

POTENTIAL THEMATIC CAMPAIGN FOR LAMPUNG TOURISM

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Abstract

Campaign program for the development of the tourism industry has been commonly used. It is still necessary to design campaign programs with different specifications which are based on the uniqueness of a tourist attraction. There is a trend about tourist attraction visited mostly by foreign tourists, but actually rarely visited by the public in general. The indication is people are no longer just travel for a vacation, but there is a new reason to get there as the distribution and development of a hobby.

Attractions that have such privilege seem as if to get the grace, there is no need to build from the starting point, just need to maximize their potential. Such conditions in Lampung Province are found in several places such as Tanjung Setia Krui beach, in west Lampung with waves that are rarely found by surfing enthusiasts from around the world. There is also Teluk Kiluan serving familiarity of dolphin life. In the context of natural grace, that privilege needs an extra support campaign program that concentrates on a specific theme as well, which is not randomly widespread but effective.

Thematic campaign program can optimize a potential unique tourist attraction that has already existed. In the program, the campaign is designed with a central theme that is set from the privilege sights, then the message is designed in such a way, so that the public affection is more striking in the component of behavior. What is important in the campaign strategy is to note the specification of targeted audience. In addition, the thematic campaign will bear programs that are not randomly widespread but more scalable premises that must carry out monitoring and evaluation as good as possible. It is because there is a possibility to modify the executed strategy in the course of the campaign program.

Keywords : thematic campaign, tourism

1. INTRODUCTION

Tourism Lampung province is potential enough. It has become a daily sight that international travelers surf the waves of Setiam Cape Coast, Krui, West Lampung regency. For them, traveling is not just visiting tourist attractions, but it has further in purpose as an excellent venue for releasing their hobby. They even have further developed their hobby into a professional surfing skill.

For Lampung which has the tourist area, this phenomenon surely can be "used" as an issue in developing the tourism potential. When the trend to travel to some communities has entered the deeper stages that it is no longer for them just to take the time to visit new places or unique one for recreation, but as a promising area of impingement hobby and development potential, then it will be possible to develop a thematic tourism for the hobby .

Wakatobi waters popularity as a tourist destination should be seen as a tourist destination which is thematic. The thematic thing is in *diving* and *snorkeling* in the beauty of the underwater world. In its development it becomes "things that sell" for foreign tourists. If then other things also make Wakatobi becomes more famous, the early theme is *diving* and *snorkeling* in the underwater beauty which is unique that becomes a very interesting place to visit. For fans of *diving* and *snorkeling* it is surely a thing that encourages them to visit.

Thematic trends in the tourist area need to be developed in the concept of tourism as a promising natural beauty in unique experience. It does not mean that a complete recreation area, such as the fantasy world, will reduce in value. However, for certain areas thematic for something that is typical is a commercially viable in the tourism industry. Indonesia's natural beauty has become an undoubted selling eco-tourism. When it comes to diving in Wakatobi, the value of *beauty of nature* has become a very desirable tourist asset for *diving* and *snorkeling* enthusiasts.

In that kind realm of mind, Lampung tourism campaign program may consider the concept of thematic tourism as part of a broader tourism campaign. However, the activities of tourism will be good when using a good tourist campaign. Say that the installation of advertising billboards on tourist destinations

can be said as a campaign that is conducted to advertise a certain tourism. The condition is not yet fully optimized when media messages are in public minds. Outdoor media has an advantage for the campaign to a broader public, but we need to consider the selection of media in the campaign when the thematic concept becomes the basis of the campaign. The most important thing in a thematic campaign is the campaign focus where there is the central theme and the thematic design of media messages on audiences that are not widespread.

2. THEMATIC TOURISM CAMPAIGN WHICH IS MORE FOCUS.

Internet sites present various tourist information as a form of tourist campaign. Various ads in the mass media convey messages of travel and hospitality as a means of supporters. This is the phenomenon of marketing communication on tourism that it is a potential business area that can be achieved with the optimal marketing communication. In this sense the campaign is a potential strategy. Diversity in tourist campaigns presented shows the uniqueness and advantages of each, both in newspapers and magazines, radio, television to new media such as the internet and social networking. The last they have to do is how they are able to present the message which encourage the public to visit. The effectiveness of campaigns, including campaigns at the tourist is the change of the public behavior; from knowing, formatting a certain attitude to move and go to a tourist destination campaigned. Based on Moffit basic strategies of the campaign is knowledge, attitudes and behavior (Moffit, 2004:358). That is what underlies the campaign. The success to process the campaign message is when the transferred message is understood and able to change attitudes to influence the people to behave as desired.

Facing the development of tourism industry today is a challenge for tourism managers or those who have tourist attractions to plan the typical tourist campaign, a specific one yet able to remain competitive in the "market" and remain comprehensive as a campaign. It means running the campaign as an ethic activity of public relations (Moffit, 2004: 331), but it is able to convey the message more persuasively for the public.

In the realm of tourism, the context of campaigns is in the category of caused-oriented campaign or campaign for social change (Venus, 2004:15). It means that this campaign expect a change neither in the commercial context alone, nor in the context of a political campaign. This basic thought will affect the design or the plan that have been done. The implication is that the program of the campaign remains a social dimension project. As for political or commercial interests attached to them, it should be placed on the portion of supporting strategy and not as the main consideration of the running plan or strategy.

In order to construct the campaign strategy as an operational step, one strategy may be filed in the message specification by presenting the specific excellence of the message about the theme in a campaign. This can be called as a thematic campaign; the campaign that has a theme and takes place in a certain period of intense concentration to get the desired effect.

A thematic campaign means you're in it for the long haul with the intent to build long-term relationships, recognition and separation from your competitors.¹

This concept leads to a campaign that is "just" carrying a particular theme or central theme that is not widespread, requiring intense involvement, gaining relationship with the public so that the message is more recognizable and acclaimed as well as having distinct advantages over other matters. Say that the content of the message that is different and has the advantage to wake the public up in a thematic campaign over time as well as constancy with continuous monitoring (*continuity and sustainability*). *A thematic campaign means you're in it for the long haul with the intent to build long - term relationships, recognition and separation from your competitors.*

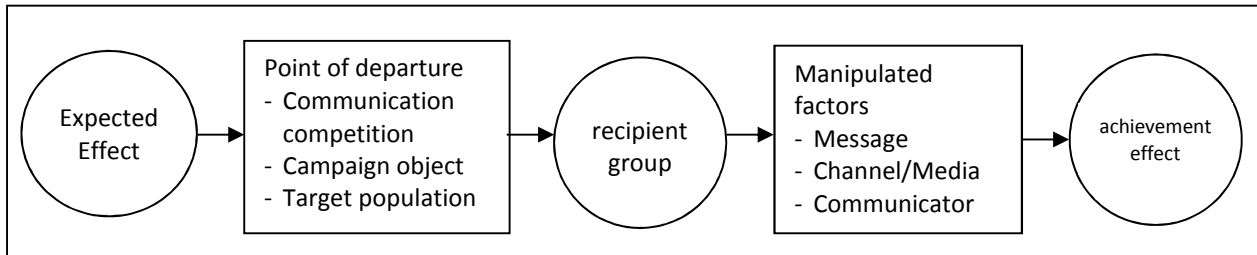
The thematic campaign will be potential in the tourism industry when the draft message notices the continuous and sustainable central theme. Tanjung Setia beach for example that is packaged in a thematic campaign will generate the following concepts:

- The central theme is beach tourism
Travel at sea or the beach with excellent activities: surfing and deep-sea fishing
- Have adequate means of support:
 - ✓ lodging accommodation (hotel or inn) with a good quantity and quality
 - ✓ road access to the shoreline including the vehicle to achieve it a boat which is safe and representative to the ocean

¹ Sumber: Artikel Shane Johnson, *posting* dalam <https://www.capstrat.com/posts/content-marketing-hot-hot-hot/> (25 Agustus 2013:14.45WIB)

- ✓ an easily met supply of food and beverages
- ✓ Acceptance of society on tourist-consciousness:

Submission of a campaign can refer to the campaign model of Warneryd and Nowak (Venus, 2004:22). This is a systemic model which says that one element is the unity with other elements with a clear description in each element. The important thing in this element system is that the goal of the campaign can be applied so that it can be changed when the campaign is running.



Source: Venus (2004:22)

Referring to this model, thematic campaign for Lampung coastal resorts can be designed (especially Tanjung Setia Beach) which has the advantage of high waves for surfing, but other than that another central theme of the campaign for the different thematic programs can also taken such as dolphin habitat (dolphin) in the Kiluan gulf. Both can be a central theme that characterizes the thematic campaign. When they are associated with Nowak and Warneryd model (Venus, 2004:22), a campaign design should consider the following:

1. *Intended effect* (expected effect). The effect to be achieved must be clearly formulated. In here determination of other elements will be obtained. In this model determination of the effect does not require the "pompous" thing so it is hard to reach. The effect to be achieved is sufficiently defined in a brief and simple way so that it is probable to achieve. An example of a thematic thing is like "We are expecting a more famous Lampung Coastal Region with its advantages and privileges for world surfers"
2. *Competition in communication*. In order for a campaign to be effective, it needs to be taken into account the potential interference and opposite campaign (counter campaign). In this case, there are relatively few competitors and "selling" the idiosyncrasy of Tanjung Coast waves can be aligned to Hawaii. The beach, based on surfing activity categories, is in the category of class S2 (highly appropriate) with the value of Travel Suitability Index (IKW) worth 80 %. The eligibility criteria for the category of surfing tourism activities include: wave height at the study site is 2 meters at its highest, and the wavelength at the study site is 191 meters at its longest.
These data show that considering the competitor makes us able to make an inventory of the advantages of what we have as a typical central theme more effectively. But the submission of data accuracy should also be concerned. On one internet site it is mentioned that: "*Tanjung Setia beach has waves that is indeed tempting for professional surfers. June through August was a great time to surf this place. Waves can reach a height of 6 to 7 feet with a length of 200 meters.*"² The usage of interesting data such as the height of the waves that reaches seven meters during the month of August is something very "sell". But actually the more accurate data such as the results of the research in scientific journals, the more accountable the information so that disappointment of the public can be minimized.
3. *Object communication*. Thematic campaign object is more focus on one thing only. The beach excellency with its owned added value is the thing to be highlighted more. Once again, the object of the campaign is a tourist destination, and the core of the campaign is the privilege of the tourist area. The main priority is the focus central theme of the campaign as a campaign object and is not splitted with other interests.
4. *Target population and receiving group*. The public as the receiver is part of the target population In order for an easier message spreading, then in spreading the message it is better to be addressed to opinion leader and the target population. The receiver group and the target population can be classified according to how difficult or easy they are to be reached by the campaign message. Those who do not

² Read More <http://indouniqueholiday.com/tourist-information/surfing/top-5-surfing-beaches-in-indonesia/>

need or are not exposed to the campaign message are part of hard groups to reach. In this case the thematic campaign on Lampung beach can be more focus on the object of surfing, diving, and dolphin in Kiluan cape. Special emphasis on this thematic object is surely generating targeted population "only" to those who are interested or concerned to the object. In this concept campaign planning is relatively easy to do whereas the particular object will result in the target population that is also special.

5. *The channel.* Channel used can vary as it depends on the characteristics of recipients and the type of campaign messages. Media can reach almost the entire group, but if the goal is to influence the behavior, it will be more effective if it is done through interpersonal channels. The presence of new media is another thing to be considered. Nowadays the role of advertising in internet has become a social phenomenon that should be considered. The art and techniques of messages delivery in cyberspace certainly support the delivery of the campaign message, for instance to *update* the information of tourism object. It means that there is a requirement to do monitoring or continuous monitoring for this media.

Social media can also be developed in order to utilize the media channels. Many successful communication messages were delivered via facebook or twitter; social media account usage can also be maximized. It is likely that today's social media has become a "substitute" of interpersonal media. If so, there are opportunities for behavioral effects by utilizing this medium.

6. *The message.* The message content and delivery are made in accordance with the characteristics of the public. Messages can also be divided into three functions namely: to raise awareness, to influence, and to strengthen and assure the recipient of the message that their choice or action is correct. In the explanation made by Venus (2004), this design planning requires the expertise that is based on the introduction to the public as well as how the message is designed for the expected effects. For the design of a message on Lampung coastal tourism campaign, the message that is delivered at least gives the public an awareness of the superiority of the waves for surfing. At this stage, the delivery of messages at least provides accurate specifications along with its advantages and comparative data if necessary. For the public who has a hobby on the item, this privilege will surely arouse their consciousness to be affected to try things that are special .

7. *The communicator/sender of the message.* Communicators can be selected based on certain considerations, such as an expert or a trusted audience, or even someone who has both characteristics. Communicator credibility is an important part in the campaign. Campaign design may appoint ad hoc party which is considered competent, or the government who is in charge on tourism. Government credibility is relatively good in the eyes of tourists. However, it should also be considered to show the expert communicators who can provide testimony on tourism.

8. The Obtained effects (achieved effects). This is the result to be achieved. Campaign effects include the cognitive effects (attention, increase in knowledge and awareness), affective (related to feelings, moods and attitudes), and conative (decisions to act and the implementation). When the public becomes more aware of the privileged Lampung coast and there is a growing sense of love as well as high interest to try it, then it can be said as successful campaigns. At this stage there is a need to do some evaluation to see the effect of the achievement. In addition, the campaign implementers should also make data monitoring (monitoring all the time) on the achievement effects. *Monitoring* is a very useful source of information for measuring the performance effects. In organizations, the role of M & E (monitoring and evaluation) becomes the supportive conditions for organizational goals.

By looking at the models presented, thematic campaigns of Lampung coastal tourist rely on area of Tanjung Setia Beach, West Lampung Krui, or we can also ask another superior theme in the form of life of dolphins in the Kiluan bay, Pesawaran. Some other things to consider in planning the campaign are:

- The campaign target is those who have interest in marine tourism like fishing, diving, or surfing . The public with similar interests or social category similarities can be very critical on the things they do. Therefore, in conducting a focusing campaign the existence of facilities such as shelter along with their food and transportation access to reach the area is needed. An ease is a condition, so that in giving the information data delivery should be as complete as possible. This includes how many hotels or lodging that is available, the availability of travel agents and travel trips to the complete food menu to suit international tastes.
- The target audience basically reconstructs the meaning of the message delivered. *Campaign message design is matching exercise* (Moffit, 2004:354). This perspective is a concern to campaign practitioners in designing the message; it is better to align the expected effect in the presence of the public. They are not passive public; there are many possibilities to harmonize messages with their own

psychological devices until we find the fact that it is precisely out of tune (not matching) with the background of the public.

- Media usage requires preliminary surveys (*formative research*). Something to be found out earlier is that what kind of media that is intended to be accessed mostly by the target public. It tends to be wasteful to use a newspaper that pursues actuality or radio with a local scale. It will be more striking by using magazines with a certain segment of readers and community and using outdoor media (billboards, posters) or small scale of print media such as *leaflets* or *booklets*. The other potential media is using a social media and internet media. In this case aspect of web design and content is a matter that requires monitoring in order to update and evaluation of media access.
- *Formative research* in the campaign is a preliminary study before the campaign. Gudykunst 2002 (in Venus, 2004:164), mentions that this research is to construct a better campaign program, the right campaign focus, the right target public, the right message, the right channel, and the right agent of change. This initial research activity should be conducted as a preliminary campaign program. However, the campaign would cost, it would be a pity if the potential inventory problems are not detected early; data in the preliminary study will be invaluable in selecting various things and anticipate the probability of failure, the data is also useful for the expected change strategy.
- The campaign evaluation is to assess the running program. Moffit (2004:336) says to evaluate success it is necessary to have the setting of realistic, obtainable goals and having reasonable mechanisms in place to assess success or failure. In measuring or assessing the results of the campaign a realistic provision for the goals to be achieved is needed using the exact measurements of the mechanism until we can measure the success or failure precisely.

Sometimes this component is neglected to the campaign as the liability is only on the program in the extent of fulfilling the obligation; it is finished after running from the starting point to the end point. If that is the case, we cannot assess whether the endpoint obtains success as when it was proposed as program design at the starting point. This evaluation requires sufficient data and information; hence there is a need to set the achievements that can be measured, for instance to conduct a follow-up survey to the public after the campaign. Another effective step for the evaluation is monitoring the campaign activities. If the result of the data and collected information do not mention the achievement of the goal as expected, it should be recognized with a big heart there is a failure in the campaign. Actually, the evaluation along the way of the program using monitoring records (*monitoring sheet*) and measurements per element in regular meetings could minimize these failures.

3. CONCLUSION

Tourism development with a thematic campaign can be an option in the development of the tourism industry. Thematic is a campaign program that is intended by pointing to one or two objects in a greater focus on one central theme. Campaign program in this dimension is not in the design of a *multi-task* on the entire tourist sector.

The thing to focus is excellence that has value to "compete" designed with reference to the systematic model in which linkage elements allow modification in strategy when the program runs. In the concept of this model, the evaluation becomes an important part with measurement of data and information as an important element in the assessment of the running program. The success can be demonstrated by the increasing number of tourists who visit the object that becomes a central theme of the campaign. An increase or decrease that occur can be used as a material for further evaluation.

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