media parties such as TV-One and TVRI. Budgeting is the main obstacle for the Tourism Office to develop cooperation with the media. However, the Head of Tourism Promotion, Data, and Information stated that this was an effort not to prevent the Tourism Office from collaborating with the media.

At the stage of community involvement; The South Tangerang City tourism ambassador is the winner, Brother, and Sister. The selection of abang nona itself is currently every two years following the decision of the province. Meanwhile, community involvement in the Tourism Office's programs is quite extensive and intense. Generally, the Tourism Office usually invites creative communities and tourist destinations for its programs. Meanwhile, at the National Children's Day event yesterday, the Tourism Office succeeded in collaborating with the coffee community, the disability community, the traditional game community, food MSMEs, and from urban villages. These communities and SMEs set up bazaar stands to promote their brands and products.

At the identity media stage; The tendency of news content about tourism in South Tangerang City is about the core of the events covered and how to coordinate and collaborate between agencies in the implementation of the event. Meanwhile, the hope of the Tourism Office in reporting from the media is to provide special spotlights for tourist destinations, explain the reasons why these tourist destinations are appropriate for the event being held, as well as branding, and elevate the characteristics or identity of the tourist destinations covered.

At the lobbying stage; The Tourism Office has taken several approaches with several companies in the South Tangerang City environment for tourism. Several companies have been involved in tourism development. The Head

of Tourism Promotion, Data and Information explained that the company's involvement in tourism development is to act as a sponsor in activities held by the Tourism Office.

At the stage of social responsibility; several companies in South Tangerang City have collaborated with several companies in organizing social service activities at tourist attractions in South Tangerang City. When carrying out social service activities, the Head of Tourism Promotion, Data and Information explained that if the activities are not accommodated by the APBD, the Tourism Office often collaborates with the Sponsorship party. Several companies in South Tangerang City participated in the CSR activities of the Tourism Office by providing sponsors in cash or kind.

From the research results of the Marketing Public Relations Strategy of the Tourism Office in Promoting South Tangerang Tourism Destinations above, the research team can discuss the following. Cutlip, Center, and Broom (2007) put forward a concept to measure PR strategy which includes four main steps, namely Fact Finding, Planning, Communication, and Evaluation. The first step is Fact Finding for activities to analyze the situation of tourism conditions and developments. Where South Tangerang City has many places, regions, or tourist destinations that have the potential to be developed and promoted as superior tourism, it's just that to focus promotional activities so that they are right on target, a priority is determined. After going through a long process and identification stages, Ecotourism Kranggan, AMTC, Brin Puspitek, Sanggar Budaya Nusantara, BX Ring, Trans Snow World, Ocean Park, Flavor Bliss, and Gintung Dam are set to be 9 leading tourist destinations that will be promoted by the current Tourism Office. . This is also reinforced by the statement of the Head of Tourism Promotion and Cooperation Section that South Tangerang City has many types of tourism that are being developed to be introduced and promoted to the wider community. However, for promotional activities to run more effectively, it is currently focused on these 9 destinations first. Then for the type of tourism that is most developed today is culinary tourism, but it does not rule out other types of tourism such as entertainment, culture, and education. Therefore, the Head of Management of Destinations and Tourist Attractions is currently planning to implement a city tour system in South Tangerang City. Through a city tour, all tourism actors such as travel service providers, lodging places, to places to eat will be connected, because the Tourism Office applies an integrated management model that will make it easier for tourists when visiting. With the city tour package, more and more tourist destinations will be visited and known by tourists.

Furthermore, organizational analysis regarding the readiness of the Tourism Office in developing the world of tourism in South Tangerang City, namely by compiling and establishing regional regulations for RIPPARDA and Perwal. RIPPARDA is the Regional Tourism Development Master Plan which is the legal basis for the Tourism Office in implementing tourism-related programs in South Tangerang City. Meanwhile, Perwal is a Mayor's Regulation that functions as a technical guide for the implementation of regional regulations or activities for the development of tourist destinations. From this process, 9 priority tourist destinations were determined in South Tangerang City. The vision of the Tourism Office is to develop and promote artificial tourism, both owned by the government and the private sector. This is because South Tangerang City itself only has two natural attractions, namely Gintung Dam and Kranggan Ecotourism, so activities are more focused on artificial tourism in the future. The Head of Management of Destinations and Tourist Attractions also said that in addition to implementing a city tour system, the Tourism Office will encourage and intensify promotions for MSME products that have the potential to become souvenirs typical of South Tangerang City. Because what is felt so far is that MSME products exist but are not known by the public. This is very unfortunate to happen because according to the Head of Tourism Promotion, Data, and Information, South Tangerang City is a warehouse for creative friends.

Meanwhile, the process of developing the world of tourism in South Tangerang City involves various parties, both internal and external. For the internal public, the Head of the Management of Destinations and Tourist Attractions said that he had conveyed to his human resources that this was a shared responsibility. Therefore, a new, more effective work pattern is needed by giving responsibility to each technical implementer of activities to make reports on visitor data and income received by tourist destinations per month. Thus, the Tourism Office has a database to see or measure the success of promotional activities that have been carried out. As for the external public, there are quite a lot of service providers in South Tangerang City, only 20 tourism actors are currently registered, and in the future, the Tourism Office plans to accommodate a total of all tourism actors in South Tangerang City. Then it cannot be denied that developing tourism in South Tangerang City requires community involvement and support in the process. According to the Head of Management of Destinations and Tourist Attractions, South Tangerang City has a wide variety of food and superior MSME products that have the potential to be developed into special souvenirs. However, what is unfortunate is that the community is still less active and involved in developing and promoting these products.

The second step, namely Planning for the current flagship program of the Tourism Office, is to promote 9 leading tourist destinations. Then for the preparation of a program plan for the development of tourist destinations in South Tangerang City. Starting from making MOUs or cooperation agreements with related tourism associations and actors for the implementation of city tours, so that data on tourist visits are obtained in every existing tourist destination.

Through this data, the Tourism Office will be able to analyze whether the destination places have increased or decreased visitors.

The third step is Communication for communication actions carried out by the Tourism Office in developing the world of tourism in South Tangerang City. This started with the preparation of an MOU in cooperation with tourism associations and actors to implement a city tour. Then from the MOU of cooperation, data on tourist visits will be obtained, so that the Tourism Office can calculate the number of increases or decreases in visitors and evaluates. If there is a decrease in visitors to a tourist destination, the Tourism Office can provide solutions according to the needs of the place.

Meanwhile, through several collaborations, the Tourism Office will hold a competition to make short films about the profile of tourist destinations. The competition is one of the efforts of the Tourism Office in promoting tourist destinations in South Tangerang City. Then the Tourism Office also held a meeting with PHRI and Asita Travel to determine the next steps in implementing an integrated collaboration with a city tour system. Meanwhile, in communicating and promoting tourist destinations in South Tangerang City, the Tourism Office uses social media as one of its communication channels. This is also the statement by the Head of Tourism Promotion, Data, and Information that the Tourism Office already has a website, Instagram, Youtube, Twitter, and Tiktok, but some of these media are not yet active and the content is not optimal.

The fourth step is Evaluation to measure the success of the tourism destination development program carried out by the Tourism Office. Evaluation is carried out from the existing occupancy or through data analysis of tourist visits. The daily visit data will be the basis for estimating the monthly visitor target, later if the estimated monthly target is achieved, then the promotional activities that have been carried out by the Tourism Office can be said to be successful. Furthermore, through evaluation activities carried out by the Tourism Office, it was found that the supporting and inhibiting factors in promoting the 9 leading tourist destinations in South Tangerang City were found. The supporting factors for the Tourism Office are getting support and trust from regional leaders, namely the mayor, to innovate in making programs that can increase the number of tourists. The inhibiting factor is the low enthusiasm, attention, and awareness of the community in developing and promoting tourist destinations and souvenirs typical of South Tangerang City.

Through 7 (seven) ways that become benchmarks in Marketing Public Relations activities according to Kotler and Keller (2016) in promoting 9 tourist destinations, the South Tangerang City Tourism Office has attempted to implement them in the Marketing Public Relations strategy which includes Publications, Identity Media, Events, News, Community Involvement, Lobbying, and Social Responsibility. Starting with Publication, through this method the organization publishes material to influence and attract public attention. The publication is done through brochures, articles, newspapers, audio-visual materials, and other media. The Tourism Office publishes tourist destinations in South Tangerang City through social media Instagram, Youtube, website & Twitter. The Head of Tourism Promotion, Data, and Information explained in an interview that so far the Tourism Office has uploaded content on the three social media. However, he stated that the social media account could be considered not very active.

Then Events; namely the organization's way of reaching and attracting the attention of the public by holding special events such as exhibitions, interviews, seminars, and so on. In the process of developing South Tangerang City tourist destinations, the Tourism Office applies this method by holding special events for South Tangerang City tourist destinations. The Head of Tourism Promotion, Data, and Information explained that the most recent event held by the Tourism Office was the National Children's Day event at City Park 1. At the event the Tourism Office collaborated with several agencies, schools, communities, and MSMEs in South Tangerang City. . The community responded enthusiastically to the event so there were 700 participants in attendance. In addition, there is a big event that is routinely held every year, namely the South Tangerang City Anniversary event. As for the holding of several major non-APBD events, namely the Inoptek and Culinary events of the Archipelago.

News, is a way for organizations to collaborate with the media to become news material in the mass media. In the process of promoting and publicizing tourist destinations in South Tangerang City, the Tourism Office has collaborated and involved the media, namely with TV-One, TVRI, and so on. The Head of Tourism Promotion, Data, and Information explained that the media were involved in covering the activities carried out by the Pariwisata Office. The obstacles faced by the South Tangerang City Tourism Office in collaborating with the big media are budgetary constraints. However, the Head of Tourism Promotion, Data, and Information explained that these obstacles will not prevent the Tourism Office from continuing to work on other collaborations.

Community Involvement, which is the way the organization makes social contact with community groups, maintains good relations with the organization and the institutions it represents. The tourism office applies this method by participating in the Abang Nona competition every 2 years to follow the decisions of the provinces. Then in applying this method, the Tourism Office involves several communities in South Tangerang City in the Tourism Office's programs. The Head of Tourism Promotion, Data, and Information explained that at the National Children's Day event,

the Tourism Office succeeded in inviting the coffee community, disability community, traditional game community, food MSMEs, and urban villages to set up bazaar stands and promote the brand and its products.

Identity media, merupakan suatu cara organisasi untuk membuat identitas yang bisa dikenal oleh masyarakat dengan mudah. Hal ini dapat diterapkan melalui logo, alat tulis, brosur, kartu nama, bangunan dan sebagainya. Kepala Bidang Promosi Data dan Informasi Kepariwisata mengungkapkan bahwa isi berita tentang wisata di kota Tangerang Selatan cenderung membahas hanya tentang kegiatan acara yang diliput dan bagaimana koordinasi serta kolaborasi yang dilakukan. Dalam membangun identitas media, Dinas pariwisata berharap berita tentang wisata di Kota Tangerang Selatan dapat lebih memberikan spotlight khusus kepada tempat-tempat wisata serta mem-branding dan mengangkat ciri khas atau identitas dari destinasi wisata yang diliput.

Lobbying is an organization's way of approaching external parties to establish good relationships and collaborate in the future. In applying this method, the Tourism Office has taken several approaches with several companies in the South Tangerang City environment. The Head of Tourism Promotion, Data and Information explained that the company's involvement in tourism development is to act as a sponsor in activities held by the Tourism Office.

Social Responsibility is an action or form of responsible effort for the environment around the organization. The results of the Research Team's interview with the Head of Tourism Promotion, Data and Information stated that several companies in South Tangerang City had collaborated with the Tourism Office in organizing social service activities at tourist attractions in South Tangerang City. Support provided by companies around South Tangerang City for social service activities in the form of necessary goods and cash.

In the book on Public Relations & Communication Management according to Ruslan (2014), there is a Marketing Public Relations strategy known as the Three Ways Strategy to implement programs in achieving goals, namely Push Strategy (pushing), Pull Strategy (pulling), and Pass Strategy (passing). The strategy of the Tourism Office in the Push Strategy is to organize events (events) at tourist attractions in South Tangerang City that are by the character of visitors to these tourist attractions. As in organizing events to celebrate national children's day, the Head of Tourism Promotion, Data and Information explained that the Tourism Office chose a place that was by the context of the event, namely a children's tourist spot. For future planning, he explained that there would be events at other tourist attractions. As in Jatitren, where the majority of visitors are families, the Tourism Office plans to hold an event that can be attended by families. It is hoped that the events held can increase public awareness and interest in these tourist attractions. Then for the Pull Strategy (interesting) holding a short film-making competition about the profiles of tourist destinations in South Tangerang City. In addition to competitions, the Tourism Promotion, Data, and Information Division will also take pictures and videos for content purposes on social media. The Pass Strategy (passing) is by planning a city tour package system, namely packages for tourists or visitors who visit South Tangerang City. Through this tour package system, tourist visits will be easier because one tourist destination and another are already interconnected, the city tour tourism system is expected to attract public attention and increase the number of tourist visits in South Tangerang City. From the whole discussion above, the Department of Tourism in establishing relations with the public should apply the Two-Way Symmetric model in the theory of Excellence.

4. CONCLUSION

Based on the research objectives, it is concluded that the research results are first, that the Marketing Public Relations strategy in promoting tourist destinations in South Tangerang City carried out by the Tourism Office is to apply the 4 Steps of Public Relations concept, PENCILS and the Two-Way Symmetric model in Excellence theory. . Then second, the Media Public Relations strategy of the Tourism Office in promoting tourist destinations in South Tangerang City is through collaboration with several media parties in terms of publication through news, using Social Media to upload content about South Tangerang City tourist destinations, and holding special events in each place. tours that have been adapted to the background of visitors to these tourist attractions.

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