COMMUNICATION NETWORKS AND ITS IMPLEMENTATION IN DEVELOPING TOURISM IN BANYUWANGI

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ABSTRACT

The Banyuwangi Regency Government has made tourism a leading sector to support the regional economy. Efforts to promote tourism through world-class events such as the BEC (Banyuwangi Ethno Carnival), Tour De Ijen and Gandrung Sewu attractions are regularly held every year. Communication network patterns can be understood as forms or relationships between two or more people in sending and receiving messages in the right way so that the message in question can be understood. The importance of communication networks for tourism actors in developing tourism potential in Banyuwangi. For this reason, what is the role of tourism actors in the communication network and how to analyze communication network patterns among tourism actors in Banyuwangi. This research method uses a qualitative approach to explore deeper information about how the communication network in the tourism community in Banyuwangi Regency supports and promotes tourism.One of the important roles in developing tourism in Banyuwangi is building communication channels to all levels, both government, private and community. The connectivity that occurs is built through a communication network that gradually takes root among tourism actors. This special event activity encourages tourism actors to establish communication networks between actors. Both communication is carried out from top to bottom and vice versa, also communication between tourism actors. Based on the results of the analysis of the communication network in the Tourism Actors Community, namely from the government, private sector and tourism organizations, it is known that there are four opinion leaders as individuals who are considered credible so that tourism actors and places ask them a lot of questions.

Keywords: Communication Network, Tourism Development

1. INTRODUCTION

Currently tourism is the prima donna in increasing regional original income. This is of course supported by the natural potential of the region. Tourism activities are activities that can bring benefits and profits to both the local government and the surrounding community. Banyuwangi Regency is the largest district in East Java Province which has tourism potential based on ecotourism and sustainable development. The Banyuwangi Regency Government has made tourism a leading sector to support the regional economy.

The Banyuwangi Regency Government has made tourism a leading sector to support the regional economy. Efforts to promote tourism through world-class events such as the BEC (Banyuwangi Ethno Carnival), Tour De Ijen and Gandrung Sewu attractions are regularly held every year. On the other hand, Banyuwangi itself is currently an attraction as one of the tourist attractions that needs to be visited in East Java. Determined in the village RPJM (Medium Term Development Plan) for 2020 – 2025. The tourism development process cannot be separated from the actors who play a role in supporting "active" tourism in Banyuwangi. The existence of an effective cooperation pattern is carried out by the Tourism Office by internally dividing tasks with all regional government task forces related to festival activities, while externally collaborating with all communities, especially cultural communities. In the process of conducting communication network research, researchers analyze the structure of the communication network first.

The relationships that exist between individuals constitute a network. In the communication process, a network is formed which will later form a pattern. This research will map the communication network pattern of tourism actors in Banyuwangi. According to Marsden (2005:8) in the book Communication Network Analysis by Eriyanto (2014), communication network analysis is divided into two, namely complete networks and ego-centered networks. The difference between these two types of networks lies in whether the analysis focuses on only one or so on. Rogers and Kincaid (1981) said that communication network analysis is a research method for identifying communication structures in a system, where data related to communication flows are analyzed using types of interpersonal relationships as the unit. Communication networks are regular patterns of interpersonal contact that can be identified as the exchange of information that a person experiences in their social system (Berger, Roloff, & Ewoldsen, 2010).

Communication patterns are one of the important factors to expedite the process of tourism activities, communication is the delivery of very important information to support tourism development factors. Communication network patterns can be understood as forms or relationships between two or more people in sending and receiving messages

in the right way so that the message in question can be understood. In a group, the communication network pattern is how a message, including the flow of information and instructions, is conveyed in detail.

For this reason, the importance of communication networks for tourism actors in developing tourism potential in Banyuwangi. For this reason, what is the role of tourism actors in the communication network and how to analyze communication network patterns among tourism actors in Banyuwangi.

2. METHOD

This research uses a method. This research uses a qualitative approach because it wants to explore deeper information about how the communication network in the tourism community in Banyuwangi Regency supports and promotes tourism. In carrying out the analysis, researchers analyzed the structure of the communication network. A group that understands the meaning of tourism. This group consists of three groups, namely: a) The intelligent group of tourism consumers, they consist of domestic tourists and international tourists. They are a consumer group, but critical of tourism, both domestic and foreign. b) Groups that carry out exploration and exploitation of destinations for business interests. c) Activist groups, namely groups who know the meaning of tourism, then carry out development of destinations, human resources and traditional institutions to strengthen the substance of the community as a destination excellence. The tourism institutions in question consist of regulatory aspects, to regulate destination development, tourism institutional efforts, coordination and for the tourism industry in general. b) Indigenous Community Institutions, concerning issues of religion and customs. c) Coordination, coordination that is built due to good and well-planned tourism network connectivity. d) Industry and Professionalism. (Bungin, 2015).

3. RESULTS AND DISCUSSION

Communication between stakeholders is important in developing tourism in Banyuwangi Regency in a sustainable manner. Communication between stakeholders or a network consisting of individuals who interact with each other to form patterns. In the communication process, a network is formed which will later form a pattern. This research will map the communication network pattern of tourism actors in Banyuwangi. In the process of conducting communication network research, researchers will first analyze the structure of the communication network. For this reason, the importance of communication networks for tourism actors in developing tourism potential in Banyuwangi.

Banyuwangi Regency is one of the districts in East Java Province which has 189 villages. This district is one of the regions that continues to develop its territory, especially in the tourism sector. Initially, the potential for natural beauty was a top priority for tourists. However, currently, tourist interest has shifted to tourism that provides interaction with local communities. One of them is through tourist villages. The impact of developing a tourist village is to increase local village economic activity so that it can create equitable development.

Banyuwangi Regency is an area that has diverse tourism and cultural potential. Each region in Banyuwangi Regency has characteristic tourism, cultural, natural and community life resources that can be developed as tourist destinations, such as Alas Purwo National Park, Red Island, Ijen Crater, Osing Kemiren Traditional Village, and others. This tourism potential and cultural diversity encourages the Banyuwangi Regency Government to continue to develop and market the various advantages of the Banyuwangi tourism sector. Banyuwangi Regency created city branding as an effort to introduce and market its regional potential.

Strengths, weaknesses, opportunities and threats faced by the Banyuwangi Regency Culture and Tourism Office and from the strengths, weaknesses, opportunities and threats four alternative strategies were found, including: optimizing the role of local government and human resources to increase the number of tourist visitors in order to realize community economic growth , increasing public awareness of the importance of tourism and the number of foreign language experts, regulating competition between villages in offering tourism products and preventing economic disparities, increasing the provision of tourism supporting facilities and infrastructure and increasing community participation as tourism actors (Wibowo, 2018).

The relationships that exist between individuals constitute a network. In the communication process, a network is formed which will later form a pattern. Communication network analysis functions to describe communication patterns and the roles of actors in them. By knowing the patterns and roles in a network, communication will be more effective so that the aim of conveying messages will be more efficient. The results of this research show that there are three (3) actors who play an important and potential role in increasing the existence of the community, while in the network formed in the tourism community in Banyuwangi there are five (5) actor roles, namely star, opinion leader, bridge, liaison, and isolate . The communication patterns formed by tourism actors are star-shaped. This communication pattern is a star communication pattern where this pattern is almost similar to a circle communication

pattern. What is meant by equality is that all members are the same and all have the same power to influence other members. However, the difference with the star pattern is that the structure or flow of communication that exists does not have to go through certain people but anyone can directly talk to and to anyone in the network. The star network pattern that exists in the tourism community in Banyuwangi will make the community's goals achieved more quickly. The orientation of tourism actors in developing the main tourist attractions is Mount Ijen, Alas Purwo National Park and Kemiren Tourism Village. Although there are still 11 tourist attractions to choose from in Banyuwangi.

An integrated communication strategy or Integrated Marketing Communication in promoting tourism in the Banyuwangi area is determined by the Banyuwangi Tourism Office in the advertising and event categories. By using qualitative research methods to describe the integrated marketing strategy for the 2022 Banyuwangi Festival, the Banyuwangi Regency Tourism Office is optimistic about development efforts and efforts to increase the number of tourist visitors, both local and foreign. Therefore, this marketing strategy can be a strategic management tool to ensure the right type of consumer, namely pro-sustainable tourists, who come to tourist locations, as well as considering destination capacity and visit management. Therefore, this marketing strategy can be a strategic management tool to ensure the right type of consumer, namely pro-sustainable tourists, who come to tourist locations, as well as considering destination capacity and visit management (Amaliah, 2023).

Source: https://banyuwangitourism.com/
Figure 1. Banyuwangi Tourism Promotion Media

The Banyuwangi festival event is one of the interesting themes in tourism development, because to attract tourist interest it is necessary to have a diversity of attractions, namely festivals in tourist destinations, by providing a variety of choices and showing something new. Events and Festivals are one strategy that can be implemented to encourage the development of creative industries, stimulate the local community's economy, create new jobs, as well as promote local tourism destinations and improve the tourism image of Banyuwangi Regency. The events and festivals held in Banyuwangi Regency are the most creative and largest festivals, as proven from 2017 to 2023, the number of events and festvals continues to increase. This special event activity encourages tourism actors to create communication networks between actors. Both communication is carried out from top to bottom and vice versa, also communication between tourism actors.
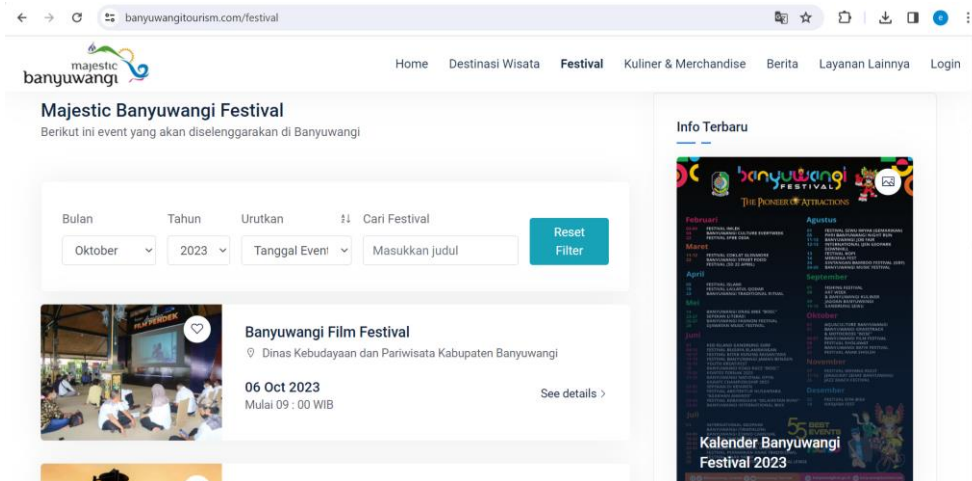
Figure 3. Special Event as a Communication Network Media

The results of research on communication interaction processes through content analysis of communication messages in tourism actors in Banywuangi based on Berg's Discussion Theme categorization and the role of Benne and Sheats' group-oriented members and Bales' Interaction Analysis Process and Giles' accommodation theory show that technical and organizational themes are most widely discussed in messages. sent is intended to explain proposals and provide information as well as express agreement with statements made by other members.
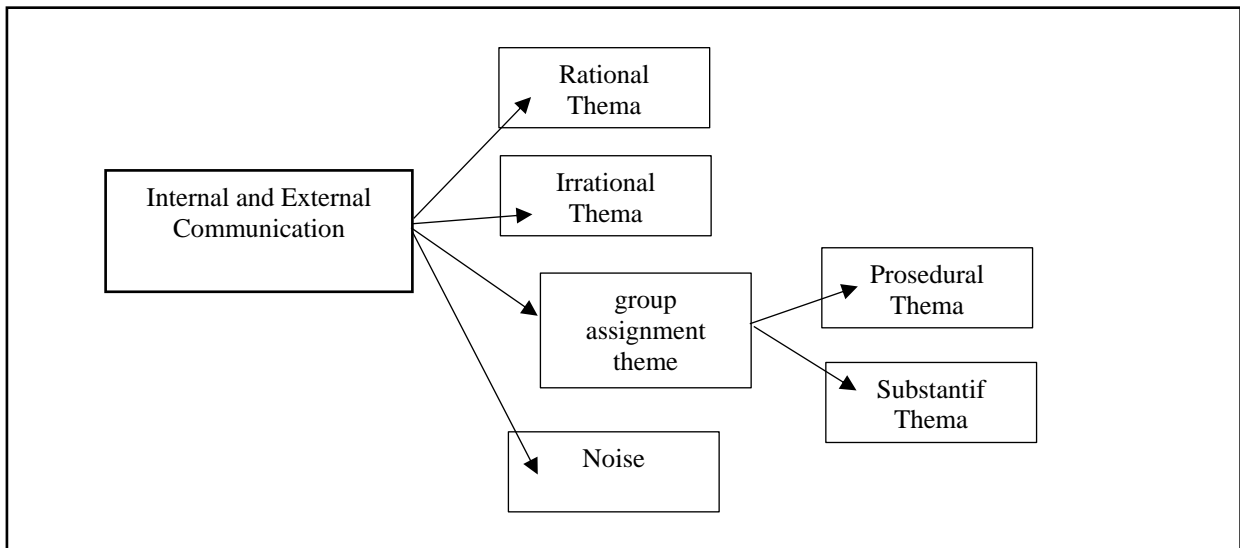

Figure 3. Message Theme

Kenneth Benne and Paul Sheats' category system. Kenneth Benne and Paul Sheats (1948) in Devito (2011) divide the roles of group-oriented members, namely the role of group tasks and the role of building and maintaining the group (relational). In the initial stages, there is a tendency for interacting groups to try to find ideas and direction as well as to try to avoid disturbing the calm climate within the group. In the next stage, the interacting groups begin to try to solve problems in ways where several alternative solutions are evaluated. If we refer to the Bales categorization, the tourism actor group is already in the evaluation phase.
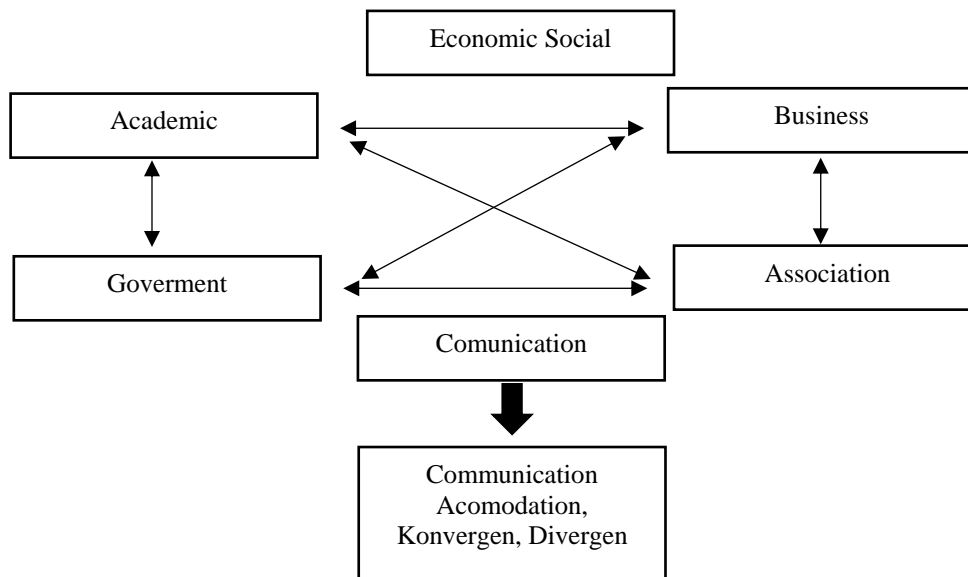
Figure 4. Communication Network Processes

The behavior of the messages given shows efforts to share opinions, ask each other questions and provide suggestions, reach agreements, reduce tension and behave in a friendly and friendly manner leading to sharpening similarities and unification (convergence). One of the important roles in developing tourism in Banyuwangi is building communication channels to all levels and stakeholders. From this context, it can be understood that there is a change in communication that is built and maintained between all agencies and levels of stakeholders interests, then all interests, affairs and goals to empower and develop the tourism industry will be efficient and on target. Considering now the needs and interests too Community connectivity tends to use communication tools that are fast, efficient and reachable all levels of community needs

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One of the important roles in developing tourism in Banyuwangi is building communication channels to all levels, both government, private and community. The connectivity that occurs is built through a communication network that gradually takes root among tourism actors.

Based on the results of the analysis of the communication network in the Tourism Actors Community, namely from the government, private sector and tourism organizations, it is known that there are four opinion leaders as individuals who are considered credible so that tourism actors and places ask them a lot of questions. Namely tourism actors who are organized in an organizational forum. Opinion leaders in this communication network, apart from their role in providing information about tourism, also provide motivation directly and indirectly to their members. The presence of opinion leaders in this Community is ultimately able to foster a spirit of innovation for tourism actors so that they become more productive in trading on digital platforms. Apart from offline community activities, opinion leaders also communicate in online forums such as application groups.

4. CONCLUSION

Based on the analysis, it is concluded that firstly, the role of the communication network consists of; opinion leaders, gate keepers, cosmopolites, bridges, isolates and cliques. Second, the communication flow process of tourism actors is divided into three directions according to the structure lines. First, downward communication which is always used by the Tourism Office to convey instructions to tourism actors. Second, upward communication to convey the efforts made to develop tourism, in addition to problems that need help, ideas that have a positive impact on tourism progress and conflicts between fellow communities. Third, Horizontal Communication, namely exchanging ideas between tourism actors, sharing information between communities.

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